
Setting the Stage: Quality of Place and the Economy



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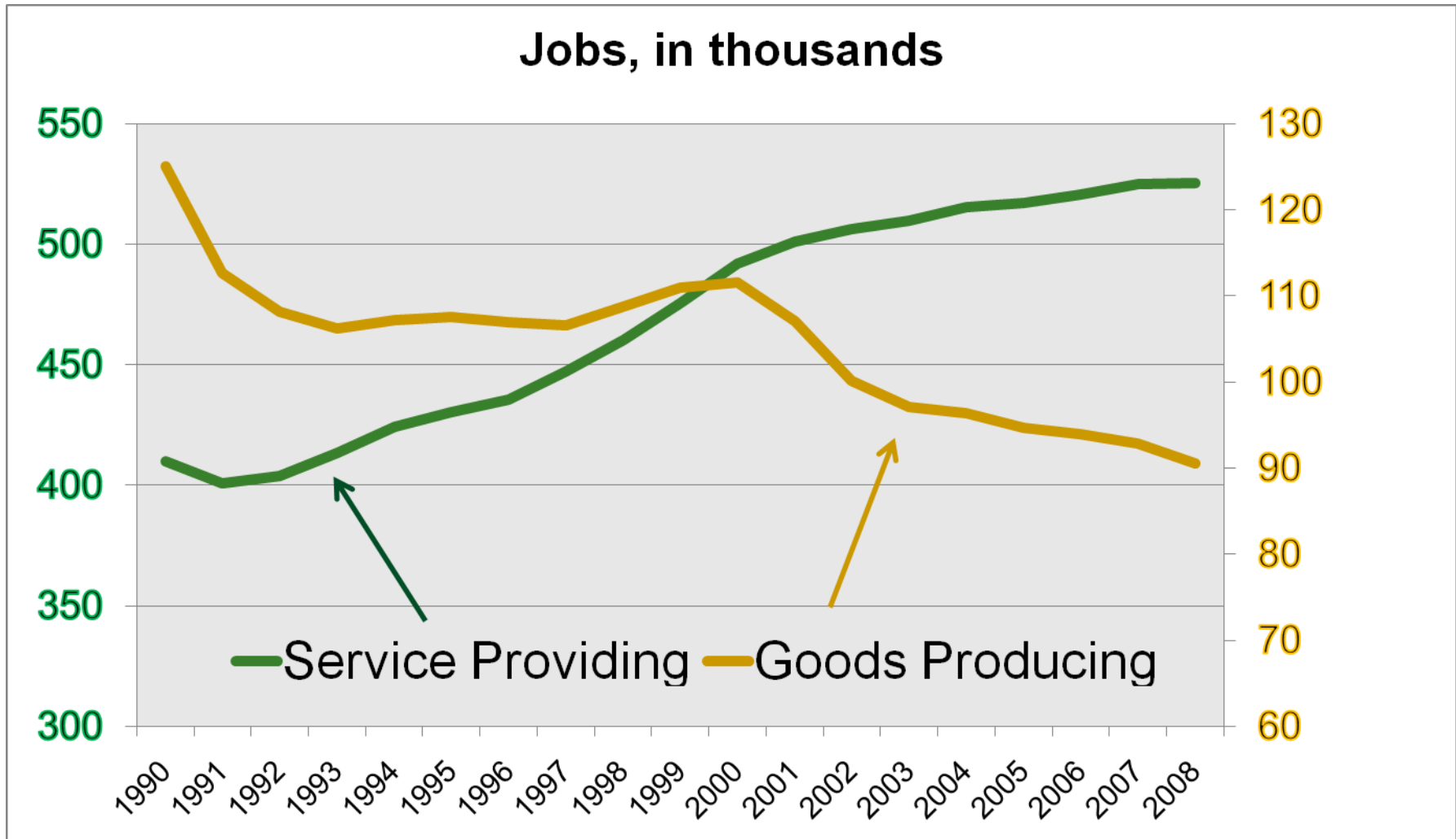
Three Things to Remember about Quality of Place

1. Quality of Place is about jobs
 2. Quality of Place is about attracting people
 3. Quality of Place needs a continuing commitment
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1. Quality of Place is about jobs

- Creating jobs from place-based assets
 - Growing our economy
 - Identifying, leveraging, and promoting what makes Maine unique and exceptional
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The world has changed, and quickly



But that's not the whole story....

- **Successful companies are adding value to our natural resources in new ways**



Photo/David A. Rodgers

Director of the Sappi mill in Westbrook



THOS. MOSER

OLD TOWN FUEL & FIBER

Costs are still important, of course, but....

- Quality of Place is not a substitute for lowering costs and infrastructure improvements.
 - But we know that businesses are less bound by traditional factors
 - And we know that businesses are more tied to:
 - Technology, innovation, new markets, niche products, entrepreneurial people
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And so, we need an organizing framework that recognizes that:

- Times have changed
- There will always be someplace cheaper
- The role of our natural resources is changing
- Human Capital is the key to economic growth

This is good news for Maine!

Maine's economic development

“strategy”....

- Pine Tree Zones
 - ETIFs
 - TIFs
 - BETE
 - BETR
 - Historic Tax Credits
 - Boatbuilder Tax Credits
 - FAME
 - MTI
 - Small Enterprise Growth Fund
 - Job Retraining Programs
 - Jobs and Investment Tax Credits
 - R&D Tax Credits
 - Seed Capital Credits
 - Etc.
 - Etc.
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What are we trying to do?

- The answer must be:
Attract and Keep People



2. Quality of Place is about attracting people

- Always where Maine has prospered, it's been dependent on an ability to attract people
 - Millinocket, 1900
 - Greater Portland, 2000's
 - Any serious economic development strategy must have a plan to attract people
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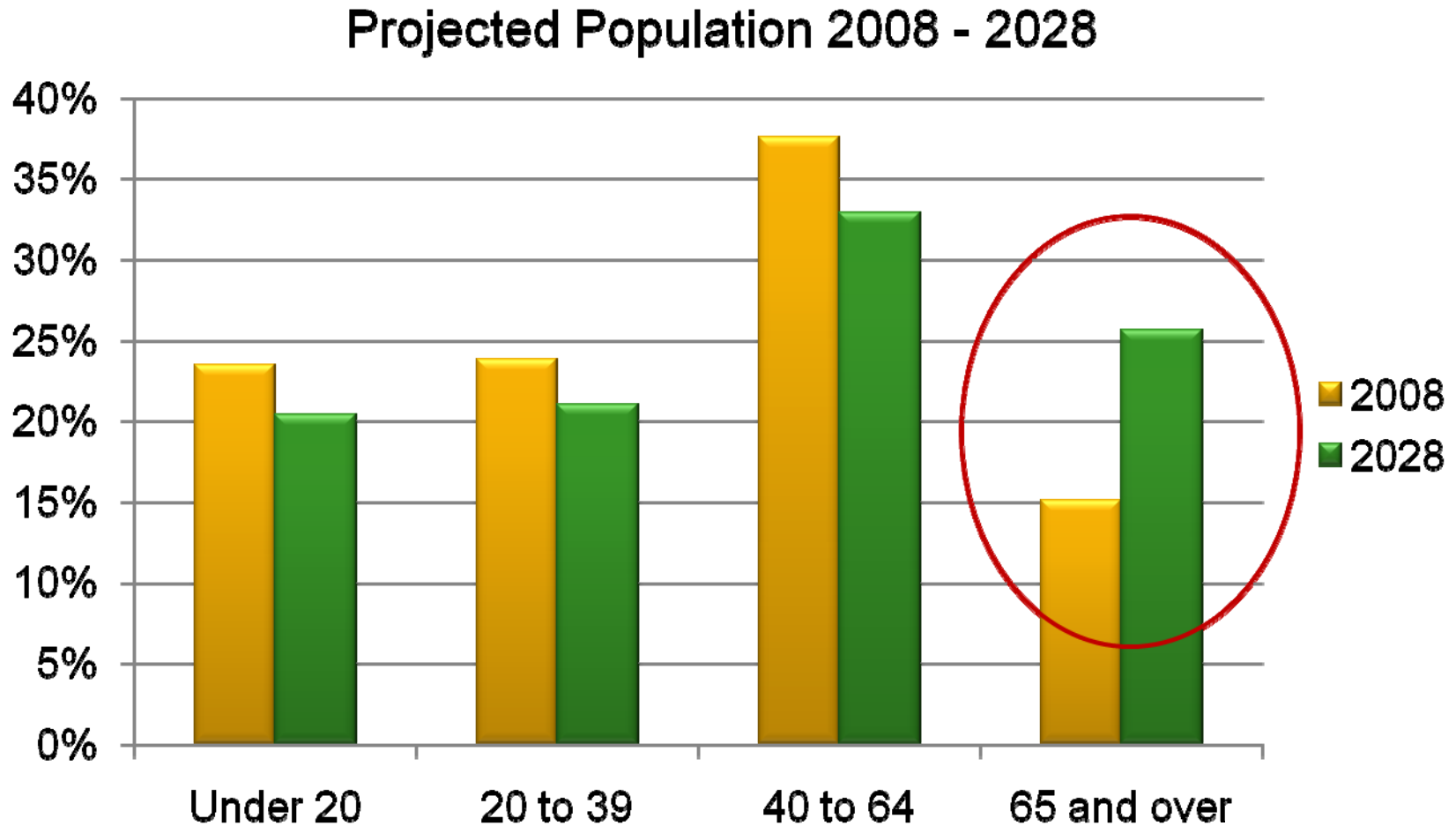
**Where there were 4, there are now
16....**

Where there were 4, there are now 16....

- That's the power of Quality of Place



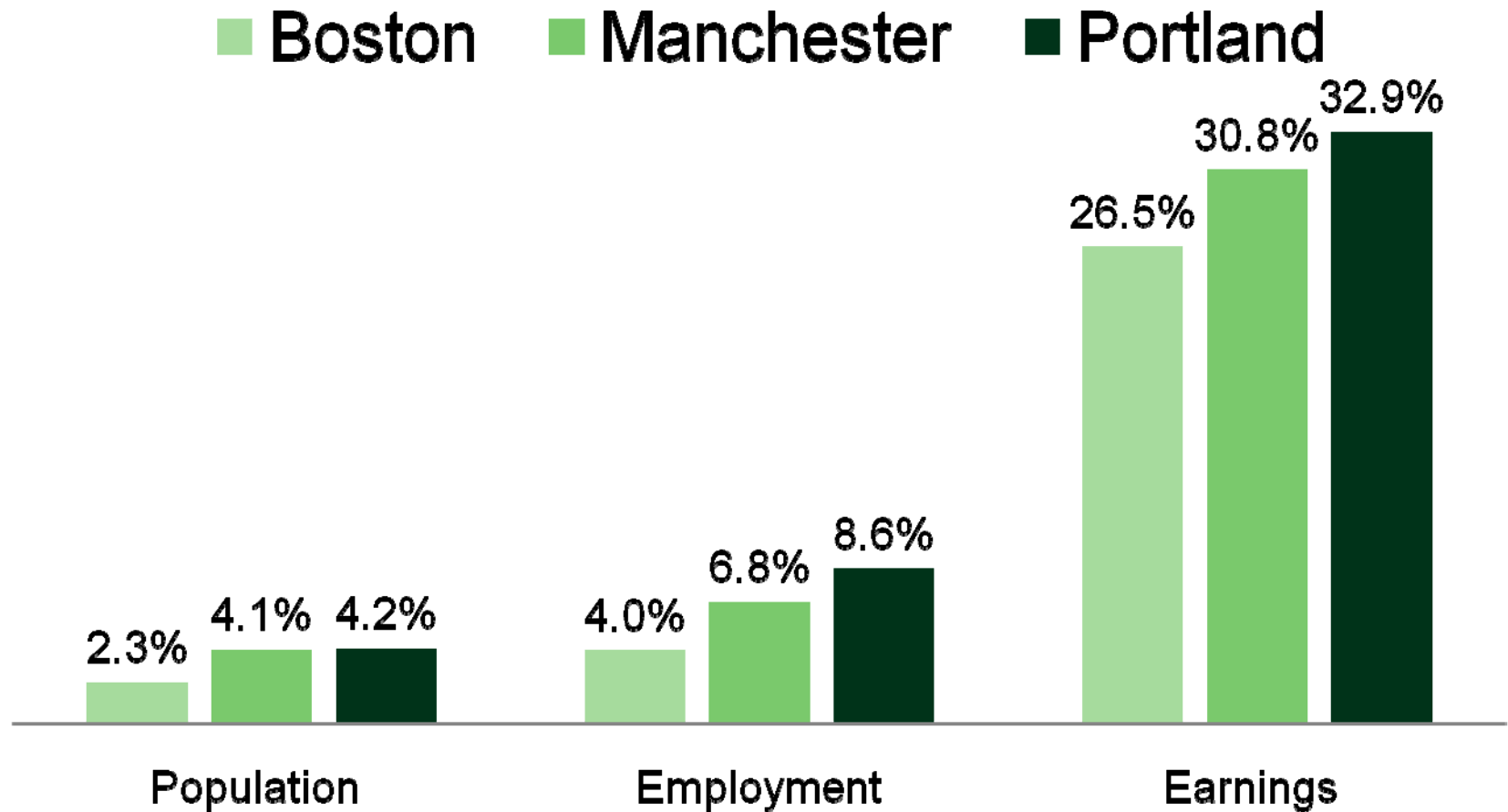
You cannot grow an economy with these demographics



Research shows that:

- Skilled workers and young families *want* to live close to Quality of Place amenities
 - The knowledge economy, the tourism industry, the value-added manufacturing economy *all* depend heavily on Quality of Place for their human capital.
 - Places with favorable Quality of Place characteristics, even in rural areas, experience more economic and population growth.
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Population, Employment, Earnings Growth, 2001-2008



**Quality of Place is about attracting
people, ideas, investments,
entrepreneurship**



Photo/Courtesy Health Dialog



We are being *willfully ignorant* if we think we can grow our economy and look the same way we do today.

| Race and ethnicity, 2008 | Percent of Population |
|---------------------------------|------------------------------|
| Born in U.S. | 96% |
| English-only Homes | 93% |
| Born in Maine | 64% |
| White | 95% |

3. Quality of Place needs a continuing commitment

- This is not business as usual!
 - We have a lot of work to do to get this on the ground
 - Focus the Message
 - Make the Connections
 - Sell this to the incoming administration
 - Provide the Foundation for Investments
 - Strengthen the Workforce
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