

Beyond Widgets:

Scaling up Food Enterprises in America's Foodiest Small Town

15th Annual

NEW PARTNERS
FOR SMART GROWTH
CONFERENCE

February 11-13, 2016
Hilton Portland Hotel
Portland, Oregon

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Greater Portland Council of Governments

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PORTLAND

Established

1851

O R E G O N



EST. 1786

PORT
LAND

MAINE

Authentic - By Nature



Cheers! Portland ranked Best Beer City in the World

Beer Connoisseur magazine, June 2015



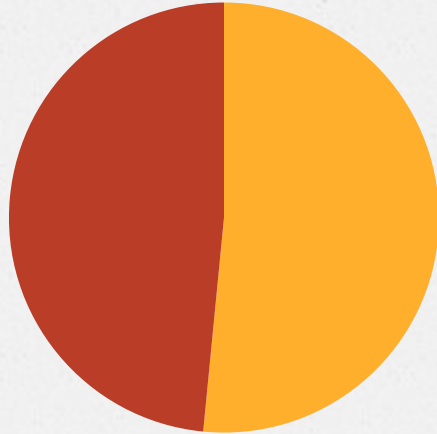
Study: Portland, Maine is Top U.S. Beer City

Smart Asset, December 2015



Maine GDP

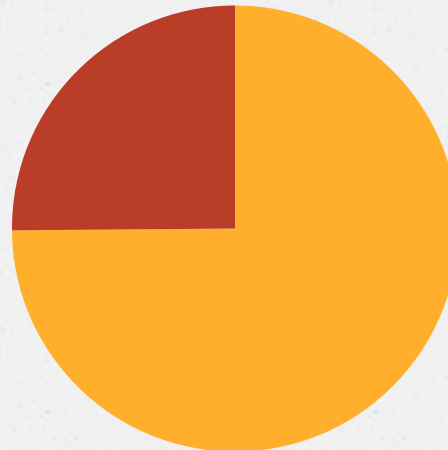
Rest of
Maine
48%



Portland
52%

Oregon GDP

Rest of
Oregon
25%



Portland
75%

Widget Manufacturing Co.



Agenda

1. Introductions

2. Demo of Needs-Based Economic Development 3:35-3:50 *Piscataquis County, Maine*

- Tool: Audience Polling System

3. Demo of Asset-Based Economic Development 3:50-4:10 *Maine Woods in Dover-Foxcroft, Maine*

- Tool: Showcase of Local Craft

4. Demo of Asset-Based Economic Development 4:10-4:35 *Food Manufacturing in Portland, Maine*

- Tool: Multi-Media Storytelling

5. Group Exercise 4:35-5:30

- Tool: Outside/Inside

Dover-Foxcroft



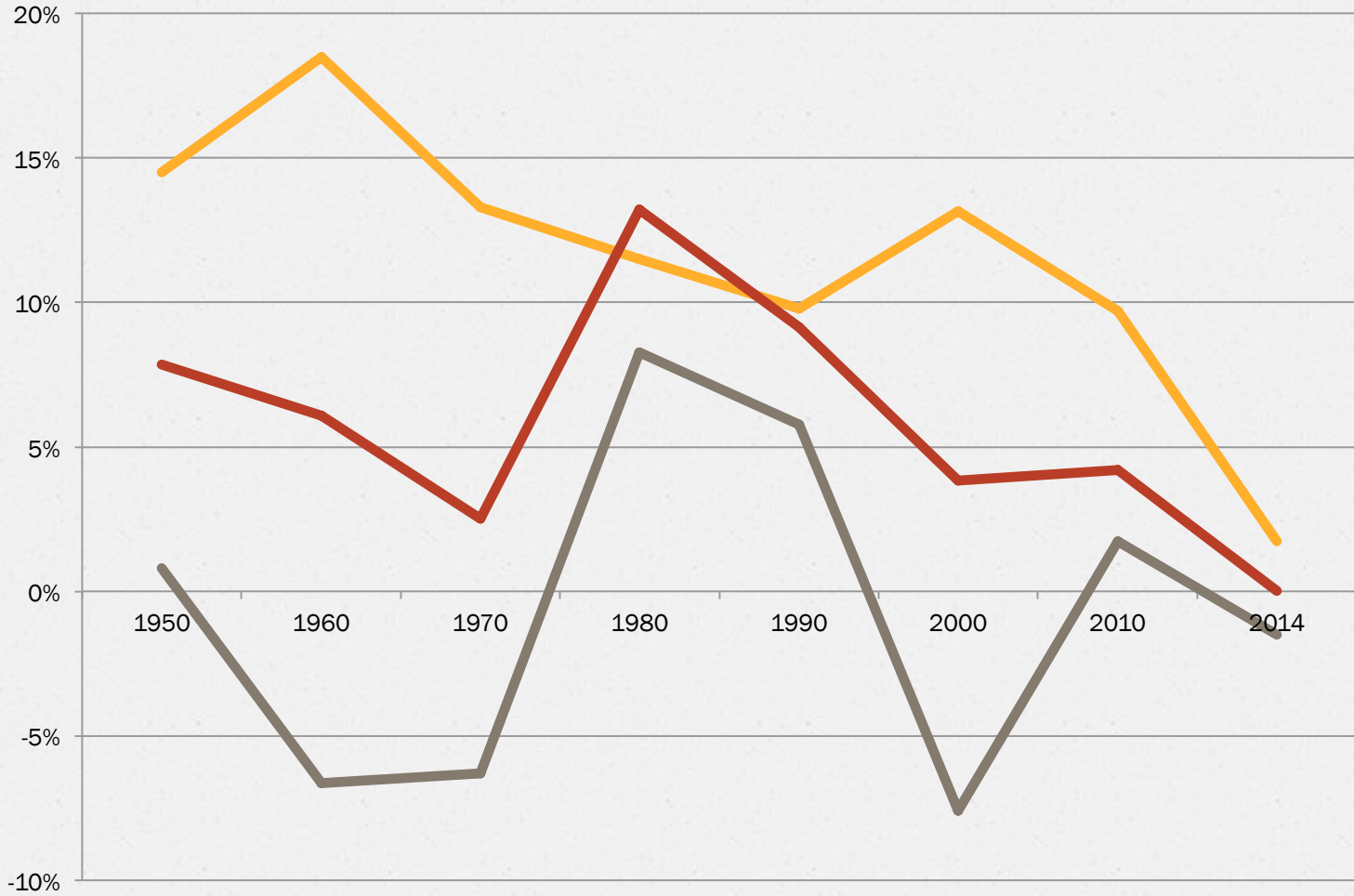
PISCATAQUIS
COUNTY

Moosehead Manufacturing



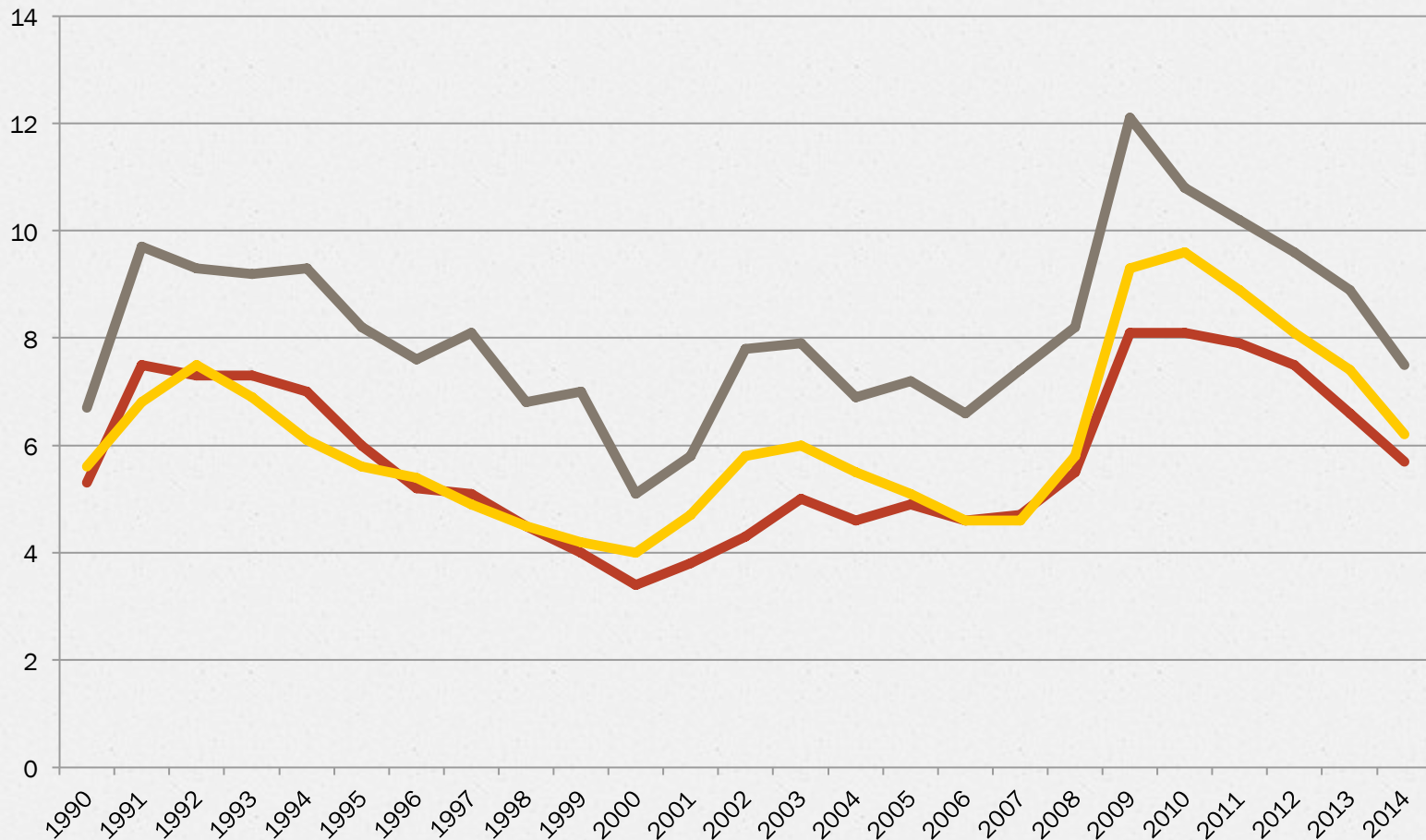
Population Growth, 1950-2014

- United States
- Maine
- Piscataquis County

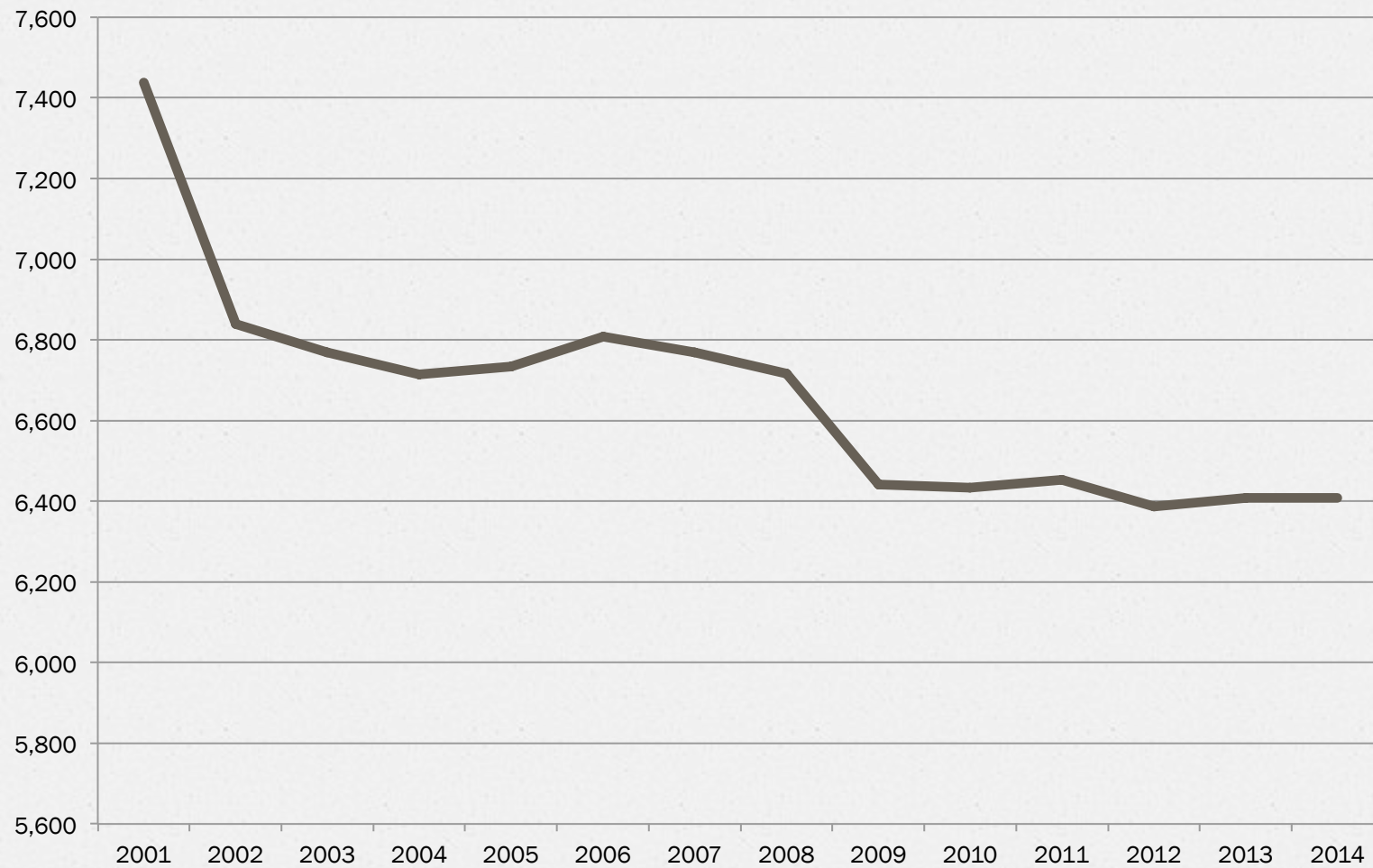


Unemployment Rate, 1990-2014

- Maine
- United States
- Dover-Foxcroft Labor Market



Jobs in Dover-Foxcroft Labor Market Area, 2001-2014

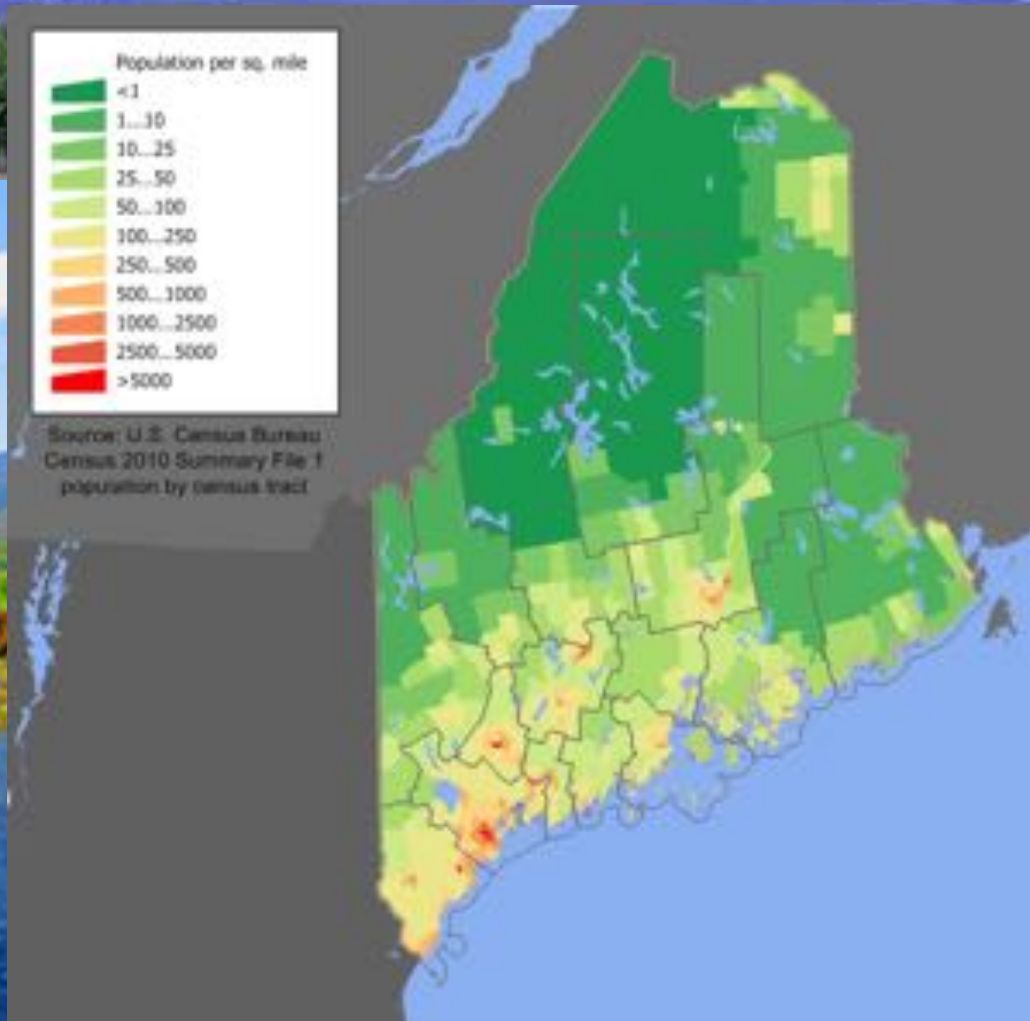


Jobs by Industry Sector in Dover-Foxcroft Labor Market Area, 2001-2014

NAICS Title	2001	2014	Net Change	Percent Change
Goods-Producing Domain	2,642	1,413	-1,229	-46.5%
Natural Resources and Mining	130	106	-24	-18.5%
Construction	185	155	-30	-16.2%
Manufacturing	2,327	1,151	-1,176	-50.5%
Service-Providing Domain	4,795	4,995	200	4.2%
Trade, Transportation and Utilities	1,498	1,341	-157	-10.5%
Information	74	57	-17	-23.0%
Financial Activities	165	157	-8	-4.8%
Professional and Business Services	253	327	74	29.2%
Education and Health Services	1,977	2,257	280	14.2%
Leisure and Hospitality	428	454	26	6.1%
Other Services	164	131	-33	-20.1%
Public Administration	238	272	34	14.3%
Total, All Industries	7,437	6,408	-1,029	-13.8%

Build Communities People want to live (and visit)

Asset = Rural, Maine Woods, Traditional Skills, Micro



Culture and Heritage Assets for Locals and Visitors

1. Local “sense of place” is developed and valued

- *CHEt committee*
- Cultural Heritage directory- discover craft micro biz
- Community Forums-engage with Art/food
- Culture Heritage Education Curriculum
- Blessed in Bounty –Piscataquis County Video



2. Communities engage with planning for themselves (and visitors)

Stutzman Farm and Café

Center Theater-Whoopie Pie

Festival

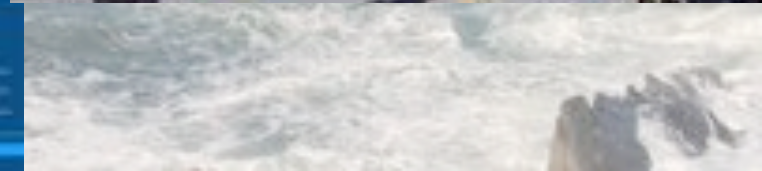
Moosehead Mill Redevelopment

(Visitors Support...Recruit)



RIVER WALK

DOVER-FOXCROFT ME




500 micro-businesses tell the Maine craft story (to visitors) in I-95



CENTER
for **MAINE**
CRAFT



Maine: 1.3 million population/33 million visitors



Portland (coastal), Maine:
Majority of 33 million visitors

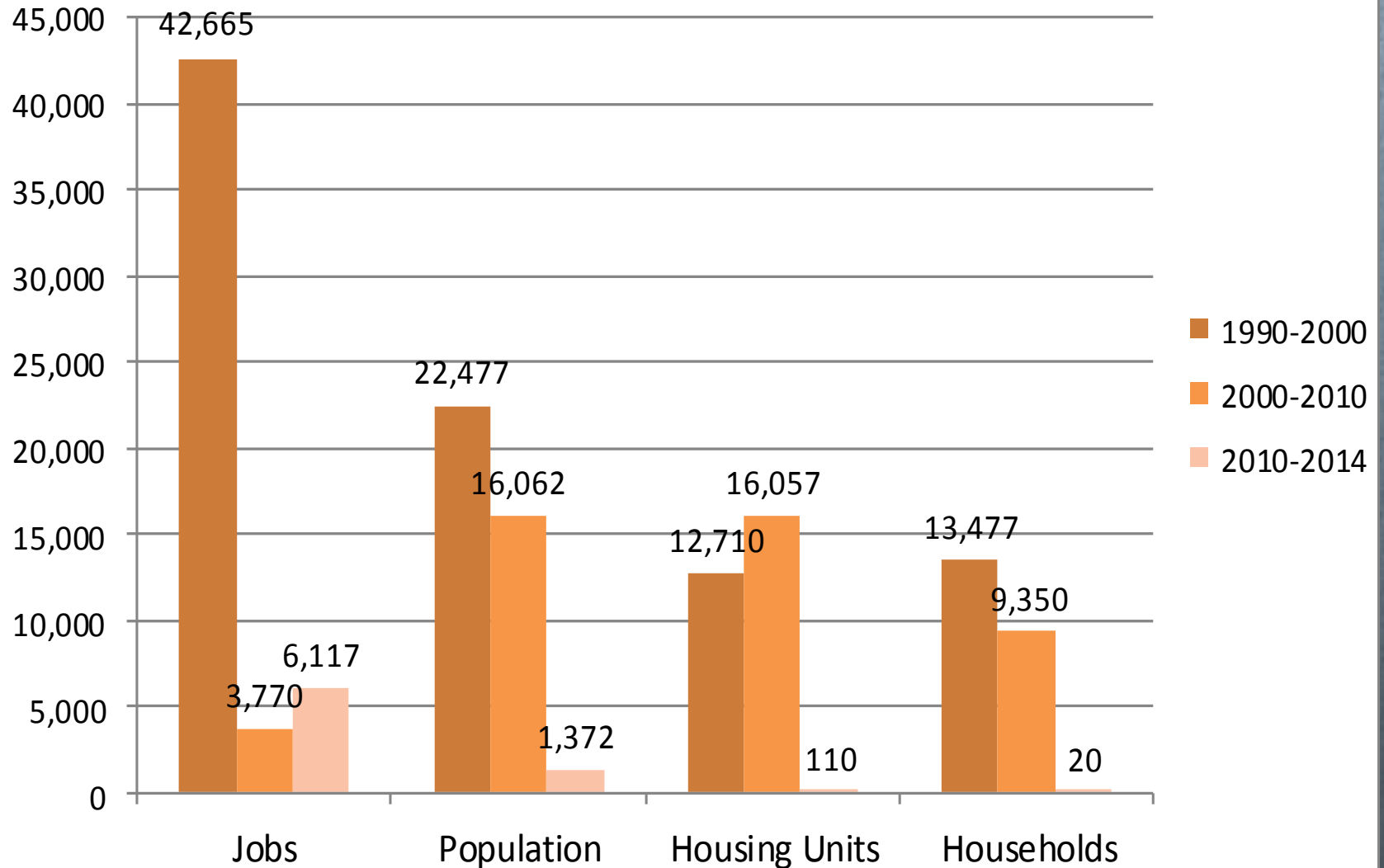
Already understand assets
Natural Coastal Beauty, Picturesque, Quaint towns, and
Local Food and Craft

Greater Portland accounts for 33% of the State's Gross Domestic Product



1/5 of Maine's people
1/4 of Maine's jobs
1/3 of Maine's GDP

Cumberland County Growth, 1990-2014



Needs-Based Economic Development



Portland Biotechnology Park



Asset-Based Economic Development



Port of Portland



Location Quotient

LQ =

Region's manufacturing employment in specific industry sector

Region's total employment

Nation's manufacturing employment in specific industry sector

Nation's total employment

Agriculture & Fisheries – Food Processing

Cumberland County

5.52

LQ for Fisheries and Fish Products

1.83

LQ for Specialty Foods

64

Businesses plus home processors

1,812

Jobs

31%

Maine's food processing employment

\$682 million

Sales revenue

Increase global markets for Maine food by 25%

\$133 million

800 jobs



Find markets for 20% of raw food that is wasted

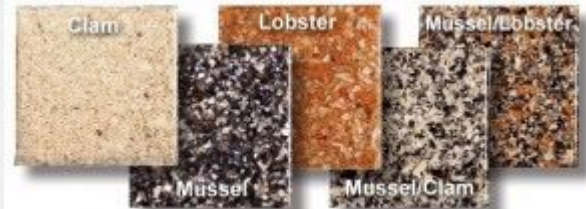
\$47 million

290 jobs



OCEAN CLUSTER IN MAINE

THE ICELAND OCEAN CLUSTER



Scale up 50 home enterprises to food manufacturing operations

\$14 million

110 jobs



Food Manufacturing Cluster

Need to tell the story to locals and visitors



White House designates 12 'Manufacturing Communities'

Portland, Maine--America's Foodiest Small Town



S
C
A
Local
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N

<https://youtu.be/nkSjhmGtN2A>

Growing Greater Portland's Food Enterprises

Outside, Inside and In-between Project

USM TAH 241: Tourism and Community Development

WHY: Tourism is important to address in Maine communities (#1 industry)

Who is involved:

- Student community planners
- Decision-makers in community
- Citizens in community



****Community can be town, neighborhood, affinity group (food processors)*

Who is served:

- Communities hoping to engage “fresh eyes” on tourism development
- Communities beginning to engage tourism as an economic development tool



OUTSIDE, INSIDE and IN-BETWEEN Goals

1. **OUTSIDE PERSPECTIVE:** Understand what visitors notice about the place
2. **INSIDE PERSPECTIVE:** Understand what locals think about the place
3. **IN-BETWEEN:** Participate and determine what you notice/think
 - Compare similarities and differences
 - Reconcile and/or balance perspectives (where is common ground)
 - Determine new opportunities
 - *Create Tourism Development Report*
 - *recommendations about tourism assets*
 - *suggested path of tourism development*

Outside, Inside and In-between Project Methodology

Outside Perspective:

- Student groups with little introduction visit community and analyze with “fresh eyes”, as an outsider with checklist of items a first-time visitor would notice, need, or explore

Understand local perspective:

- Student groups Interview local community members on history of community, what community means to them, what it has to offer, what their hopes are, what they want to share or not share with visitors, and research community in depth

Understand personal perspective/participate/Assess assets and opportunities:

- Student groups participate in community event/activity investigate tourism opportunities

Reconcile and analyze data

- Tourism Development reports/Tour maps/Engaging with Visitors guidelines, etc. given to communities

Present to Community

- Student Group presentations to community decision makers, interns continue work

Impact on Students

- Application of new knowledge and approaches to real issues
- In depth understanding of local communities
- Individual connections and real value of their work
- Professional report writing skills
- Professional presentation skills
- Increased:
 - quality of work
 - increased attendance in classes
 - increased engagement within classes
 - Individual internships/job offers

A lighthouse on a rocky shore under a blue sky with clouds.

Impact on Community

- Tourism development research that they might not be able to afford otherwise
- “Fresh Eyes” on long process undertaken by some communities with young demographic
- New way of thinking about tourism/visitors for some communities
- Important contributions to official documents helpful to community
 - GPCOG Tourism Development Plan for Pequawket Trail
 - Walking tour of East Bayside Food Processors



Activity - Outside/Inside

- Outside-View one neighborhood in Portland from first time visitor perspective
 - **Walk Neighborhood=Taylor, 3rd, Burnside, Broadway**
 - Photo-First impressions
 - Write-as a first time visitor, what is your initial impression
 - **Be back by 5:10pm**
 - Inside Perspective
- 