

People, Place & Prosperity

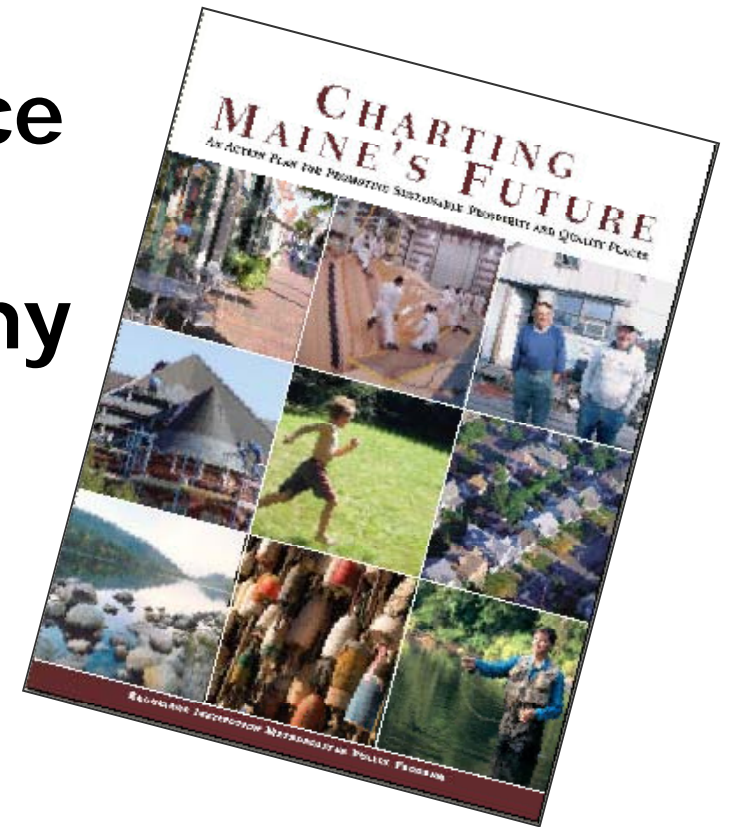


The Quality of Place
Initiative

June 2010

Origin of the Q of P Initiative: the 2006 Brookings Report

- **“Once based on resource extraction and goods production, our economy is now more diverse, innovative, service-oriented, and technology-driven.”**





Brookings' Key Assertions

- Maine's Quality of Place is an economic asset of great and increasing value.
- Indeed, it is Maine's **chief** economic asset in the global competition for entrepreneurs, skilled workers, seasonal visitors, and retirees



What is Quality of Place?

- Our woods and waters, our open fields, our arts and cultural heritage, our historic downtowns, working waterfronts, our tradition of public access to private lands are *place based assets* of great and increasing economic value to Maine people



Governor's Council on Quality of Place

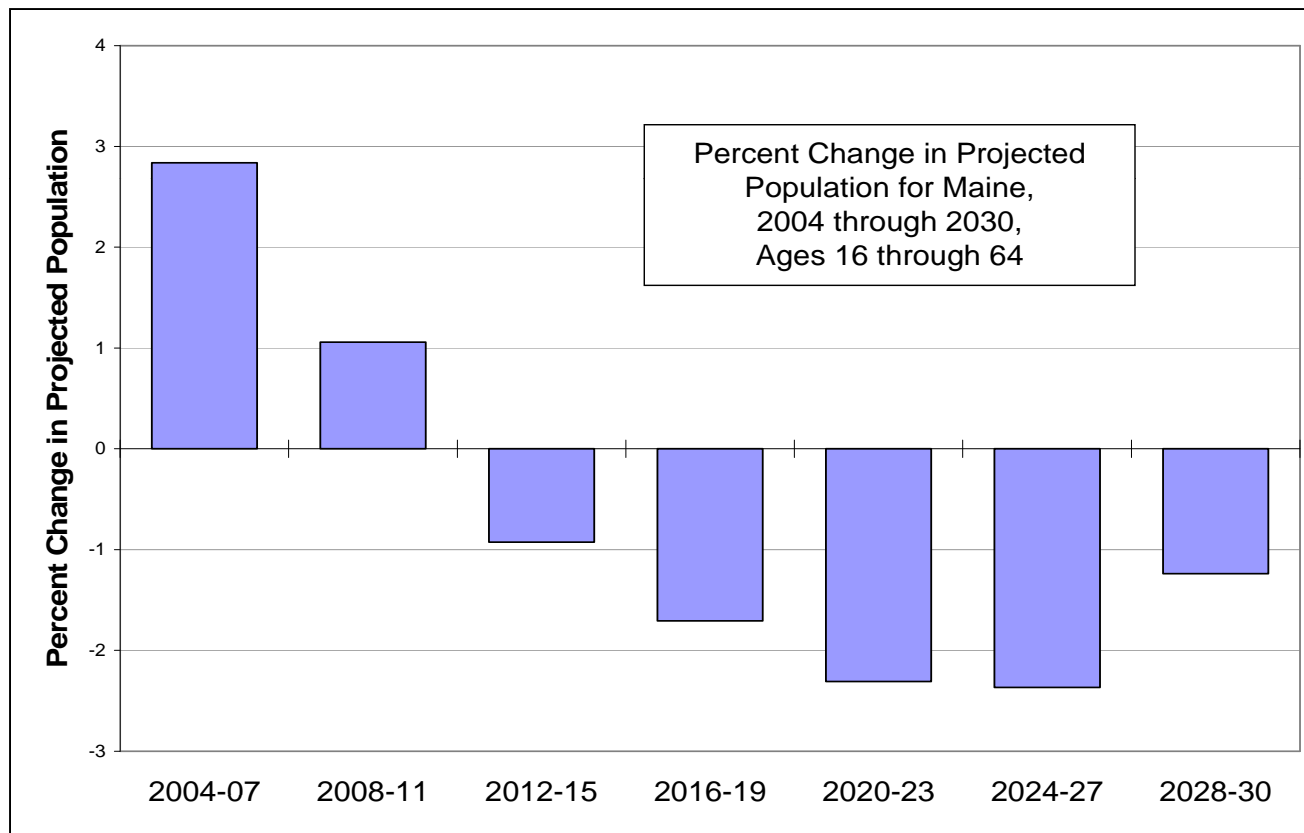
- Met for two years, 2008-2010
 - Conducted research on Q of P
 - Made 25 recommendations*
 - Passed Q of P Legislation
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- *www.maine.gov/spo



Key Q of P Council Findings:

- Q of P is an economic asset
- High tech and knowledge based industries will locate in areas with high Q of P values
- Investment in regional Quality of Place assets can stimulate jobs and prosperity

Maine's workforce will stop growing by 2012



Source: Maine State Planning Office



Why Legislation?

- To make Q of P part of our economic development strategy
- To create a permanent Q of P Council
- To coordinate Q of P matters between state agencies and regional entities
- To encourage asset-based regional planning and investment

What the legislation does...

- Shifts our economic development paradigm in two ways:
 1. Includes arts and culture, the natural and built environments and workforce assets in economic development





What the legislation does...

2. Shifts from needs based to asset based development:

Asset Based: identifies region's unique assets and develops strategy and related initiatives to capitalize on region's strengths, grassroots initiatives

Needs Based: Identifies region's deficiencies and creates initiatives to correct them, top down initiatives



What the legislation does...

- Sets 3 Q of P Goals:
 1. To create new, high-value jobs, products and services
 2. To increase regional investment, incomes and public revenues
 3. To protect, enhance and market assets identified as economic drivers



What the legislation does...

Defines Regional Asset Based Strategies:

- Asset inventory
- Asset assessment
- Market analysis
- Priority setting
- Investment plan
- Performance



A Quality of Place Investment is...

- Asset-based, authentic, indigenous
- An anchor in the region that stimulates jobs and small business
- An investment that attracts people and investment dollars into the state
- Best or unique in its class
- A public-private partnership



Examples:

- Farnsworth Museum--Rockland
- Maine Huts and Trails
- Reinventing Downtown Bangor
- Maine Winter Sports Center—Fort Kent



The Action is Everywhere...

- Many examples of planning initiatives:
 - Moohoosic Initiative
 - Mobilize Maine
 - Kennebec River Initiative
 - Maine CommunityScape Initiative
 - Mapping Our Footsteps
 - Downeast Lakes Initiative



Role of the Q of P Council

- Develops standards for regional asset based strategies
- Provides guidance on integration of regional plans
- Develops performance measures
- Coordinates state agency investments



Role of Communities

- Develop vision and plans
- Identify and prioritize regional assets
- Identify marketable assets for investment
- Find funding to implement plans, make investments.



Sources of Funding

- Philanthropic Grants
- Federal and state grants
- Loans
- Private investment, tax credits



Next Steps

New Council Appointed

Standards and guidelines established

Work with state agencies on grant criteria

Communities for Maine's Future Bond

Environmental Funders Network Grants



A Sense of Urgency...



Historic change is now upon us. How we respond will determine our future economic prosperity.

See full report at www.maine.gov/spo/qualityofplace