

**LA Maine: Forward  
Economic Growth Strategy  
Opportunities for Action & Projects Matrix**

<b>Opportunity or Project</b>	<b>Proj or Prog</b>	<b>Theme</b>	<b>Timing</b>	<b>Catalyst</b>	<b>Collaborators</b>	<b>Outcome</b>
<b>Entrepreneurship</b>						
Top Gun LA	Project	People	Soon	MCED	LAEGC	Top Gun classes held in LA
Co-Working Space	Project	Place	Now	Private	LAEGC, USMLAC	Physical coworking space(s)
Maker Space	Project	Place	Soon	APL	Other	Physical Maker space
Developers Boot Camp	Project	People	Now	LAEGC	City ED	Small scale development training, targeted case studies
Bobcat Venture Challeng	Program	People	Now	Bates	LAEGC	Bates entrepreneur challenge, seminars, pitch competition
Startup Weekend	Project	People	Soon	APL	LAEGC	An organized Start Up weekend inclusion with ME Startup Week
Fostering Entrep. Environment	Program	People	Now	LAEGC	Others	Overall programming to encourage and foster entrepreneurship
Startup Info Sheet	Project	People	Now	LAEGC	Banks	Flyer, web link to show easy-to-follow steps on resources and assistance for start ups
<b>Empowering Diversity</b>						
Foster Franco Heritage	Program	People	Now	Franco	USMLAC	Ongoing efforts to foster heritage and leverage it as economic asset
Diversity Symposium	Program	People	Soon	TBD	LAEGC, YWCA, USMLAC, +	Organized collaboration to embrace multiculturalism as economic asset
Intl. Children's Fair	Program	People	Now	Franco		Event to engage and celebrate multiculturalism in LA
<b>Expanding Workforce--Education</b>						
Alert Students to Job	Program	People	Now	LAEGC	City ED, Career Center	As part of BEAR LA, direct referrals to schools re job opp'ty's for HS students
Bridge Year Program	Program	People	Now	ASD	LPS	Expand opportunities for job experiences for HS students
College for ME Andro	Program	People	Soon	CFMA	Others	Renewed program to encourage and expand college attainment
Intern Program	Program	People	Now	Chamber	State Chamber, LAEGC	Full implementation of intern program in LA
USM Metro University	Program	People	Soon	USMLAC	LAEGC	Integration of Metro U model into USM lead by example of USMLAC
<b>Expanding Workforce--Training</b>						
Know Who to Contact	Program	People	Now	LAEGC	City ED, Career Center	Business card referral list to share with existing business
Ready to Work Academies	Program	People	Now	Career Ctr	LAEGC, Others	Awareness and promotion of RWA training opportunities for workers
<b>Expanding Workforce--Attracting People</b>						
Workforce Attraction Program	Program	People	Soon	LAEGC	Career Ctr., Chamber	Development of a program to attract workers for jobs in LA
Welcome Videos	Project	People	Soon	Chamber	Private, Others	Case-by-case but series of videos to promote work and business opportunities in LA
<b>Healthy Lifestyles</b>						
Projects TBD	Program	People	Soon	GFWC	Grow L+A, Others	Collaboration of programs and projects to develop wellness & Food System
<b>Energy</b>						
Establish Energy Policy & Plan		Prosperity	Soon	LAEGC	Others	
<b>Commercial Retail Optyp</b>						
Commercial Retail		Place	Soon	LAEGC	City ED, RE Agencies	LAEGC, UM retail analysis; city and private development efforts
<b>Creative Community Places</b>						
Walkways to/from River	Project	Place	Soon	Cities	LAEGC, Private	Implementation of city plans & continued review for other opportunities
Riverfront Properties	Project	Place	Soon	LAEGC	City ED	Review plans, coordinate strategic investment timeline
Redevelopment of Mill Space	Project	Place	Now	City ED	LAEGC, Comm RE	Ongoing, site by site, marketing & creative ways to redevelop spaces & for business
Recreation on the Riverfront	Project	Place	Soon	TBD	Others	Case-by-case efforts, organized collectively through collaborative effort
Investments in Riverfront	Project	Place	Soon	City ED	LAEGC, Comm RE	Ongoing, site by site, marketing & creative ways to redevelop spaces & for business
Cultural Plan	Project	Place	Now	LA Arts	ACLA, LAEGC, Others	Community engaged planning to develop strategy for increased cultural development
City of Lights	Project	Place	Soon	LAEGC	City ED, Private, Others	Starting with one example, develop case-by-case plan for lighting comm assets

Now = 6-12 months, Soon = 9-18 months, Later = 12-24 months

Project has definable deliverable, Program on-going or deliverable TBD

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Public Art	Project	Place	Soon	LA Arts	Cities	Case-by-case installations of art in public or private spaces
ABDC & LDC Projects	Project	Place	Soon	LAEGC	ABDC, LDC, City ED	Case-by-case opportunities to leverage nonprofit property development organizations
Maker Spaces	Project	Place	Soon	LAEGC	APL, Private, Others	Case-by-case review and development of maker space in LA
<b>Space for Business</b>						
Market LA as Place for Business	Program	Place	Now	LAEGC	City ED	Marketing LA as a place for business, expanding business, entrepreneurship
Inventory of Sites	Program	Place	Now	LAEGC	City ED, RE Agencies	Ongoing and updated network to identify available spaces & property for business
Redevelopment Properties		Place	Now			
<b>Commercial Retail Optys</b>						
Additional Market Analysis	Program	Place	Soon	LAEGC	U Maine, Others	Review, analysis of retail market opportunities, market changes
Exit 75 & 80	Project	Place	Soon	City ED	LAEGC, Comm RE	Ongoing, site by site, efforts to develop business sites at or around interchanges
Redevelopment of Sites	Project	Place	Now	City ED	LAEGC, Comm RE	Ongoing, site by site, efforts to redevelop retail business sites
<b>LA Maine Gateways</b>						
Projects TBD	Program	Place	Soon	City ED	LAEGC	convene to develop plans to invest in entry routes into LA
<b>Housing</b>						
Encouraging Investment	Program	Place	Now	Cities	Other	Designing new innovative incentives to encourage private investment
<b>Events in LA Maine</b>						
Plan new signature event(s)	Project	Place	Soon	Chamber	LAEGC, LA Arts, Others	Inventory existing events & identify market and opportunity for new signature event
<b>Connectivity to the World</b>						
Market Fiber Optics	Project	Place	Now	LAEGC	Oxford Networks, Fairpoint	With input from providers, develop flyer and market availability and capacity of fiber
Fill Broadband Gaps	Project	Place	Now	LAEGC	Oxford Networks, Fairpoint	Explore alternative providers and funding mechanisms to fill broadband service gaps
Common Rail Vision & Plan	Project	Place	Soon	LARC	LAEGC, Cities, Others	Set forth strategic direction on efficient and effective use/development of rail assets
Increase Freight Traffic	Program	Place	Now	LAEGC	LARC, Business	Working with our rail operator(s), market and promote Auburn rail assets for business
Passenger Rail Development	Program	Place	Soon	LARC	LAEGC, Cities, Others	Support passenger rail plan, prepare concise common policy
Marketing AL Airport	Program	Place	Now	AL Airport	LAEGC, Chamber	Market airport as place for charter and corporate air service to Western Maine, LA
<b>Energy</b>						
Crafting a LA Energy Policy	Project	Prosperity	Soon	LAEGC	Cites, Others	Develop Energy Policy to establish LA Maine as 'new-energy center' and 'green city'
<b>Expanding Existing Business</b>						
BEAR LA	Program	Prosperity	Now	LAEGC	City ED, Career Ctr, Others	Focused, systematic business visitation program with existing companies
Market LA Business	Program	Prosperity	Now	LAEGC	LA businesses	Establish and nurture new (external) markets for LA business community
Make us of LAEGC B2B	Project	Prosperity	Soon	LAEGC	LA businesses, others	Rebrand annual trade show and encourage B2B activity with new (external) markets
Create 'LA Marketplace'	Project	Prosperity	Soon	LAEGC	Chamber, MECA	Develop proposal to establish 'LA Maine Marketplace' in other market(s).
Buy Local	Program	Prosperity	Soon	TBD	LAEGC, Chamber	Consideration of 'Buy Local' program for LA Maine
<b>Capital on the Street</b>						
Expand Current Resources	Program	Prosperity	Soon	LAEGC	CEI, CCFI, Others	LAEGC will convene to seek out innovative and new sources of capital
Innovative use of Resources	Project	Prosperity	Soon	LAEGC	City ED, Others	LAEGC will provide review and recommendations on TIF and CDBG, others to City
<b>Attracting New Biz &amp; Investment</b>						
Competitive Analysis	Project	Prosperity	Now	LAEGC		Conduct competitive analysis of salient location factors to determine targeted industries
Outreach (Marketing)	Program	Prosperity	Now	LAEGC	City ED	Engage business community, get guidance on local biz conditions, competitiveness
LA Maine Open House	Project	Prosperity	Soon	LAEGC	MEREDA	Host 'open house' and tour of area properties targeted for new investment/development

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Sibling Cities	Program	Prosperity	Now	LAEGC	Cities, Franco Center, others	Establish or reaffirm/expand Sibling City relationships to facilitate biz/cultural exchange
Marketing Collateral	Project	Prosperity	Now	LAEGC	Chamber	Develop improved on-line presence and other collateral materials for biz marketing
<b>Marketing</b>						
For People, Events	Program	Marketing	Now	Chamber		Develop marketing opportunities to promote LA Maine as place for events and meetings
For Business	Program	Marketing	Now	LAEGC		Focus on targeted markets, businesses and individuals seeking to start, grow or expand
Community Brand	Project	Marketing	Now	LAEGC	Chamber, Others	Work with LAEGC Marketing Committee to propose 'regional brand' for LA Maine
<b>Metrics--Ongoing Strategy</b>						
Metrics & Update Strategy		Metrics	Soon	LAEGC	All	LAEGC will coordinate review of work approx 12 months out