

**2009~2010  
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## Mobilize Maine

**Mobilize Maine** is a private/public/nonprofit partnership facilitated by FairPoint's Connect Northern New England Community and Economic Development Initiative (CNNE). FairPoint's commitment is unprecedented and will expand the number and kinds of investors committed to assuring economic prosperity for all of Maine.

FairPoint's CNNE has agreed to work with the State of Maine and the EDDs to establish MobilizeMaine and develop regional capacity throughout the state that will ensure a successful effort to build a strong, growing, and sustainable quality of place for Maine.

**Mobilize Maine** will be coordinated by and among the six Economic Development Districts (EDDs), namely:

- Androscoggin Valley Council of Governments (AVCOG)
- Northern Maine Development Commission (NMDC)
- Eastern Maine Development Corp. (EMDC)
- Kennebec Valley Council of Governments (KVCOG)
- Southern Maine Economic Development District (SMEDD)
- Mid-Coast Maine Economic Development Districts (MCEDD)

Mobilize Maine is a fresh approach to community and economic development that builds on indigenous strengths and authentic assets of Maine's people, places and businesses.

**Mobilize Maine** will identify and develop strategies to address Maine's "unique hidden assets," which may be skills, businesses, activities or special places that have market leverage in the global economy, but may not have been previously recognized.

**Mobilize Maine** will:

- Establish long-term strategies for growth that will span successive state administrations, and be sustained by a broad, grass roots based critical mass of private, public and non-profit sector leaders and citizen volunteers facilitated under the guidance of Maine's six regional economic development districts (EDDs)
- Initiate a ground up approach whereby citizens in each region will identify strengths and assets that can become the foundation of the new economy.
- Identify regional priorities that will become the basis for private, public and philanthropic investment in each economic region.
- Preserve and sustain Maine's unique quality of place, while growing good paying jobs and businesses.
- Focus on measurable outcomes, with firm timeframes, benchmarks for action, and assigned responsibility for getting things done.

# Mobilize Maine is...

1. A local leadership driven initiative that maps regional assets and industry cluster value chains which will become the foundation for a statewide CED strategy
2. Hundreds of Mainers leading the development and implementation of focused and measurable “triple bottom-line” action plans
3. An asset versus needs based approach focused on advantages versus deficiencies, which can be preserved, enhanced and leveraged to achieve economic, social and environmental prosperity – the “triple bottom-line”
4. A statewide CED initiative which will uncover the unique potential of each region and connect their resources to transform Maine’s rate of economic growth
5. A four-step systematic and disciplined approach to regional CED planning and strategy that will train and empower hundreds of Maine’s leaders to grow their economy
6. A statewide private/public partnership supporting a grass roots mobilization of Maine’s citizens to take responsibility and control of their economic destiny
7. Based on a proven model for success, which connects quality of place, innovation, livable and healthy community strategies to achieve accelerated and balanced economic growth

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## Governor Baldacci’s State of the State Address—Excerpt

This year, Fairpoint Communications joined Maine’s business community.

Gene Johnson, the company’s president, brought with him to Maine a commitment to our State, to expand broadband statewide and to help us grow our economy. So far, the company has added more than 440 workers to its payroll in Maine.

Now the company will join with the State to form a new partnership that will help to refocus our economic development activities.

Simply put, we too often react to the crisis of the day instead of preparing and executing a comprehensive development strategy.

Our approach will help regions identify their best assets and develop plans to build upon them.

It’s economic development from the ground up, instead of the top down.

And we will combine economic development with Quality of Place. Quality of Place is shorthand for those things that we all treasure, that make Maine special, that keep us all coming home and draw visitors from around the world.

It’s our coastline, still dotted with working waterfronts. Our clean, deep lakes and fresh air. It’s our vast and healthy forests. We have artificially separated economic development from the characteristics of our State that make it so attractive in the first place.

Occasionally, we’ve allowed an unnecessary competition to grow between economic development and Quality of Place.

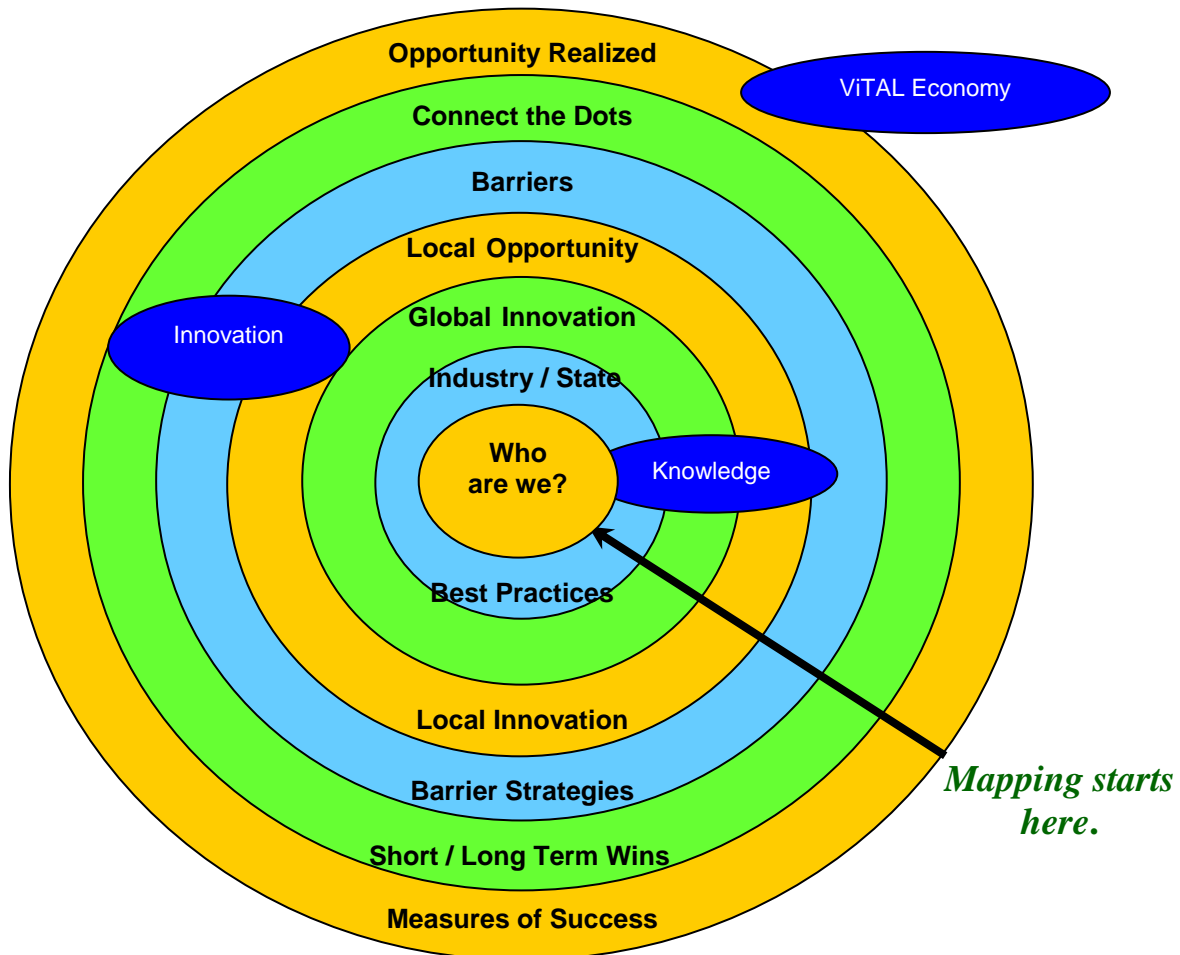
But they don’t compete; they must be tied together to be successful.

# Asset vs. Needs Based

- Views a community or region as a place with assets versus deficits, which can be preserved, enhanced and leveraged to achieve improved community and economic development outcomes.
- Recognizes that needs must be addressed, but focuses on indigenous community assets as a foundation for future growth:
  - Human Capital: Workforce, knowledge and skill assets, work ethic
  - Social Capital: building trust, ability to work, plan and act as a group
  - Physical Capital: housing, transportation, town centers, infrastructure
  - Financial Capital: life cycle equity and debt financing resources
  - Environmental Capital: land, natural resources, scenic beauty, recreation
  - Cultural Capital: heritage, architecture, arts and culture, performing arts
  - Healthy Community Capital: Education, Healthcare, Social Services, Public Safety
- Builds on these assets to create a better place to live work and play
- Connects these assets to regional, national and global economic opportunity

## Components of VE Asset Mapping Process

- |   |                                   |
|---|-----------------------------------|
| 1. Indigenous Resource Assets   | 5. Land Use Trends                |
| 2. Community Development Assets - Quality of Life & Demographics        | 6. Collaborative Environment      |
| 3. Competitive Advantages & Disadvantages                               | 7. Connectivity Environment       |
| 4. Economic Development Assets - Key Industry Sectors - Economic Trends | 8. Tax and Regulatory Environment |
|   | 9. Environment for Innovation     |



### *Quality of Place*

The Governor's Maine Quality of Place Council, calls for the EDDs to develop and implement Quality of Place strategies. The EDDs would also provide outreach and education to local and regional leaders about Quality of Place assets and investment strategies. The Council recommends that the EDDs develop a regional quality of place investment strategy by engaging regional sector leaders, setting priorities and leveraging public and private development activities and funds.

### *Efficiency Working Group*

In January 2009 the Governor's Working Group To Increase the Efficiency and Effectiveness of the State Economic Development Delivery System in part recommended Maine's EDDs work with the State to write a strategic plan for economic development at least every five years. It further stated that the EDDs, should be the focal point for regional strategy development including economic development, transportation, and Quality of Place.

*Each of these initiatives requires an asset versus needs based development process. The EDD's are committed to a single process that is responsive to each of these initiatives to ensure a coordinated and integrated effort.*

### *Northern Border Regional Commission*

The recently authorized Northern Border Regional Commission, a multi state federal regional commission patterned after the very successful Appalachian Regional Commission calls for the EDDs to play a pivotal role in the identification and delivery of projects that will improve economic opportunity and quality of life in the Northern Forest Region.

### *Sustainable Economy Initiative*

The Northern Forest Sustainable Economy Initiative report outlined a strategy for a sustainable economy for the Northern Forest Region of Maine, New Hampshire, Vermont and New York. It challenged the region to increase the capacity of the regions, individuals and institutions to anticipate and adapt to change and implement new initiatives to create a fertile environment for workforce, entrepreneurial and business development.