Our Mission

To attract and retain Maine’s workforce.

How we do what we do:
We partner with employers, communities, nonprofits and individuals to develop and execute programming, events, marketing campaigns, and/or other initiatives to support the Maine employment brand, raise awareness of Maine as a career destination, and ultimately attract and retain the talented individuals Maine employers need to continue thriving into the future.

Our mantra:
Reinvent no wheels. We’re all in this together.

How we’re funded:
Majority of funding provided by Maine employers, minority from State of Maine and other sources.
Our Approach

**Digital resources, in-person engagement, scalable efforts.**

**Resource Website** -> Awareness, top of funnel engagement (liveandworkinmaine.com)

**Job Board** -> Awareness, call to action (careers.liveandworkinmaine.com)

**Programming** -> Imagine ME+You, Jetport Engagement, Out of State Recruiting Road Trips, etc

**Scalable Campaigns** -> Boomerang Back to Maine; Active Duty/Veteran Attraction; Visit for a Week, Stay for a Lifetime; Opportunity Maine Tax Credit, Campus Interns, etc

**Press/PR** -> Maine has a great story, and world-class assets that make us a desirable place to live and work full-time. We are also a small state, where a few people in a small town can make a big impact - it's a numbers game. We can attract and retain those who want what we have *today*, to help build the Maine of tomorrow.
SWOT Analysis
of Maine’s Workforce Attraction + Retention Efforts

STRENGTHS:
• Strong Maine value proposition
• Live + Work in Maine’s model has been vetted against other models around the US
• Everyone agrees there’s a problem
• Passionate people + orgs are engaged
• The right partners exist. Leadership is present and engaged, especially now at the State level.
• Some policies/incentives on the books are world-class (ie, Opportunity Maine tax credit)
WEAKNESSES:
• Small amount of state resources currently being applied
• Public perception of Maine is not always productive to attracting + retaining people and businesses.
SWOT Analysis
of Maine’s Workforce Attraction + Retention Efforts

OPPORTUNITIES:
• Strong Maine brand affinity means lots of potential for citizen engagement
• 3 years of progress, partnerships, and marketing proof of concept work by Live + Work in Maine to build from
• Successful models to leverage and partner with, including MOT’s funding -> marketing streams.
SWOT Analysis
of Maine’s Workforce Attraction + Retention Efforts

THREATS:
• Competition; Maine isn’t alone in our labor shortage.
• Chicken and egg scenario with business attraction; we need jobs to attract people here, but we need people to attract jobs here.
• Duplicative efforts and/or uncoordinated parallel efforts split resources, willpower, and confuse the data.
MAINE’S OPPORTUNITY

The data - why this doesn’t have to be hard.

But we must act together, and quickly.
Maine is tenth among all states as a desirable state to live in.
Half of all potential movers believe Maine offers *most* or *everything* they would want in a place to live.
Maine has several advantages over other states – especially quality of life.

Maine’s Relative Advantages

Quality of Life:
- Good place to raise a family
- Slower pace of life
- Little traffic
- Low crime
- Low cost of living
- Low property / income taxes
- Friendly people who take the time to get to know you
- Humble, down-to-earth people

Access to Nature:
- Pristine natural areas
- Natural areas / outdoor recreation opportunities
- Access to water (lakes, rivers, ocean)
Maine is also at a disadvantage relative to other states.

### Maine’s Relative Disadvantages

<table>
<thead>
<tr>
<th>Economics &amp; Education:</th>
<th>Culture &amp; Amenities:</th>
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</thead>
<tbody>
<tr>
<td>• Job availability</td>
<td>• Reliable, modern infrastructure</td>
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<tr>
<td>• Growing economy</td>
<td>• Major airport / transportation hub</td>
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<tr>
<td>• Education opportunities</td>
<td>• Reputable, quality hospitals</td>
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<td></td>
<td>• Many good restaurants</td>
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<tr>
<td></td>
<td>• Ethnic and cultural diversity</td>
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<tr>
<td></td>
<td>• Arts and culture</td>
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<td>• Open-minded, accepting people</td>
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Once prompted, consumers are willing to consider living and working in Maine.

Reactions to Survey About Maine

“Answering these questions made me realize that I would really, REALLY love to live in Maine.”

“I loved the survey – I got to know Maine better.”

“This was a great survey that made me want to research Maine!”

“This was quite an interesting survey. I can definitely see the benefits of living in Maine.”

“When can I move to Maine?”

“Do you have any feedback about this survey?”
Key Takeaways:

• Those likely to relocate somewhere, don’t know a lot about Maine.

• Perspectives about Maine, if there are any, include a “small state”, “not a lot going on”…

• “Will I be able to elevate my career in Maine once I relocate?”

• “What will my trailing spouse do when we get there?”

• Opportunity to use Remote Working as a HOOK - to get them here, or to pique their interest (even if RW not a reality for their career).

https://motpartners.com/research/special-research-projects/
Value of Attracting Remote Workers

• Talent need in Maine remains. There’s a mismatch of talent available and talent needed, and longer term there will be a population shortage.

• Maine is a “who you know” networking state - physically local talent with remote jobs will be easier for Maine employers to engage and attract.

• If talent brings a job with them, the out of state income is spent on local property taxes, excise taxes, meals and lodging taxes, etc.

• Diversity. Race, ethnicity, academic, experience. The more diverse Maine’s communities and economy becomes, the stronger we will be.

• Dollars spent on workplace amenities in traditional work environment are instead spent locally. (ie food, art, furniture, utilities).
Remote Working: Maine’s Edge

• Quality of life becomes more important (work is closer to home life, literally). Maine already known as Vacationland for a reason!

• Additional space/sq footage typically desired for separate home office. A small Maine home is a gigantic NYC apartment…

• Cost of living lower than big metro areas. Way more value for the dollar in housing, QoL, food quality, etc.

• Easy, affordable access to BOS, NYC via car, train, plane, boat. Partial remote working very doable.

• Leading with the Maine brand has proven more effective at attracting talent.
Remote Work Survey Results

(Draft - still open for more!)

What is the current status of your work setup?

460 responses

- 48.3% I have been remote working FULL TIME in Maine since pre-COVID.
- 31.5% I have been remote working PART TIME in Maine pre-COVID, but moved to FULL TIME.
- Because of COVID, I started remote working from my home in Maine.
- Because of COVID, I temporarily came to Maine to work remotely and plan to move.
- Because of COVID, I moved to Maine to support my remote work, and my job is based elsewhere.
Remote Work Survey Results

(Draft - still open for more!)

I would recommend Remote Working in Maine (1 = no way; 5 = it's fine; 10 = heck yeah, it's the best):

458 responses
Remote Work Survey Results

(Draft - still open for more!)

Remote Working in Maine has made me better at my job (1 = greatly worse at my job; 5 = stayed the same; 10 = got a zillion times better at my job)

457 responses
Remote Working has improved my quality of life (1 = greatly decreased; 5 = stayed the same; 10 = greatly increased)

457 responses
Remote Work Survey Results

(Draft - still open for more!)

My company is supportive of remote working (1: company is NOT supportive of remote working; 5: company is slowly getting on-board with remote working; 10 company is VERY supportive of remote work)

439 responses
Specific Opportunities for NOW
Build on Existing Workforce

• Identify, highlight and promote those already remote working in Maine.
• Engage employers with remote workforce already in Maine, help them identify, engage, grow it.
• Include staycations/remote worker intrastate quality of life within tourism marketing efforts.
Need: Internet Access & Broadband

• 80% of respondents say there is a critical need for better high speed internet (or more broadband options).
• There is a perception concern for how behind Maine is with access to better broadband and connectivity.

  • **Fund marketing efforts to provide realtors and general public with access information.**
• Little to no awareness that much of Maine HAS internet access & coworking spaces outside of Portland.

  • **Support development of shared space/co-working/community access centers across Maine, and keep them connected.**
• RISK: We build the internet infrastructure of 2020, and not of 2040+. See leapfrog examples of Africa in 90’s (right to cell), and upcoming market opportunities with satellite broadband providers (Starlink, etc).

  • **How can Maine be “all in” with this emerging industry?**
Need: Networks for Remote Workers

Many of the respondents wanted: Digital and physical hubs for continued learning, collaboration and community; More ways to connect with other remote workers (meetups); Access to resources

1. Welcome wagon programs in each community should be widely available and marketed. Many exist, but best practices are not shared/marketing variable. **Financially support each community in their own, individualized effort to welcome new residents.**

2. Promote success stories and ongoing “good stuff” happening with Remote Work - to build culture. (liveworkmaine.com)

3. Support employer engagement efforts that target high growth opportunities - IBM, Google, etc - to build on existing populations of remote work employees.
Need: Marketing Initiatives

- LWM is collaborating with Maine’s coworking & shared spaces cohort on a joint marketing effort to promote: Community shared spaces & more coworking offices; Rural broadband & connectivity; Benefits of remote working in Maine. **More funding needed to broaden reach of message.**

- **Better align tourism spending and marketing collateral with employer needs.** Leverage MOT’s track record of success.

- **Simplify and fully fund marketing efforts behind the Opportunity Maine Tax Credit.**

- **Support efforts to punch above our weight class in outreach and engagement with cutting edge technologies (satellite broadband) and high-growth employers with remote workforces.**
Opportunity Maine

Historical Tax Credit Usage

Data provided by Maine Revenue Services

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