



*"Growing and developing a sustainable economy in the Greater Portland region through regional economic development."*

**Board of Directors Listing  
a/o 2/7/2013**

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*City of South Portland*  
**Jim Gailey  
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*Town of Cape Elizabeth*  
**Jamie Wagner, Town Council**

*City of Westbrook*  
**Jerre Bryant, City Administrator**

*Town of Falmouth*  
**Theo Holtwijk, Director of  
Long Range Planning**

*Creative Portland/PACA:*  
**Jennifer Hutchins, Exec. Director**

*Town of Scarborough*  
**Tom Hall, Town Manager**

*Texas Instruments*  
**Anne Gauthier, Public Affairs Manager**

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**Michael Vail, Facilities Engineering Manager**

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**Bill Chance, UNE/VP**

*Marriott at Sable Oaks*  
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*Perkins Thompson:*  
**Gordon Scannell, Jr., Esq.**

*Malone Commercial Brokers*  
**James Harnden, Partner (President)**



**Business Retention and Expansion Subcommittee  
December 16, 2012**

Originally there were 2 subcommittees.

- Business Retention / Expansion
- Workforce Development

The goal in 2012 for business retention / expansion was to get out to meet with businesses in each community.

We developed lists for each community based on number of employees (5-25, 25-50, and 50+)

The Economic Development rep from the community then selected 8-12, and set appointments for them and one of the private sector members of the committee to meet with the business.

The goal was to find out what the business community thought the local, regional, and state were doing well and what could be improved on.

In total we met with 41 businesses throughout South Portland, Scarborough, Falmouth, and Portland.

**Results:**

**Positive:**

- Quality of current employees
- Quality of Life
- Convenience and recent improvements of Jetport
- Ease of access to highway system

**Negative:**

- Hard to find employees
- What does the spouse do if an employee moves in from out of area?
- Connection to utilities is hard when they first move in
- Inability to have natural gas, when it is just down the street

Outcome to date:

- Created training programs for two businesses with the help of SMCC
- Created 8-10 new jobs in South Portland, and trained an additional 15 in integrated manufacturing.
- The second training program is due to begin in January. I spoke to the head of HR there yesterday and they and their employees are very excited.
- Integrated Workforce Development in to business retention and expansion due to the obvious connection after the interviews.
- Started a dialogue with Unitil to address concerns on delivery of natural gas

2013 Goals:

- Create an online "one-stop-shop" for regional workforce information.
  - o Completed so far:
    - We have surveyed and compiled all currently available workforce development and training programs.
  - o 2013
    - Develop a simple, easy to use index of workforce resources and contacts to be included in GPEDC website
    - Produce regional statistics that highlight capabilities of current and future workforce for current and potential businesses in the area
- Provide Rapid Response for businesses with workforce development issues.
  - o Completed so far:
    - Two training programs and 8-10 new jobs
    - Used a great model at SMCC that was in place, but not known about in the business community
  - o 2013
    - Continue to meet with businesses that site workforce development as key hurdle to growth to continue to develop programs to fill their needs.
    - Continue to work with the community colleges and universities to help fill these needs
    - Ultimate goal of having at least two additional success stories of training and hiring in 2013
- Advocate for increased workforce development resources and capabilities
  - o Completed so far:
    - Relay information from business meetings to decision makers (local and State)
  - o 2013:
    - Continue to advocate at the State level for resources to support new and incumbent worker training.

- Continue the business calling in the communities, with Tom taking the lead for the GPEDC with the town or city representative
  - o To include all communities in GPEDC and have a target of 2 calls per community per quarter (8 per year).
- Meet with local commercial developers to discuss hurdles of development (perceived and real) for each community.
  - o Target is to meet with at least one known developer in each community in 2013.



## **Business Attraction/Branding Committee**

### **2012-2013 Work Plan**

**Goal:** Improve the Greater Portland economy by advancing collaborative strategies to promote the region within key industry sectors and enhance the ability of businesses to move here and thrive.

**Objective 1:** Facilitate collaborative strategies among the GPEDC communities to attract business and a skilled workforce to the region.

#### **ACTIONS**

- Identify more precisely industry types and size of business that GPEDC wants to attract.
  - Present to full board an overview of existing information about industry targets for each municipality (Oct 2012)
  - Gather feedback to presentation, and present final recommendation on marketing targets (Nov 2012)
  - Based on information, consider investing in additional research to deepen understanding of relevant industry targets.
- Build a website that promotes entire region and brings together useful data for site locators and business executives (Dec 2012)
- Work with municipalities and schools to collect and present useful, accurate data (Q1 2013)
- Collaborate and coordinate with municipalities to better understand approval processes throughout the region. (Q1, 2013)
- Investigate "best practices" for approval processes, develop benchmarks using data from other competing cities, and share new information with municipal planning and ED staff (Q1, 2013)
- Develop a worker attraction program for targeted industries (2013)

**Objective 2:** Promote the Greater Portland region outside of Maine

#### **ACTIONS**

- Increase GPEDC visibility as a collaborative regional ED organization.
  - Develop brand and logo (Oct 2012)
  - Create a promotional communications/promotion plan, including opportunities for advertising, PR, social media and event sponsorship.
- Attend 2-3 out-of-state industry trade shows to develop business contacts and leads:
  - Attend 2012 BIO Convention for leads in biotech industry (Q2 2012)
  - Investigate 2 other trade shows in targeted industries for 2013

- Cross-promote "Why Portland" message with Portland Regional Chamber.
  - Produce 6 slideshow presentations profiling successful regional businesses and entrepreneurs (Fall 2012)
  - Disseminate to appropriate locations and portals. (Oct/Nov 2012)
- Join and maintain presence in appropriate industry-specific organizations locally, national and internationally (Q3 2012)
- Track Portland image nationally and actively promote positive brand awareness.
  - Partners with municipalities to list media mentions on website.



The **Greater Portland Economic Development Corporation** ("GPEDC") is a coalition of private, public, and education Institutions founded in 2010 with the purpose to grow a sustainable economy in Portland, South Portland, Scarborough, Cape Elizabeth, Westbrook, and Falmouth.

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### **Business Retention and Expansion Committee**

#### **2012 Accomplishments**

- Conducted 41 outreach interviews with area businesses identifying issues affecting retention and growth. Major negative issues were workforce development and energy costs.
- Development of a rapid response training effort by Southern Maine Community College to address the training needs of two companies: Casco Bay Steel (South Portland) and Southworth International (Falmouth). Result: creation of 8-12 new jobs, renewed confidence that the community cares about its corporate citizens, and strengthening of Greater Portland's Advanced Manufacturing business cluster.
- Held discussions with Central Maine Power Company, Efficiency Maine, and larger companies concerned about energy costs and workforce quality.

#### **2013 Work Plan**

- Develop a simple, easy to use index of workforce resources and contacts for inclusion on the new GPEDC website.
- Create regional statistics that highlight the advanced capabilities of the current and anticipated regional workforce.
- Establish a rapid response training mechanism to address training needs as quickly as possible.
- Advocate on behalf of increased workforce development resources.

### **Attraction and Branding Committee**

#### **2012 Accomplishments**

- Spearheaded development of a Maine/Greater Portland regional trade show booth at BIO 2012 in Boston (trade event where companies meet their customers) in partnership with State of

Maine (Maine International Trade Center), the Bioscience Association of Maine, Maine & Company, and private businesses.

- Attended Industrial Asset Management Council Forum in Omaha, Nebraska (networking event that focused on bringing together site consultants, corporate real estate professionals and economic developers).
- Developed logo capturing the spirit of the organization and the region.
- Developed regionally-focused economic development website portal directed at site consultants and corporate real estate personnel.
- Financially supported promotional videos for Creative Portland website

#### **2013 Work Plan**

- Identify conferences, trade events and other types of events where investment decision makers in the targeted industries gather.
- Participate in selected events to showcase the investment attractions of the Greater Portland.

#### **Executive Committee**

#### **2012 Accomplishments**

- Assisted with start-up of new company in Portland importing Italian-designed sun glasses manufactured in China.
- Adopted Business Prospect Location Protocol for handling prospects from within and outside of the Greater Portland region
- Held breakfast discussion with area elected and management leadership

#### **2013 Work Plan**

- Develop 3-year budget and corresponding fundraising plan
- Implement fund-raising plan
- Initiate Municipal Committee



Greater Portland Economic Development Corporation  
Annual Budget Proposal - 2013 to 2015

Item	Jan - June 2013	July - Dec 2013	Jan - June 2014	July - Dec 2014	Jan - June 2015	July - Dec 2015
<b>Income</b>						
GPPDC	\$ 25,000					
Chambers of Commerce	\$ -	\$ 10,000		\$ 10,000		\$ 10,000
Municipalities	\$ 25,000	\$ 30,000	\$ -	\$ 60,000	\$ -	\$ 120,000
Private Sector Donations		\$ 30,000		\$ 60,000		\$ 120,000
Education		\$ 15,000		\$ 30,000		\$ 60,000
Event Revenue	\$ -		\$ -		\$ -	
Grants	\$ -		\$ -		\$ -	
Savings	\$ -	\$ 99,880	\$ -	\$ 76,980		
Sub Total	\$ 50,000	\$ 184,880				
<b>Total Income</b>		<b>\$ 234,880</b>	<b>\$ -</b>	<b>\$ 236,980</b>	<b>\$ -</b>	<b>\$ 310,000</b>
<b>Expenses</b>						
<b>Attraction and Branding</b>						
Events (Conferences, Shows)	\$ 17,500		\$ 20,000		\$ 22,500	
Website (R/D/M)	\$ 8,900		\$ 2,500		\$ 5,000	
Graphic Arts (Logo, Hand Outs)	\$ 5,000		\$ 5,000		\$ 5,000	
Travel	\$ 6,500		\$ 7,500		\$ 10,000	
Software	\$ 5,000		\$ -		\$ -	
Booth (maintenance)	\$ -				\$ 5,000	
Advertising/Sponsorships	\$ 25,000		\$ 25,000		\$ 35,000	
Familiarization Tours			\$ 15,000		\$ 16,265	
Sponsorships			\$ 10,000		\$ 20,000	
Marketing Paraphernalia	\$ 10,000		\$ 10,000		\$ 10,000	
Consulting	\$ 10,000					
Memberships/Subscriptions	\$ 3,000		\$ 3,000		\$ 3,000	
<b>Sub Total</b>	<b>\$ 90,900</b>		<b>\$ 98,000</b>		<b>\$ 131,765</b>	
<b>Business Retention/Expansion</b>						
Software	\$ 11,000		\$ 3,000		\$ 3,000	
Workforce Development	\$ 5,000		\$ 5,000		\$ 5,000	
Workforce Demographics	\$ 5,000		\$ 5,000		\$ 1,000	
Rapid Response Team						
Advocacy	\$ 2,500		\$ 2,500		\$ 2,500	
Reduction of Energy Costs						
<b>Sub Total</b>	<b>\$ 23,500</b>		<b>\$ 15,500</b>		<b>\$ 11,500</b>	
<b>Enterprise Development</b>						
Training Programs	\$ 1,000		\$ 1,000		\$ 1,000	
Seminars	\$ 1,000		\$ 1,000		\$ 1,000	
<b>Sub Total</b>	<b>\$ 2,000</b>		<b>\$ 2,000</b>		<b>\$ 2,000</b>	
<b>Advocacy</b>	<b>\$ 2,500</b>		<b>\$ 2,500</b>		<b>\$ 2,500</b>	
<b>Sub Total</b>	<b>\$ 2,500</b>		<b>\$ 2,500</b>		<b>\$ 2,500</b>	
<b>Administration</b>						
Organizational Staffing	\$ 80,000		\$ 80,000		\$ 110,000	
FICA	\$ 7,000		\$ 7,000		\$ 9,625	
Benefits	\$ 10,000		\$ 10,000		\$ 13,750	
Rent/Parking	\$ 6,120		\$ 6,120		\$ 12,000	
Computers and Phones	\$ 360		\$ 2,360		\$ 2,360	
Software	\$ -		\$ 1,000		\$ 2,000	
Professional Development	\$ 2,000		\$ 2,000		\$ 2,000	
Financial (audit, taxes)	\$ 5,000		\$ 5,000		\$ 5,000	
Insurance (General/Liability)	\$ 2,500		\$ 2,500		\$ 2,500	
Contingency						
Legal	\$ 3,000		\$ 3,000		\$ 3,000	
<b>Sub Total</b>	<b>\$ 115,980</b>		<b>\$ 118,980</b>		<b>\$ 162,235</b>	
<b>Total Expenses</b>	<b>\$ 234,880</b>		<b>\$ 236,980</b>		<b>\$ 310,000</b>	
<b>Net</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>