



PORTLAND DEVELOPMENT CORPORATION

Board Meeting

DATE: Thursday, February 27, 2014
TIME: 4:00 p.m.
LOCATION: Room 209, Second Floor
Portland City Hall

A G E N D A

1. President's comments.
2. Review and accept Minutes of previous meeting held on November 21, 2013.
3. Request to transfer PDC UDAG Funds to the PDC Portland Development Action Grant Program
 - a) See enclosed memorandum from Nelle Hanig
4. Portland Development Action Grant request from Cow Plaza Hotel LLC, 443 Fore Street
 - a) Note: Pursuant to 1 M.R.S.A. 405(6)(F) and 5 M.R.S.A. 13119—A, the Board may go into executive session to review proprietary information.
5. Treasurer's Report – January 2014 – Jennifer Sporzynski
 - a) Monthly Administrative Budget Report
 - b) Loan Receivables Report
 - c) Cash Management Report
 - d) Delinquency Report (Note: Pursuant to 1 M.R.S.A. 405(6)(F) and 5 M.R.S.A. 13119—A, the Board may go into executive session discussion any of the loans listed on the delinquency report.)
6. Portland Economic Development Vision and Plan – Updated Work Plan for 2014/2015
 - a) See enclosed memorandum from Greg Mitchell. Presented for a vote to endorse.
7. Communication: Portland Economic Development Plan Implementation Program Fund/Update
 - a) See enclosed report/Greg Mitchell
8. Communication: Verbal Marketing Update/Nelle Hanig
9. Next Meeting Date: March 13, 2014.

Jack Lufkin
President/Portland Development Corporation

Minutes

Portland Development Corporation

November 21, 2013

A meeting of the Board of Directors of the Portland Development Corporation was held on Thursday, November 21, 2013, at 4:00 p.m. in Room 209 on the second floor of Portland City Hall. Present from the Board was President Jack Lufkin, and Directors Mayor Michael Brennan (arriving as noted in the Minutes), Jess Knox, Dennis Martin, Jere Shaw, Barry Sheff, and Jennifer Sporzynski. Directors Jill Hunter, Neil Kiely, Mark Rees, and Drew Swenson could not be present. Present from the City staff were Business Programs Manager Nelle Hanig, Economic Development Director Greg Mitchell, Senior Executive Assistant Lori Paulette, and Associate Corporation Counsel Lawrence Walden. Also present was Commercial Loan Underwriter Consultant Vin DiCara.

Item #1: President's Comments

President Lufkin noted that due to Vin DiCara needing to leave for 4:30, the Board would take up item #3 on the agenda first.

Item #3: Business Assistance Grant for Job Creation application from

TechPort, 594 Congress Street.

Note: Pursuant to 1 M.R.S.A. 405(6(F) and 5 M.R.S.A. 13119-A, the Board may go into executive session to review proprietary information.

Ms. Hanig said that the Business Assistance Grant program provides up to \$20,000 in grants to an individual business, requiring the creation of at least one-full time job for a low/moderate income Portland resident for each \$10,000 in grant funds it receives, with a matching investment from the business owner as well. TechPort applied for a grant from

this program about a year ago and was awarded a \$10,000 grant. It has since created two jobs. TechPort is now applying for an additional \$10,000 grant due to increasing demand for service requests and would like to hire a third, full-time technician. She then introduced TechPort's owner Andrew Rosenstein.

Mr. Rosenstein said that TechPort provides apple service and support to owners of Apple computer products. He started with a part-time employee and then hired a full-time employee with the grant assistance previously received. He then hired another employee from Apple with three years of experience. Mr. Rosenstein continued saying that he now would like to add a third full-time employee with the new grant for on-site service calls, which would then free up his time to continue to build relationships with schools and businesses.

Mr. Knox asked about his competition, and Mr. Rosenstein indicated that there was no one in the area except for a small service provider in Falmouth, which is a one-person shop.

Mr. Martin asked if he repaired cell phones, and Mr. Rosenstein indicated that he did.

Mr. Shaw asked about the pay range for the new employee to be hired with this grant, and Mr. Rosenstein said that it would be in the \$12/hour range.

Mr. Shaw asked how he got into the business, and Mr. Rosenstein said that it started with his ability to repair family/friends products.

Mr. Knox asked about growth potential, and Mr. Rosenstein said that he sees growth in building relationships with schools and businesses, noting that he is looking to open a kiosk at USM near its bookstore to get students aware of TechPort.

There being no further questions/comments, the Board then voted unanimously at approximately 4:20 p.m. to go into executive session pursuant to 1 M.R.S.A. 405(6)(F)

and 5 M.R.S.A. 13119-A to review proprietary information. At approximately 4:25 p.m., the Board came out of executive session.

On motion made and seconded, the Board voted unanimously to extend the grant as recommended by staff and underwriter.

(Mayor Brennan joined the meeting at this time.)

Item #2: Review and accept Minutes of previous meeting held on October 21, 2013.

On motion made and seconded, the Board voted 5-0-2 (Shaw and Sheff abstained) to accept the Minutes as published.

Item #4: Review of amended PEDPIP Grant Request from Creative Portland for creative space projects

A. Note: Pursuant to 1 M.R.S.A. 405(6)(F) and 5 M.R.S.A. 13119—A, the Board may go into executive session to review proprietary information.

Ms. Hanig said that in August 2013, the Board approved a \$30,000 grant to Creative Portland (CP) as fiscal agent for Creative Space (CS) for a creative space project estimated at \$60,000. This project is the result of a next step based on the Artist Space Needs Survey. At this time, Creative Portland (CP) would like to modify the grant to divide the Creative Space project into into three components, each with its own budget: (1) Inventory of Portland's Creative Spaces - \$23,000; (2) Online Database of Portland's Creative Spaces - \$18,500; and, (3) Resource Guide & Referral Services - \$18,500. This would allow for grant funds to flow to each project once the match for the particular project has been raised and paid out, rather than having to raise and pay out \$30,000 before grants funds can be provided. Tom Blackburn would be hired by CP as its consultant to oversee all deliverables.

Ms. Hanig said that this is basically the same project - separated into three categories.

Mr. Martin clarified that this was not an additional \$30,000 grant, but the original \$30,000 to CP, and Ms. Hanig indicated in the affirmative.

Mr. Mitchell added that is a reformatting of the original project/grant. Staff had considered going forward with this administratively but wanted to bring it to the Board for their review and approval.

Mr. Sheff asked about CS, and Mr. Blackburn said that CS was merged into CP as a subcommittee of CP. As consultant on this project, he would report to CP, noting that he will be stepping down from serving on the CP's Board of Directors.

There being no further questions/discussion, on motion made and seconded, the Board voted 6-0-1 (Martin abstained) to approve this reformatted grant to CP as recommended by staff.

Mr. Knox requested a status report of grants made from this grant program.

Item #5: Brownfields Loan Program – proposed new guidelines for review and recommendation to City Council

President Lufkin thanked Mr. Martin and Mr. Sheff for their assistance in working with staff on the amended guidelines.

Ms. Hanig said that for review is a second draft based on feedback from the Board at its last meeting and discussions with Mr. Martin, Mr. Sheff, and Mr. Mitchell.

The major purpose of these amended guidelines is to clarify who is eligible for grants and who is eligible for loans – and for what purpose, i.e., Phase I Assessment, Phase II Assessment, and Remediation/Cleanup. The second draft allows for:

1. Funding for Phase I and II environmental site assessments on publicly-owned properties;
2. Funding for Phase II environmental site assessments and remediation through loans for for-profit entities and non-profit organizations for properties owned by

such entities; and,

3. Funding for sub grants and loans to public agencies for remediation on publicly owned properties.

Ms. Hanig said that consensus was not reached on the point of whether to provide loans to for-profit and non-profit entities for purposes of Phase II environmental site assessments.

Mr. Sheff said that he was in favor of allowing loans for Phase II to for-profit and non-profit entities. He noted Phase I assessment is a transaction banks want, while the Phase II assessment allows an entity to quantify its risk. Mr. Sheff felt that the PDC's funds would be further leveraged in providing funding for Phase II Assessments to proceed to get a property back into use; the Phase II could result in showing no liability. Loans for Phase II and remediation for the private sector would be a good use. He then described the VRAP process.

Mr. Martin said that the City of Portland is the public agency for these guidelines to receive funding for Phase I, Phase II, and Remediation. The Board discuss this and consensus was to change "public agency" to the "City of Portland".

Mr. Martin said that he did not want to pay for private entities to help with their due diligence/risk assessment; he would rather provide a loan to private entities to assist with remediation.

Ms. Sporzynski asked about a loan for a Phase II assessment, and Mr. Martin said that he could entertain that, and the second draft of the guidelines are now written to allow that. He also felt that the City may not get back paid back for loans for Phase II assessments. Loans made for remediation have an end product with a cleaned property. He also said that banks generally do not lend for Phase II.

Mr. Shaw said that Phase I assessments are not that expensive. He then asked about

Brownfields sites in Portland.

Mr. Mitchell responded Thompson's Point, Adams School, W. Commercial Street, and Bayside are the known sites at this time.

The Board discussed the pros and cons of allowing loans to private entities for Phase II assessments, with consensus being to allow them with the Board determining on a case-by-case basis the appropriate terms for such a loan.

On motion then made and seconded, the Board voted unanimously to forward the guidelines as presented to the City Council for approval, with one amendment to change "public entity" to "the City of Portland".

Item #6: Communication on Backup Underwriter

Ms. Hanig said that staff wanted to update the Board on its efforts to find a backup underwriter, as its current underwriter is often out-of-state on business which necessitates rescheduling various Board meetings. After following leads over the past few months, staff found William Armitage who is well-qualified and willing to provide backup underwriting services on an as-needed basis. A contract is currently being drafted for these services.

(Mr. Shaw had to leave the meeting at this time.)

Item #7: Treasurer's Report – October 2013 – Jennifer Sporzynski

- A. **Monthly Administrative Budget Report**
- B. **Loan Receivables Report**
- C. **Cash Management Report**
- D. **Delinquency Report (Note: Pursuant to 1 M.R.S.A. 405(6)(F) and 5 M.R.S.A. 13119—A, the Board may go into executive session discussion any of the loans listed on the delinquency report.)**

Ms. Sporzynski said that the administrative budget continues to run under budget at this point of the fiscal year. Regarding the Loan Receivables Report, she noted that the loan to DSM, LLC (Kamasouptra) has a maturity date of 5/1/2013, and that staff is currently working on a 17-month extension. Ms. Sporzynski said that during calendar

2013 to date, the Board has extended just under a half million in loans.

Ms. Sporzynski then had a couple updates on the delinquency report, such as: Eastman Industries loans are now current; PBJ made a payment; and Portland Trading Co. is just 1/3 shy of one payment to being current.

President Lufkin then noted consensus of the Board was go to into executive session to discuss the loans on the delinquency report further. On motion then made and seconded, the Board voted unanimously at approximately 5:07 p.m. to go into executive session pursuant to 1 M.R.S.A. 405(6)(F) and 5 M.R.S.A. 13119—A to discuss the loans listed on the delinquency report. At approximately 5:11 p.m., the Board came out executive session.

Mr. Sheff asked about loan payment by ETF (electronic transfer of funds). Ms. Hanig indicated that the City cannot take funds from an account, but a bank can transfer funds in.

Ms. Sporzynski then noted that the Cash Management Report shows a balance of approximately \$2 Million of available loan and grant funds, and then requested that the most recent refunding of the Business Assistance Grant Program for Job Creation for \$100,000 be added to the report.

A motion was then made and seconded to accept the report as presented, and the motion was then passed unanimously.

There being no further business to come before the Board, the meeting was then adjourned at approximately 5:15 p.m.

Respectfully,

Lori Paulette



Economic Development Department
Gregory A. Mitchell, Director

Memorandum

To: PDC Board Members
From: Nelle Hanig, Business Programs Manager
Cc: Greg Mitchell, Economic Development Director
Date: February 21, 2014
RE: Request to Transfer \$56,000 within the Unrestricted Fund (UDAG) into the Development Action Program

Background

In October 2011, the City Council approved the consolidation of Portland Development Corporation (PDC) loan and grant monies into two fund pools— Restricted (CIP) and Unrestricted (UDAG). The purpose of this consolidation was to give the PDC the ability to access appropriate monies for loans and grants when needed. Rather than requiring Council action each time a program within the Unrestricted Fund might be running low, for example, the PDC could move monies within each fund pool to programs as needed.

Issue

The Development Action Program (which provides public infrastructure grants) is a program within the Unrestricted Fund. The program currently has in its reserves \$19,114. In order to fully fund a current grant request of \$25,000 from Cow Plaza Hotel LLC, and also to cover several requests in future that could seek the maximum allowable grant amount of \$25,000, the Board is being asked to consider transferring \$56,000 within the Unrestricted Fund to the Development Action Program reserves. The Unrestricted Fund currently has a balance of \$695,261.

Action/Recommendation

Staff recommends the transfer of \$56,000 within the Unrestricted Fund to the Development Action Program reserves.

**Portland Development Corporation
Operating Report FY14
For Month Ending
1/31/2014**

Operating transfer from EDF 28,522

Total Funds Available 28,522

		Current	Year to	Percent	
FY14 Expenditures	Budget	Month	Date	of Budget	Balance
Administrative Services	575	0	101	17.6%	474
Postage	300	19	19	6.3%	281
Travel, Training, Meetings	3,000	273	2,517	83.9%	483
Contractual services	11,400	0	655	5.7%	10,745
Operating Transfer to Fin.	9,647	9,647	9,647	100.0%	0
Advertising	2,000	0	638	31.9%	1,362
Auto Expense Reimb.	100	0	0	0.0%	100
Printing & Binding	650	0	232	35.7%	418
Office Supplies	<u>850</u>	<u>72</u>	327	38.5%	<u>523</u>
Total FY14 Expenditures	28,522	10,011	14,136	49.6%	14,386

Expenditures:

Postage	General Courier Charges
Travel, Training, Meetings	Remainder of Catering Charge for Awards Event and Flowers
Operating Transfer to Fin.	Annual Operating Transfer to Finance Dept. for PDC Services
Office Supplies	Various Supplies

**Downtown Portland Corporation
Schedule of Loans Receivable
For the Month Ending January 31, 2014**

		----Committed/Disbursed Funds-----						
		Account No. & Name	Date of Loan	Maturity Date	Original Loan	Not Yet Disb.	Total Disb .	Outstanding Princ. Bal.
Cust #	Ln #							
		Portland Business Fund 271 (UDAG):						
		Sub-Total PBF (UDAG)						0
		Portland Business Fund 272 (Restricted - CIP):						
4349	1078	Mayflower Pottery	2/25/2008	7/1/2015	25,000	0	25,000	6,020
4500	1127	Tomaks, LLC	3/27/2008	3/1/2014	75,000	0	75,000	64,642
5496	1288	Museum of African Culture	10/3/2011	10/1/2016	15,500	0	15,500	13,840
3763	955	Eastman Industries	4/19/2012	4/6/2017	34,800	0	34,800	32,557
3826	1007	Kennebec St. Properties	04/25/06	10/1/2018	67,500	0	67,500	50,625
		Sub-Total PBF (Bonds)						167,684
		Portland Micro Capital Fund 271 (Unrestricted):						
4740	1180	PBJ Empire, LLC	2/24/2010	3/31/2015	7,500	0	7,500	3,983
4760	1185	DSM, LLC	4/7/2010	5/1/2013	18,500	0	18,500	5,187
5147	1244	Gorgeous Gelato LLC	11/19/2010	12/1/2014	25,000	0	25,000	6,426
5320	1263	Dobra Tea	4/8/2011	4/1/2016	15,000	0	15,000	6,370
5708	1320	Veranda Asian Market LLC	4/19/2012	4/1/2017	50,000	0	50,000	37,883
5837	1341	Back Bay Skate	9/10/2012	9/1/2017	12,500	0	12,500	9,513
6113	1379	EcoHome Studio, LLC	4/11/2013	4/1/2018	15,000	0	15,000	12,933
6120	1380	Portland Trading Co. LLC	4/26/2013	8/1/2018	15,000	0	15,000	14,540
6133	1381	Maine Bio-Fuels, Inc.	5/24/2013	6/1/2018	25,000	0	25,000	21,922
6180	1382	Undeclared Enterprises, Inc.	6/27/2013	7/1/2018	25,000	0	25,000	23,971
6302	1411	Pachanga, LLC	11/6/2013	1/1/2016	14,000	0	14,000	13,645
		Sub-Total Micro Capital Fund						156,375
		Creative Economy Fund 271 (Unrestricted):						
5615	1308	Studio Management Corp.	1/20/2012	2/1/2017	26,000	0	26,000	18,974
		Sub-Total Creative Economy Fund						18,974
		FAME Fund 277:						
3763	956	Eastman Industries	4/19/2012	4/6/2017	34,800	0	34,800	32,557
5862	1351	Peaks Island Fuel	10/1/2012	10/1/2017	61,000	0	61,000	57,511
		Sub-Total FAME Fund						90,068
		FAME SSBCI 279:						
5836	1340	251 Woodford Street LLC	8/31/2012	9/1/2017	165,000	0	165,000	157,900
5939	1356	Apothecary By Design LLC	11/8/2012	11/1/2017	200,000	0	200,000	175,968
5748	1327	Fermentation & Distillation	4/25/2012	10/1/2017	165,000	0	165,000	132,092
6199	1390	Inn at Diamond Cove LLC	7/10/2013	7/1/2018	200,000	0	200,000	196,779
		Sub-Total FAME SSBCI						662,739
		Real Estate Investment Fund 271(Unrestricted):						
6104	1378	McCuda, LLC	4/19/2013	4/1/2018	200,000	0	200,000	194,801
		Sub-Total RE Invest						194,801
		Grand Total Loans					1,492,100	1,290,641
		Allowance for uncollectable loans at 15%						193,596
		Total with Allowance for uncollectable loans:						1,097,045

**CITY OF PORTLAND, MAINE
PORTLAND DEVELOPMENT CORPORATION
DELINQUENCY REPORT
MONTH ENDING JANUARY 31, 2014**

Loan	Payment Past Due	# of Payments	# of Days Past Due*	Outstanding Principal Balance	# of Times Past Due In Last 12 Reports (excluding present mo.)
Back Bay Skate	\$239	1	22	\$9,513	6
Eastman Industries (PDC)	\$445	1	31	\$32,557	2
Eastman Industries (FAME)	\$445	1	31	\$32,557	2
Inn at Diamond Cove	\$1,320	1	22	\$196,807	4
Museum of African Culture	\$218	2	62	\$13,840	10
PBJ Empire LLC	\$1,908	13	396	\$3,983	12
Portland Trading Co.	\$560	Almost 2 @ 289.99/mo.	62	\$14,678	4
Studio Management Corp.	\$1,481	3	92	\$18,538	12
Undeatead Enterprises (Mitheap)	\$1,483	3	92	\$23,971	5
Veranda Asian Market	\$955	1	31	\$32,883	9
TOTALS:	\$9,053			\$379,327	

*Reflects number of days after 1st of month due date. Also, this report lists only loans that have not paid before the 15th of each month.

**Portland Development Corporation
Cash Management Report
For Month Ending January 31, 2014**

		UDAG		FAME	FAME	Brown-		Year-to-Date				Assistance Grant Prgrm for Job Creation- FY12**	Business Assistance Grant Prgrm for Job Creation-FY14
	CIP	271			SSBCI	field		Principal/Interest					
	272	(Unrestricted)		277	279	278							
	(Restricted)	Loans/PDAP	PEDP Bal			(PET)	TOTAL	Restricted	Unrestricted	FAME	SSBCI		
Beginning Cash Bal. Jan. 1, 2014	535,443	866,755	250,000	286,627	107,703	502,756	2,299,284					100,000	100,000
Plus:													
Principal payments received	1,488	101,128		743	2,124			14,619	140,010	3,706	36,671		
Interest payments received	927	1,043		524	2,568			6,012	15,440	2,697	20,661		
Interest Income					4						150		
Other Income													
Sub-Total Cash Available	537,858	968,926		287,894	112,400	502,756	2,409,834	20,631	155,450	6,403	57,483		
Less:													
FAME Annual Admin. Fee				(3,188)									
Disbursements - Loans/PDAP Grants													
PEDPIP Grant Committed		(9,396)	-187,585										
Sub-Total Cash Available 1/31/2014:	537,858	959,530	62,415	284,706	112,400	502,756							
Less Reserves for:													
Beautification Program (EC0301)		(72,000)											
Ptld ED Plan Imple. Fund (EC1201)*		(131,515)											
Portland Dev. Action Grant (EC0302)***		(45,314)											
Transfers not yet recorded (UDAG Int)		(15,440)											
Grants/Loans Approved												-60,000	
Annual Admin Payment to FAME													
Used for Administration												-14,375	
Total Ending Loan/Grant Cash Bal. 1/31/2014:	537,858	695,261		284,706	112,400	502,756	2,132,981					25,625	100,000

*\$250,000 for Fund less paid to date of \$118,485 = \$131,515 Reserved.

**Grants made: \$10,000 each to Apothecary by Design and Trims N Fade; \$20,000 each to TechPort and Old Port Textile and Wool.

***PDC Board awarded \$25,000 Grant to Press Hotel; \$1,200 to be paid to Rufus DAG; balance would then be: \$19,114.



Economic Development Department
Gregory A. Mitchell, Director

MEMORANDUM

TO: Portland Development Corporation Board of Directors

FROM: Greg Mitchell, Economic Development Director

DATE: February 18, 2014

SUBJECT: **Communication Item for February 27, 2014 Board Meeting –
2014-2015 Work Plan Associated with the Portland Economic Development Plan**

I. SUMMARY OF THE ISSUE

In the Fall of 2011, the Portland City Council endorsed the Portland Economic Development Plan and associated Work Plan. Mayor Brennan and City Manager Rees then formed a stakeholder group to oversee implementation of the Work Plan. Since that time, many components of the original Work Plan have been completed. Therefore, the stakeholder group worked to update the Work Plan for 2014-2015. Please see attached memorandum from the stakeholder group to “Portland Business and Community Leaders” of January 3, 2014 which summarizes the accomplishments to date, as well as includes an updated 2014-2015 Work Plan.

The stakeholder group is now in the process of presenting the updated Work Plan to key stakeholders’ Board of Directors – including the Portland City Council, Portland Community Chamber, Convention and Visitors Bureau, Creative Portland, Portland’s Downtown District, Portland Development Corporation, and World Affairs Council.

II. REASON FOR SUBMISSION

This is being submitted to the PDC Board to keep the Board apprised of the updated Work Plan for 2014/2015 and to asked for a vote of endorsement.

III. INTENDED RESULT

The intended result would be for the PDC to receive and endorse the updated 2014-2015 Work Plan so that it is aware of the list of activities to be undertaken to support implementation of Portland’s Economic Development Plan for increased economic prosperity. The updated Work Plan places increased emphasis on workforce development activities to support workforce entry, adds a

number of tourism activities, and prioritizes attention to important Portland waterfront and transportation infrastructure investments.

IV. FINANCIAL IMPACT

There are public infrastructure/transportation projects in the Work Plan which will require a combination of Federal, State, and City funding. State and Federal funding to support the transportation projects have been secured.

V. STAFF ANALYSIS AND RECOMMENDATION

Staff recommends the PDC endorse the updated 2014/2015 Work Plan associated with the Portland Economic Development Plan.



MEMORANDUM

TO: Portland Business and Community Leaders

FROM: Portland Economic Development Plan Stakeholders

DATE: January 3, 2014

SUBJECT: 2014-2015 Work Plan associated with the Portland Economic Development Plan

Portland Economic Development Plan

The City's first Economic Development Plan was endorsed, during 2011/2012, by the following partners:

- Creative Portland,
- Portland City Council,
- Portland Community Chamber,
- Portland Convention and Visitor Bureau,
- Portland Development Corporation, and
- Portland's Downtown District.

Following Portland City Council endorsement of the Economic Development Plan, Mayor Brennan and City Manager Mark Rees established a stakeholder group, including the above organizations and others, which meets regularly to oversee implementation of Portland's Economic Development Plan.

Portland Economic Development Plan Accomplishments

Noteworthy accomplishments of the Economic Development Plan, to date, include:

- ***New Portland Marketing Branding Program.*** The new brand "Portland, Maine Yes. Life's good here." was created and endorsed by the Plan partners. This program includes "Why Portland" videos featuring individual business owners who talk about enjoying the region's great lifestyle while working from Maine.
- ***Business Visitation Program.*** The Mayor, City Economic Development staff, and members of the Chamber of Commerce meet monthly with area businesses



year round to determine their needs to support business retention and growth. A total of twenty-five businesses have been visited to date.

- ***Mayor Brennan's Growing Portland Collaboration*** was established, funded, and staff hired to align post secondary education institutional activities with private sector growth opportunities, and institutions involved in research and development.
- ***The Portland Chamber created an Economic Scorecard*** to annually measure and compare Portland's economic performance against several similarly sized U.S. cities. Creative Portland added to this work by creating several "Livability" indicators.
- ***Updated a guide for "Doing Business in Portland"*** to create a single source of information about City business licensing and development regulatory requirements, along with promoting City commercial loan and grant programs.
- ***Streamlined Portland's development regulatory process and requirements, including permits and inspections.***

2014-2015 Work Plan and Partner Commitments

The Portland Economic Development Plan stakeholders prepared the attached 2014-2015 Work Plan to continue the work of the Economic Development Plan. The attached Work Plan includes a listing of each activity, responsible organizations - including lead organization, along with activity status. All organizations listed in the Work Plan are committing time and financial resources to implement assigned activities. This Work Plan sets forth a clear road map for a short list of activities to support Portland's economic growth. The Work Plan places increased emphasis on workforce development activities to support workforce entry, adds a number of tourism activities, and prioritizes attention to important Portland waterfront and transportation investments. The power and importance of this effort is that it coordinates the economic development work among many organizations with City government and harnesses their combined energy. Mayor Brennan and other stakeholders will be contacting your organization to arrange meetings with you to discuss the importance of the activities included in this Work Plan.

cc: Portland City Council
Mark H. Rees, City Manager

PORTLAND, MAINE ECONOMIC DEVELOPMENT PLAN
2014 & 2015 WORK PLAN

GROW THE ECONOMY

Principle and Vision Statement: *The City is committed to creating economic prosperity through growing its tax and employment base.*

Goals:

1. Understand the needs and concerns of existing business to support their retention and expansion.
2. Support industry sectors that are innovative and have high job growth, high value potential to provide future economic development opportunities.
3. Coordinate business, higher education, and research and development needs to support regional workforce development.

<u>Activities</u>	<u>Responsibility/Lead Org. First *</u>	<u>Status/Details</u>
Business Retention and Attraction		
- Business Visitation Program	City, Chamber, GPEDC	Ongoing/Retention, wkforce dev. & expansion, grow global exports, incl. food sector
- Growing Portland Initiative	GP, City, Chamber, CP, GPEDC	Ongoing/"Research Triangle" rollout & sector work groups deployment
- Industry Sector Research	Chamber, GP, City, GPEDC	Ongoing/Growth Strategy for specific industries in Portland Region
- Portland Technology Park	City, Chamber, GPEDC	Ongoing/Market park to businesses and plan for future phase
- PDC Commercial Loan and Grant Programs	City, PDC	Ongoing/Assistance to new and growing businesses
- Minority and Women-Owned Business Development	City, Chamber, CEI, and USSBA	Proposed /Inventory businesses, clarify growth challenges, incl. creative eco.; business forums incl workforce dev/industry-sector partnership opportunities; promote current financial and business development offerings; provide managerial, technical, and business consulting assistance; create connections to entrepreneurial and vocational training.
Workforce Development		
- Overcoming Barriers to Employment: Develop strategies, programs, and services to support workforce entry	GP, CVB, Chamber, City, PAEd	Proposed /Convene working groups to coordinate specific strategies.
- Utilize CDBG resources for workforce development	City, Chamber	Implement new CDBG program
Tourism		
- Raise Tourism Awareness	CVB, City, PDD, ME Office of Tourism	Proposed /Jetport; Cruise Portland, ME; cultural heritage; global mkts
-Create a cultural heritage tourism initiative	CVB, City, ME Office of Tourism	Proposed /Inventory and market cultural heritage projects, sites, and educational programs; identify cultural heritage tourism projects ready for marketing; include the cultural history of Portland on City website with links to CVB/tourism opportunities.
- Summit on Convention Center and Funding Sources	CVB, Civic Ctr., City, Hospitality Ind., Chamber	Proposed /
- Collaboration on People and Business Relocation Package(s)	CVB, Chamber, CP, City	Proposed /To assist businesses and individuals moving to Portland
Public Infrastructure/Transportation		
- Re-Establish Ferry Between Portland & Yarmouth, NS	City, State, MITC	Ongoing
- Extend Rail to Support Eimskip & Growth of Int'l Cargo Shipping	ME Port Authority, MEDOT, City	Ongoing/Strenthen partnership with Eimskip; State Bond Issue support
- Intermodal Planning and Infrastructure at Thompson's Point	MEDOT, EDA, City	Ongoing/State Bond Issue support
- Harbor Dredging	City, MEDOT, Wharf Owners	Ongoing/State Bond Issue support
- Establish a TIF strategy for transportation and downtown public infrastructure	City	Proposed /Discuss establishment of a downtown transportation oriented TIF district.
Metrics		
- Portland's Economic Scorecard	Chamber, City, CP, PDD, CVB	Ongoing/Enhance Integration with ED Plan

* Lead organization has primary responsibility for resources and implementation.

ENRICH THE CREATIVE ECONOMY

Principle and Vision Statement: Value innovation, entrepreneurship, creativity, arts, culture, and entertainment to improve the economy and enhance Portland's uniqueness and diversity.

- Goals:**
1. Increase collaboration, coordination, and communication among those involved in the arts, culture, creative and innovative sectors.
 2. Market Portland and increase recognition nationally and internationally that Portland is a City where the arts, culture, entertainment, innovation and creativity thrive.
 3. Create incentives to establish and grow Portland's creative enterprises.

<u>Activities</u>	<u>Responsibility/Lead Org. First *</u>	<u>Status/Details</u>
Portland Marketing & Branding Program: Advance Implementation	CP, City, Chamber, PDD, CVB, WAC	Ongoing/Increase nat'l & int'l recognition of Portland, ME
Refine Recruitment Strategies & Programs for Creative Entrepreneurs	CP, City, Chamber	Ongoing/
Creative Space Development	CP	Ongoing/Inventory, database, additional space dev.

SUPPORT BUSINESS

Principle and Vision Statement: Portland will be recognized as a city where the business community is valued and nurtured through support services which are relevant, helpful, welcoming, and delivered in a timely manner with superior "customer service". The City will continue to strive towards a more simplified and streamlined process of interacting with all current and future businesses of Portland.

- Goals:**
1. Interactions with City departments, agencies and staff will be handled with accuracy, timeliness and a positive customer service attitude.
 2. The Department Review process will be clear, consistent, predictable and timely.

<u>Activities</u>	<u>Responsibility/Lead Org. First *</u>	<u>Status/Details</u>
Update City Website as Customer Service Portal.	City	Ongoing/December 2014
Review 2010 Site Plan Standards Effectiveness	City & Chamber	Ongoing/Chamber and City staff meet annually
Streamlining Permitting	City	Ongoing

* Lead organization has primary responsibility for resources and implementation.

Acronym Definitions:

CDBG = Community Development Block Grant
CP = Creative Portland
CVB = Convention and Visitors Bureau
EDA = U.S. Department of Commerce/Economic Development Admin.
GP = Growing Portland
GPEDC = Greater Portland Economic Development Corporation
MEDOT = Maine Department of Transportation
MITC = Maine International Trade Center
PAEd = Portland Adult Ed.
PDC = Portland Development Corporation
PDD = Portland's Downtown District
SMCC = Southern Maine Community College
USM = University of Southern Maine
USSBA = U.S. Small Business Administration
WAC = World Affairs Council



Creative Portland and the *Portland Economic Development and Vision* Work Plan (“Work Plan”)

As part of the 2014-2015 Work Plan, Creative Portland is the lead organization for “Enrich the Creative Economy” section. This includes the following goals:

1: Increase collaboration among creative and innovation sectors.

- Further develop and coordinate efforts to attract the “creative occupations”
Programs: LiveWork Portland; 2 Degrees Portland

2. Promote Portland as a city where innovation and creativity thrive.

- Further develop and implement new Portland brand system (Portland, Maine Yes. Life’s Good Here)
- Increase promotion and use talent attraction strategies
- Work with partners to integrate into business and visitor attraction efforts

Programs: Branding Portland; LiveWork Portland; 2 Degrees Portland

3. Creative incentives for Portland’s creative enterprises

- Provide assistance to artists and entrepreneurs in securing work space
- Pursue development of work space for artists and creative entrepreneurs

Program: Creative Space

4. Support individuals/businesses that are innovative, creative, and entrepreneurial as a means of growing and diversifying the local economy

- Conduct additional research on Portland’s creative occupations to identify needs and possible supports.

Programs: Professional Development; Research and Outreach; First Friday Art Walk



Supporting the Growing Portland Collaborative

With leadership from Mayor Michael Brennan and Chris Hall, in 2013 the City of Portland and the Portland Regional Chamber jointly launched the Growing Portland collaborative. Its mission is to help to grow our local economy through targeted projects that create jobs, generate investments, and attract young people. Representing education, R&D, and business, fifteen local institutions are Founding Partners in the collaborative. Following extensive research, interviewing, and on-the-ground analysis, the Growing Portland collaborative concluded 2013 by endorsing three primary initiatives to focus on in 2014 and beyond:

1) *Building a Center of Excellence in Health Informatics*

At the intersection of health care and information science, health informatics employs data to improve patient and population outcomes. Portland is home to innovative companies and organizations achieving groundbreaking work in this field. Health informatics aggregates many potential players including our local health care providers. Developing this cluster can bring new jobs and investments to the region, while improving patient care and reducing costs.

2) *Optimizing the Marine Economy through Science and Education*

With an unrivalled harbor that encompasses multiple uses and advantages, Portland can become a global center for understanding and improving the marine economy through science and education. A regular conference of global scope, highlighting marine science/economy innovations, can highlight this initiative. In addition, a marine science academy can take advantage of our existing strengths and resources, particularly with participation by GMRI, the universities, CIEE, and others.

3) *Coordinating Opportunities to Access the Economy*

Certain populations in our city and region face barriers to employment. Growing Portland can: 1) help to knit together the key social service agencies and funding resources working to bridge the gap between unemployment and meaningful jobs ; and 2) connect to members of the business community who can provide specific pathways to meaningful, lasting employment.

Ancillary projects include: attracting IT talent to Greater Portland; developing a region-wide internship system; strengthening college-business relations; and connecting City Hall to Portland's entrepreneur/start-up community.

Supporting the Growing Portland collaborative:

- **Champions** the projects and interests that can grow our city and regional economy.
- **Targets** measurable, progressive initiatives endorsed by the business community.
- **Coordinates** energies and programs among multiple institutions and resources, aligning business and nonprofit programs with City and Chamber activities.

The Growing Portland collaborative is managed by the Portland Regional Chamber

For more information, please contact John Spritz, Manager of Growing Portland
jspritz@maine.rr.com (207) 773-0872 www.Facebook.com/GrowingPortland



Focus Areas Commencing in 2014

On December 3rd, 2013, the Founding Partners met to review the research and conclusions of the document, “Proposed Core and Community Projects Commencing in 2014.” Based on the discussion and endorsements at that meeting, the collaborative will initially focus on:

1) “Building a Center of Excellence in Health Informatics”

At the intersection of health care, computer science, and information science, health informatics employs data to improve patient and population outcomes. Portland is home to innovative companies and organizations achieving groundbreaking work in this field. Blending health care and IT, health informatics aggregates many potential players including, of course, our local health care providers. Developing this cluster can bring new jobs and investments to the region, while improving patient care and reducing costs.

2) “Optimizing the Marine Economy through Science and Education”

Among many recent factors affecting our local marine economy are the Eimskip opening to Iceland and Europe; the realignment of significant waterfront properties; and the City’s appointment of a Waterfront Director. There is enormous potential in building out the science and learning capabilities associated with the marine economy, with participation by GMRI, the universities, CIEE, and others. With a harbor that encompasses multiple uses and advantages, Portland can become a global center for understanding and improving all aspects of the marine economy and marine science. A regular conference of national or global scope, highlighting marine science/economy innovations, can be a highlight of this initiative.

3) “Coordinating Opportunities to Access the Economy”

Certain key populations in the city face barriers to employment. The Growing Portland collaborative can play two key roles: 1) helping to knit together the key social service agencies and funding resources working to bridge the gap between unemployment and meaningful jobs in the city and region; and 2) connecting to members of the business community who can provide specific pathways to meaningful, lasting employment. Portland grows to the degree that the business community sees these programs not as charity, but as opportunities.

In early 2014, through our existing work groups and the resources of the Founding Partner organizations, we’ll investigate how each of these proposals can be manifested and sustained. In addition, the collaborative will continue to engage in other projects, including:

- Attracting IT talent to Greater Portland
- Helping to connect and network the life science community
- Promoting Portland as a city of education
- Developing a region-wide internship system
- Strengthening college-business relations
- Connecting City Hall to Portland’s entrepreneur/start-up community

In support of the City of Portland’s Economic Development Plan, our emphasis is on attracting jobs, investments, and young people to the region.

For more information, please contact John Spritz, Manager of Growing Portland
jspritz@maine.rr.com Or visit www.Facebook.com/GrowingPortland



Portland ConnectED

From Cradle to Career

Portland ConnectED aims to build and sustain a citywide culture dedicated to supporting highly effective education for Portland's youth, for Portland families, and for the Portland community at large.

We are coordinating efforts, aligning resources, and harnessing expertise of organizations and leaders throughout the city and the country to prepare our citizens to meet the challenges of the future.

Assets, Challenges, and Opportunities

There is much to be proud of for those of us who live, learn, and work in Portland. Portland's vital economy, exceptional quality of life, and strong sense of community have all garnered national recognition. We have one of the best-educated populations in the region, and a long and proud history of supporting and educating all members of our community.

Portland has been named one of the ten best places to live, one of the ten best markets for job prospects, and one of the top three cities in the nation for education and for raising a family (*Parenting* and *Women's Health*).

At the same time, we know that the economic and socio-political landscapes of the future will increasingly call for enhanced global awareness, job skills, and academic credentials. Local and regional businesses are growing and hiring, but they too often have to look outside our area for qualified people with the needed skills. Economic trends predict that the new, global economy will offer high-wage, high-growth jobs, but these opportunities will also demand highly developed skills and education levels.

Nationwide, it is predicted that over a half million lower-skill jobs will be eliminated due to automation and outsourcing. Meanwhile, here in Maine, forecasts predict the creation of 26,000 new high-wage jobs in high-growth sectors. But these jobs will require more highly skilled workers and entrepreneurs with post-secondary training and credentials.

We are poised to capitalize on these trends, but we will need to rise to the occasion and work with concerted effort like never before, holding each other mutually accountable as we strive to achieve common goals.

Getting ConnectED

Portland ConnectED unites leaders of organizations from our education, business, non-profit, civic, and philanthropic sectors in a sustained, coordinated effort that spans the educational continuum from cradle to college, career, and citizenship.

What We Know

- **Early Childhood**

Early childhood development sets the foundation for a student's future academic success.

- **Grade Level Reading**

Reading at grade level by third grade is a key determinant for future achievement.

- **High School Graduation**

Graduation from high school is a critical threshold on the path to economic success and civic engagement.

- **The New Economy**

Success in the new, more global economy will increasingly require highly skilled workers and entrepreneurs with a college degree or other level of post-secondary education.

What We Believe

- **From Good to Great**

It takes the concerted effort of an entire community, harnessing local and national expertise, to ensure success for all students, and to make good schools great.

- **Challenge & Support**

Communities are successful when they actively challenge and support every student, every step of the way.

- **To go far, go together**

Our efforts must be coordinated, fostering improved communication and shared accountability across multiple organizations for greater collective impact.

Portland ConnectED's initial efforts and resources are focused on the following overarching goals:

- To coordinate independent and collective action, expertise, advocacy, and funding in key areas of development, learning, and career connection, including but not limited to:
 - School readiness from the start
 - Grade-level reading proficiency by the end of third grade
 - High school graduation
 - Post-secondary enrollment, persistence, and completion;

With these general goals in mind, we strive together:

- To measure the success of the partnership by setting benchmarks towards targeted outcomes in the key areas and tracking progress and reporting regularly to the public, beginning with:
 - Meeting or exceeding the state goal of 90% high school graduation rate by 2016 and continuing to improve from there;
 - Creating and endowing a fund dedicated to supporting enrollment, persistence, and completion for those Portland high school graduates who pursue post-secondary studies at public institutions in the Greater Portland area;

To achieve these goals, we plan:

- To maintain and model shared accountability among partner organizations
- To provide leadership, advocacy, and counsel for the on-the-ground work in each of the key areas
- To champion and model data-informed decision-making and effective use of meaningful data to measure baselines and progress;
- To align our partnership's work with the efforts, expertise, and resources of local, regional, and national networks engaged in similar or complementary initiatives.

As with any realistic new venture, our work deliberately leaves room for learning and recalibration, with an initial focus on setting baselines and benchmarks for measuring progress and reporting back to the public. With steady persistence, we will build a durable infrastructure for continuous improvement in educational and economic outcomes.

“ We know that early childhood development is a fundamental factor in future success. We also know that early grade level literacy is a key determinant for high school graduation and achievement, and post-secondary training and credentials are increasingly necessary for success in today's modern global society. Portland ConnectED will connect the dots between these stages and put all Portland children on a pathway to a satisfying and promising career. ”

Michael F. Brennan
Mayor, City of Portland

Founding Partners

City of Portland

Creative Portland

Sam L. Cohen Foundation

John T. Gorman Foundation

Opportunity Alliance

Portland Public Library

Portland Public Schools

Portland Regional Chamber

Southern Maine Community College

United Way of Greater Portland

University of Southern Maine

Portland ConnectED will expand and deepen its connections with additional partner programs and organizations both nationwide and closer to home, to ensure Portland's continued resurgence as a city that values quality of life and place alongside economic vitality.

Contact Us

For more information or to get involved in Portland ConnectED, please contact Mike Dixon, Executive Director, by phone at (207) 653-9854 or by email: mdixon@portlandmaine.gov



2/18/2014

**PORTLAND DEVELOPMENT CORPORATION
UPDATE ON ITS PORTLAND ECONOMIC DEVELOPMENT PLAN
IMPLEMENTATION FUND (PEDPIF)**

PEDPIF was originally capitalized with \$250,000 from UDAG funds of the PDC to assist with implementation projects in the Portland Economic Development Plan.

To date, the PDC has authorized \$187,585 in grant funds, leaving \$62,415 available for further Plan activities.

These \$187,585 is made up of grants approved to:

Organization	Project	Amount	Status
Portland Regional Chamber	Why Portland Videos	\$10,000	Completed
Portland Performing Arts Festival	1 st Festival	\$40,000	Completed
Portland Community Chamber	Scorecard Update	\$8,000	Completed
Creative Portland	Live Work Website Update	\$16,500	Completed
Creative Portland	Creative Economy Metrics	\$1,500	Completed
Creative Portland	Art Space Survey	\$5,750	Completed
Creative Portland	Branding	\$20,000	Active
Creative Portland	2 Degrees Portland	\$10,000	Active
Creative Portland	Creative Map and Guide	\$5,835	Active
Creative Portland	Creative Space	\$30,000	Active
Growing Portland	Growing Portland Initiative	\$40,000	Active

Included with this update are:

1. "Why Portland Videos": follow this link to view the videos:
<http://vimeo.com/channels/396475/videos>
2. Portland Performing Arts Festival – See attached 7/24/2012 Memorandum to PDC Board highlighting the results of this Festival – p. 3.
3. Scorecard Update: follow this link to the Scorecard update:
<http://www.portlandregion.com/portland.html>
4. Live Work Website Update – follow this link to Creative Portland's updated website:
<http://liveworkportland.org/>
5. Creative Economy Metrics – See attached metrics document of July 2013 – pp. 4 to 9.
6. Art Space Survey – See attached Summary of Findings from Survey of June 2013 – pp. 10 to 42.
7. Branding – "Portland, Maine | Yes, Life's Good Here". Continuing in its program of promoting the brand. Brand has been trademarked.

8. 2 Degrees Portland – follow this link on the Creative Portland website for more information on the program: <http://liveworkportland.org/connect-visit/2-degrees-portland> This program continues.
9. Creative Map and Guide – follow this link on the Creative Portland website for the creative map and guide: <http://liveworkportland.org/connect-visit/guide>. This program continues with an anticipated print version.
10. Creative Space – inventory of space project almost complete. This will be followed by two more projects that make up Creative Space, i.e., Web-based clearinghouse, and Resource Guide.
11. Growing Portland Initiative – See attached for more information and 2014 areas of focus for the initiative – pp. 43-44.



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

Executive Department
Mark Rees, City Manager

Economic Development Division
Gregory A. Mitchell, Director

MEMORANDUM

To: Chair Donna Katsiaficas and PDC Board Members
From: Nelle Hanig, Business Programs Manager
Cc: Greg Mitchell, Economic Development Director
Date: July 24, 2012
Re: **Results of Portland Performing Arts Festival**

Background

PDC Chair Donna Katsiaficas asked staff to report out on the results of the Portland Performing Arts Festival, given that it received a \$40,000 PEDPIP (Portland Economic Development Plan Implementation Program) grant. Specifically, the grant provided seed funding for the Festival's kick-off year. The event occurred June 28 through July 1, 2012, presenting nationally-known performers in classical music, jazz, theater, dance and performance art as well as lesser known Maine artists. All performances were held in venues throughout Portland's Art's District.

Budget/Funding Results

The \$40,000 grant was intended to match \$140,000 for a projected Festival budget of \$181,500. The actual budget turned out to be \$147,600.

According to Kara Larson, the Festival Director, ticket revenue goals fell short the last six weeks before the Festival. If not for the \$40,000 PEDPIP grant, the level of marketing during those pre-Festival weeks would have been significantly less and one of the special events would likely have needed to be cancelled. Instead, the Festival was able to market sufficiently during that time which helped to insure a larger turnout as well as retaining all the special events that had been planned. Overall revenues were \$139,514 which yielded a loss of about \$8,000 for the Festival's first year. According to Kara, this is a minimal loss for the initial year of an event.

The Festival had seven featured events with attendance of 2,500-3,000 people. There were also 42 fringe performances. Ticket buyers came predominantly from Portland (36%) and Greater Portland (42%), with the remainder from elsewhere in Maine (9%) and other parts of New England (13%).

A fundraising campaign is already underway for the 2013 Festival, with the Maine Office of Tourism providing a grant of \$52,000 for marketing.

Livability Indicators & the Creative Workforce: How Portland Measures Up

July 2013



P.O. Box 4675, Portland, Maine, 04112

**Creative Portland was founded by Portland City Council to grow the creative economy and is identified as the lead nonprofit organization driving this strategy in the City of Portland's Economic Development Vision & Plan (August 2011).*

In 2010, Creative Portland adopted a visionary goal: Attract 10,000 creative people in 10 years—not artists (Portland benefits from many already), but professionals and entrepreneurs who value and support the arts, cultural assets and everything that forms Portland's distinctive zeitgeist.

The idea is based on Richard Florida's *Rise of the Creative Class*, which argues that successful cities need professionals who are innovative and creative and that these workers often choose to live in places with a high quality of life. Florida advocates for economic development strategies that support the amenities and environments in which these professionals thrive.

To monitor progress toward the 10,000 goal, Creative Portland has selected a definition of the creative workforce and a set of factors that are commonly regarded as indications of Portland's quality of life. Creative Portland will use the workforce data as a benchmark to evaluate success over time.

The workforce definition comes from the USDA's Economic Research Service and identifies CEOs, IT and marketing professionals, financial managers, lawyers, scientists, professors, entertainers, designers, and professionals who work in media and the arts as creative workers (see details on page 6).

Earlier this year, Camoin Associates assessed 43 indicators of livability using existing national data and grouped them into nine categories: people, tolerance/safety, workforce, earnings, environment, housing, transportation, health and culture. Portland's data was then compared to Boston, MA, Burlington, VT, Portland, OR, Providence, RI and Portsmouth, NH.

The indicators highlight areas of strength, including the percent of population over 24 with an advanced degree, unemployment rate, cost of living, commute time, etc. They also show room for improvement, such as the number of people in creative occupations and how much they earn.

Together, they provide a useful baseline for understanding this important part of Portland's economy—the creative workforce—and serve as a complement to the City's ongoing efforts to promote economic prosperity.*

Indicators	Portland, ME	Cumberland County	Portland MSA	State of Maine	Boston, MA	Burlington, VT	Portland, OR	Providence, RI	Portsmouth, NH
People									
Population (2011)	66,310	281,919	514,759	1,328,387	618,629	42,448	586,428	178,009	20,828
Population (2000)	64,249	265,612	487,568	1,274,923	589,141	38,889	529,141	173,618	20,784
Population Growth (2000-2011)	3.21%	6.14%	5.58%	4.19%	5.01%	9.15%	10.83%	2.53%	0.21%
Percent of Population Aged 20-34 (2011)	28.4%	18.2%	17.1%	16.9%	35.0%	35.5%	27.0%	30.1%	25.3%
Percent of Population > 24, Bachelor's Degree or More (2011)	46.3%	40.7%	35.2%	27.6%	43.2%	45.5%	42.7%	28.9%	48.5%
Median Household Income (2011)	\$44,476	\$57,318	\$57,332	\$47,206	\$51,230	\$40,511	\$49,487	\$38,452	\$65,280
Percent of Population Below Poverty Level (2011)	18.3%	10.7%	9.9%	13.0%	22.1%	26.1%	18.1%	27.9%	9.3%
Percent of Population Non-White (2011)	15.4%	8.2%	6.6%	5.6%	52.7%	12.9%	28.1%	62.7%	9.5%
Percent of Population that is Foreign Born (2011)	10.6%	5.5%	4.5%	3.4%	26.4%	9.2%	13.9%	29.4%	6.3%
Tolerance/Safety									
Crime Rate (Violent and Property Crimes per 100k people (2010))	4,779	N/A	2,607	2,601	4,282	3,806	5,386	5,320	3,095
Hate Crime Rate (per 100,000) (2010)	11.1	N/A	N/A	4.6	23.0	12.9	5.1	0.6	N/A
Workforce									
Total Creative Occupations (2011) *	20,479	52,945	78,483	172,416	174,954	10,882	147,543	32,158	12,655
Total Creative Occupations (2010) *	20,262	52,598	78,255	172,298	171,295	10,689	143,658	31,762	12,565
Total Creative Occupations (2002) *	18,463	48,368	71,785	163,357	169,158	9,355	127,476	29,334	11,609
All Occupations (2011)	81,000	221,747	340,199	794,381	667,375	41,004	532,852	133,098	42,800
% of Employment in Creative Occupations (2011)	25.3%	23.9%	23.1%	21.7%	26.2%	26.5%	27.7%	24.2%	29.6%
% Change in Creative Occupations (2002-2011)	10.9%	9.5%	9.3%	5.5%	3.4%	16.3%	15.7%	9.6%	9.0%
% Change in Creative Occupations (2010-2011)	1.1%	-8.0%	0.3%	-5.2%	2.1%	1.8%	2.7%	1.2%	0.7%
Median Hourly Earnings All Occupations (2012)	\$20.50	\$19.58	\$18.73	\$17.26	\$27.69	\$21.94	\$20.88	\$22.30	\$20.69
Median Hourly Earnings Creative Occupations (2012)	\$26.10	\$26.02	\$24.54	\$22.48	\$39.24	\$28.54	\$26.60	\$30.88	\$28.17
Creative Occupation Earnings as % of All Occupations (2012)	127.3%	132.9%	131.0%	130.2%	141.7%	130.1%	127.4%	138.5%	136.2%
Unemployment Rate (2011)	7.0%	6.3%	6.9%	7.9%	11.7%	8.7%	11.2%	15.9%	6.1%

* The definition of the Creative Occupations is provided by the USED A Economic Research Service: <http://www.ers.usda.gov/data-products/creative-class-county-codes/documentation.aspx>

Indicators	Portland, ME	Cumberland County	Portland MSA	State of Maine	Boston, MA	Burlington, VT	Portland, OR	Providence, RI	Portsmouth, NH
Environment									
Acres of Parkland (per 1,000 residents) (2010-11)	6.1	N/A	N/A	N/A	7.6	13.0	24.5	6.4	N/A
Number of Days rated "good" by Air Quality Index (2011)	323	323	317	N/A	263	335	278	260	314
Housing									
Renter Affordability (2011)	30.8%	30.7%	30.7%	31.0%	31.4%	37.9%	32.6%	32.4%	27.7%
Home Ownership Affordability (2011)	24.1%	22.7%	22.6%	21.2%	24.0%	25.2%	24.8%	26.9%	23.9%
Cost of Living Index for Housing (MSAs only) (2011)	113.0	N/A	113.0	N/A	137.3	122.0	113.6	125.6	N/A
Transportation									
Average Commute Time (in minutes) (2011)	17.9	22.0	23.9	23.1	28.3	17.1	24.1	21.2	20.2
Enplanements per capita (2011)	12.56	2.95	1.62	0.96	22.92	14.98	11.61	10.79	0.10
Enplanements (2011)	833,005	833,005	833,005	1,273,667	14,180,730	636,019	6,808,486	1,920,699	2,012
Pedestrian Mode Share (2011)	12.0%	4.8%	3.9%	3.8%	15.0%	19.6%	5.3%	10.4%	6.9%
Bicycle Mode Share (2011)	1.8%	0.9%	0.7%	0.5%	1.7%	4.5%	6.1%	1.4%	2.3%
Public Transportation Mode Share (2011)	3.1%	1.2%	1.0%	0.6%	33.0%	5.3%	12.3%	9.1%	1.8%
Health									
Acute Care Hospital Beds per 1,000 Residents (Regional Data) (2006)	2.1	N/A	N/A	N/A	2.1	2.1	1.7	1.9	2.1
Primary Care Physicians per 100,000 population (County Data) (2009)	170.3	170.3	N/A	N/A	252.8	239.6	165.6	144.5	79.4
Dentists per 100,000 population (County Data) (2009)	77.9	77.9	N/A	N/A	216.3	85.7	94.7	48.8	70
Population with Low Access to Grocery Stores (%) (2010) (City Data)	21.7%	N/A	N/A	N/A	2.8%	19.9%	12.6%	19.9%	39.5%
Farmers Markets per 100,000 people (2012) (City Data)	5	N/A	N/A	N/A	4	10	4	5	6
Recreational Facilities per 100,000 people (2009) (City Data)	15	N/A	N/A	N/A	15	20	12	13	21
Culture									
Full Service Restaurants (2012)	191	496	926	2,078	1,451	78	N/A	334	103
Full Services Restaurants per 1,000 Pop (2012)	2.88	1.76	1.80	1.56	2.35	1.84	N/A	1.88	4.95
Arts, Entertainment, & Rec. Businesses (2012)	118	377	612	1487	529	48	577	97	49
Arts, Entertainment, & Rec. Businesses per 1,000 Pop (2012)	1.78	1.34	1.19	1.12	0.86	1.13	0.98	0.54	2.35

People

Population (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Population (2000): U.S. Census Bureau 2000 Census, www.census.gov/main/www/cen2000.html

Population Growth (2000-2011): Calculated from 2000 and 2011 data

Percent of Population Aged 20-34 (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Percent of Population 25 and Older, Bachelor's Degree or More (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Median Household Income (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Percent of Population Below Poverty Level (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Percent of Population Non-White (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov; Non-white are people other than non-Hispanic whites

Percent of Population that is Foreign Born (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03), Selected Social Characteristics in the United States (DP02), ACS Demographic and Housing Estimates (DP05) - factfinder.census.gov

Tolerance/Safety

Crime Rate (Violent and Property Crimes per 100,000 people) (2010): Federal Bureau of Investigation, Uniform Crime Reports, Crime in the United States (2010) - www.fbi.gov/about-us/cjis/ucr; Aggregate crime rates are not reported for Cumberland County. Statistics reported by the Sheriff's Department cover only areas within its jurisdiction, omitting all crimes reported by local police; Hate crime reporting is voluntary and the likelihood of classifying a crime as a hate crime may vary depending on the jurisdiction; therefore, comparisons in this category are particularly difficult.

Hate Crime Rate (per 100,000) (2010): Federal Bureau of Investigation, Uniform Crime Reports, Crime in the United States (2010) - www.fbi.gov/about-us/cjis/ucr

Workforce

(Definitions of creative employment and occupations is from the U.S. Department of Agriculture Economic Research Service Definition: <http://www.ers.usda.gov/data-products/creative-class-county-codes/documentation.aspx>.)

Total Creative Occupations (2011): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

Total Creative Occupations (2010): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

Total Creative Occupations (2002): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

All Occupations (2011): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

% of Employment in Creative Occupations (2011): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

% Change in Creative Occupations (2002-2011): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

% Change in Creative Occupations (2010-2011): Employment and Occupations - Compiled by Camoin Associates from EMSI, Complete Employment - 2012.3, www.economicmodeling.com/

Unemployment Rate (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Selected Economic Characteristics (DP03) - factfinder.census.gov

Environment

Acres of Parkland (per 1,000 residents) (2010-11): City of Portland ME Public Services Dept., "Parks in Portland, Maine", <http://publicworks.portlandmaine.gov/parksinportland.pdf>; Boston - The Trust for Public Land, "2011 City Park Facts". <http://cloud.tpl.org/pubs/ccpe-city-park-facts-2011.pdf>; City of Burlington, "Burlington Parks and Recreation: A Department Profile". www.enjoyburlington.com/AboutUs.cfm; City of Providence Parks & Recreation, Listing of Neighborhood Parks and Assets (2010), www.providenceri.gov/sites/default/files/file/Parks_and_Recreation/CoP_NeighborhoodParksList_10-2010.pdf

Number of Days rated "good" by Air Quality Index (2011): Environmental Protection Agency. "Air Quality Index Report", www.epa.gov/airdata/ad_rep_aqi.html, all air quality data is by county.

Housing

Renter Affordability (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Median Gross Rent as a Percentage of Household Income in the Past 12 Months (B25071)- factfinder.census.gov; Affordability is defined as median housing costs as % of household income

Home Ownership Affordability (2011): U.S. Census Bureau, 2009-2011 American Community Survey - Median Selected Monthly Owner Costs as a Percentage of Household Income in the Past 12 Months (B25092) - factfinder.census.gov; Affordability is defined as median housing costs as % of household income

Cost of Living Index for Housing (MSAs only) (2011): ACCRA Cost of Living Index, Council for Community and Economic Research, www.c2er.org/, all data is for Metro areas and 100 is average for all reporting areas nationwide

Transportation

Average Commute Time (in minutes) (2011): U.S. Census, 2011 3-year American Community Survey, "Commuting Characteristics by Sex" (S0801), factfinder2.census.gov

Enplanements per capita (2011): Calculated from enplanement and population data

Enplanements (2011): Federal Aviation Administration, "Passenger Boarding (Enplanement) and All-Cargo Data for U.S. Airports," excluding small non-commercial airports, www.faa.gov/airports/planning_capacity/passenger_allcargo_stats/passenger/

Pedestrian Mode Share (2011): U.S. Census, 2011 3-year American Community Survey, "Commuting Characteristics by Sex" (S0801), factfinder2.census.gov; represents percent share of all commuters

Bicycle Mode Share (2011): U.S. Census, 2011 3-year American Community Survey, "Commuting Characteristics by Sex" (S0801), factfinder2.census.gov; represents percent share of all commuters

Public Transportation Mode Share (2011): U.S. Census, 2011 3-year American Community Survey, "Commuting Characteristics by Sex" (S0801), factfinder2.census.gov; represents percent share of all commuters

Health

Acute Care Hospital Beds per 1,000 Residents (Regional Data) (2006): The Dartmouth Atlas of Health Care, 2006 Data, www.dartmouthatlas.org

Primary Care Physicians per 100,000 population (County Data) (2009): Community Health Status Indicators, 2009 Data by County, <http://communityhealth.hhs.gov/HomePage.aspx>

Dentists per 100,000 population (County Data) (2009): Community Health Status Indicators, 2009 Data by County, <http://communityhealth.hhs.gov/HomePage.aspx>

Population with Low Access to Grocery Stores (%) (2010) (City Data): Food Environment Atlas, USDA Economic Research Service, www.ers.usda.gov/data-products/food-environment-atlas.aspx; Low access to grocery store defined as > 1 mile for urban areas or > 10 miles for rural areas

Farmers Markets per 100,000 people (2012) (City Data): Food Environment Atlas, USDA Economic Research Service, www.ers.usda.gov/data-products/food-environment-atlas.aspx

Recreational Facilities per 100,000 people (2009) (City Data): Food Environment Atlas, USDA Economic Research Service, www.ers.usda.gov/data-products/food-environment-atlas.aspx; Recreational facilities defined as NAICS code 713940, Fitness & Recreational Sports Centers

Culture

Full Service Restaurants (2012): ESRI Business Analyst, Business Summary Report, 2012, <http://bao.esri.com/>

Full Services Restaurants per 1,000 Pop (2012): Calculated from ESRI and population data

Arts, Entertainment, & Recreation Businesses (2012): ESRI Business Analyst, Business Summary Report, 2012, <http://bao.esri.com/>

Arts, Entertainment, & Recreation Businesses per 1,000 Pop (2012): Calculated from ESRI and population data

The definition of creative occupations used for this study comes from the USDA's Economic Research Service and includes a wide range of occupations identified by the US Bureau of Labor Statistics as involving a high level of "thinking creatively." This skill element is defined as "developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions."

More details can be found at <http://www.ers.usda.gov/>

Standard Occupational Classification (SOC) Codes/ Occupational Titles: USDA Economic Research Service (ERS)

Management occupations

11-1000: Top executives
11-2000: Advertising, marketing, promotions, public relations, and sales managers
11-3030: Financial managers
11-3010, 11-3020, 11-3040 through 11-3070: Operations specialties managers, ex. financial managers
11-9020 through 11-9190: Other management occupations, except farmers and farm managers

Business and financial operations occupations

13-2011: Accountants and auditor

Computer and mathematical occupations

15-1000: Computer specialists
15-2000: Mathematical science occupations

Architecture and engineering occupations

17-1000: Architects, surveyors, and cartographers
17-2000: Engineers
17-3000: Drafters, engineering, and mapping technicians

Life, physical, and social science occupations

19-1000 and 19-2000: Life and physical scientists
19-3000: Social scientists and related workers

Legal occupations

23-1011: Lawyers

Education, training, and library occupations

25-1000: Postsecondary teachers
25-4000: Librarians, curators, and archivists

Arts, design, entertainment, sports, and media occupations

27-1000: Art and design workers
27-2000: Entertainers and performers, sports, and related workers
27-3000 and 27-4000: Media and communications workers

Sales and related occupations

41-3000 and 41-4000: Sales representatives, services, wholesale and manufacturing
41-1000 and 41-9000: Other sales and related occupations, including supervisors



CRITICAL INSIGHTS

RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Artist Live and Work Space Needs Survey Summary of Findings

Prepared for:

**CREATIVE
PORTLAND**

June 2013

Focus Groups • Surveys • Public Opinion Polling

120 Exchange Street, Portland, Maine 04101

Telephone: 207-772-4011 • Fax: 207-772-7027

www.criticalinsights.com

Artist Survey Sponsorship

Creative Portland extends a special thanks to the following individuals and organizations for their support of this survey:

City of Portland

Portland Development Corporation

InterMed, P.A.

Bayside Community Development Corporation

Anonymous (2)

Creative Space

Ron Spinella and 3fish gallery

Tom Toye

United Way of Greater Portland

Jay York

Creative Portland also extends thanks to the many organizations, businesses and individuals supporting our work to attract people to Portland who value creativity, culture and the arts. To see a list of contributors, visit the “About Us” section at www.liveworkportland.org.

Introduction

Introduction

In 2011, the City of Portland released its first comprehensive Economic Development Vision and Plan, establishing “Enrich the Creative Economy” as one of its core objectives and identifying Creative Portland as the lead organization in this effort. To accomplish this goal, Creative Portland was charged with creating incentives to attract and retain artists and creative entrepreneurs to the city. Recognizing that affordable space to live and work can be a valuable incentive, Creative Portland sought to assess the need for, and feasibility of, affordable live/work space for artists and creative entrepreneurs in the City of Portland.

Last year, Creative Portland raised funds from several public and private sources to contract with Portland-based Critical Insights on a survey of artists in the region about their attitudes, perceptions, and perceived needs for living and working spaces in the City of Portland. The results of this survey are meant to guide city officials, Creative Portland, private developers and other organizations as they pursue infrastructure developments targeted at this particular market group.

Methodological Overview

Number of respondents	Dates Research Conducted	Error Margin		Response Rate	Length of Survey
		90%	95%		
300	March 20 th and April 22 nd , 2013	+/- 4.7	+/- 5.7	6%*	14 minutes

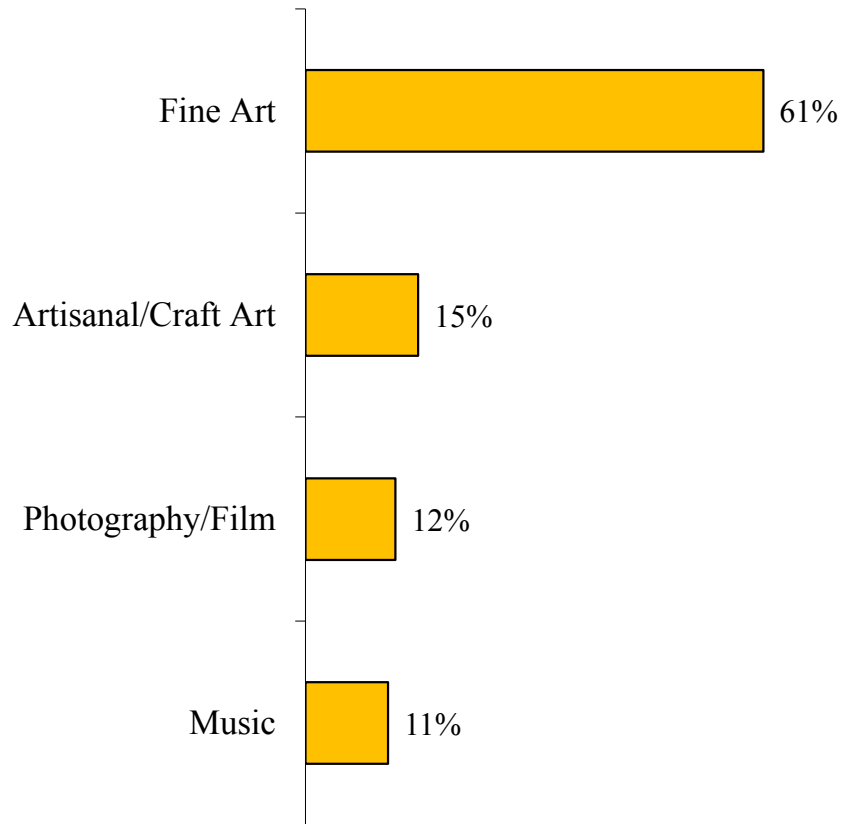
- The survey instrument for the study was developed collaboratively between Critical Insights and Creative Portland.
- A total of 300 surveys were completed online.
- Respondents were selected for inclusion using the internal database of targeted artists provided by Creative Portland.
 - An additional subset of artists were targeted via proprietary membership info among other organizations who provided the survey link to their members.
- All potential participants were provided with ample opportunity to respond to the survey. After the initial email solicitation, a series of follow-up reminders were sent seven and 14 days later.
- Artists who reside in the City of Portland, Greater Portland Area, Southern Maine as the Mid-Coast/Western regions of Maine were targeted for inclusion in the survey

*Note: response rate is an estimate only due to the unknown response among artists who were sent a survey link only, and results could not be tracked.

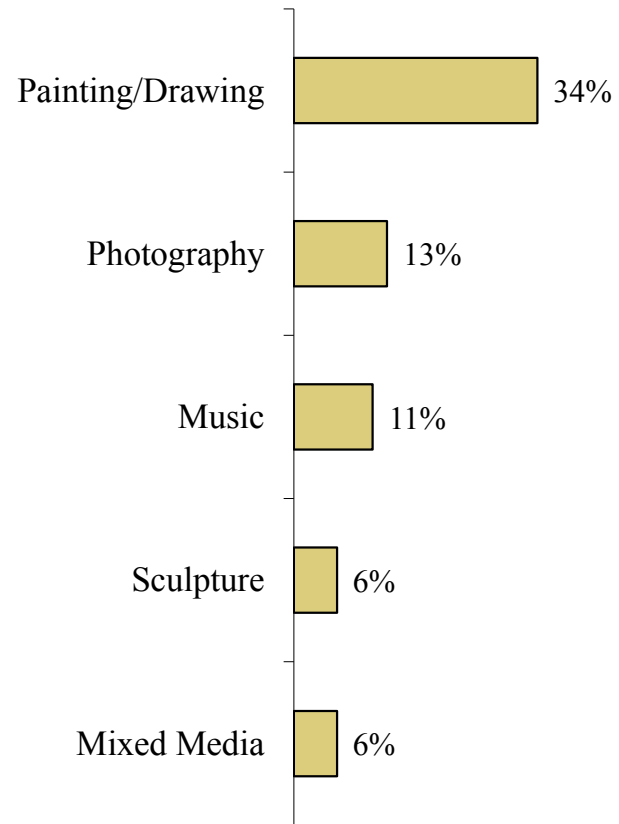
Type of Art

6-in-10 artists surveyed work with fine art, with fully one-third painting or drawing.

Which of the following best describes the type of art you work with?



*What is your primary type of creative work?**



**Note: top mentions only.*

Nearly all artists are involved in other types of art.

Please select all other types of creative work in which you are involved?

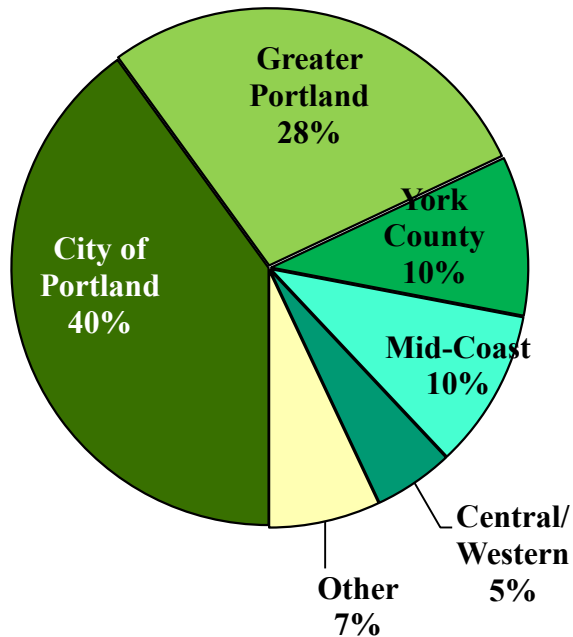
Creative Work	%
Painting/Drawing	46%
Mixed Media	33%
Photography	30%
Arts education/instruction	29%
Design	24%
Graphic Arts	24%
Sculpture	20%
Art Gallery	19%
Printmaking	19%
Crafts	16%
Arts Advocacy	15%
Computer/Multimedia/New Media	15%
Music	15%
Woodworking/Metalworking	14%
Video/Film	13%

Creative Work	%
Arts Administration	11%
Poetry/Literary Arts/Creative Writing	10%
Jewelry Making	10%
Fiber Arts	9%
Performance Art	9%
Architecture	6%
Ceramics	6%
Culinary Arts	6%
Dance/Choreography	5%
Folk and traditional art	5%
Theater Arts/Acting	5%
Storytelling	4%
Archiving/Curation	4%
Glass	4%
Foundry/Casting	3%

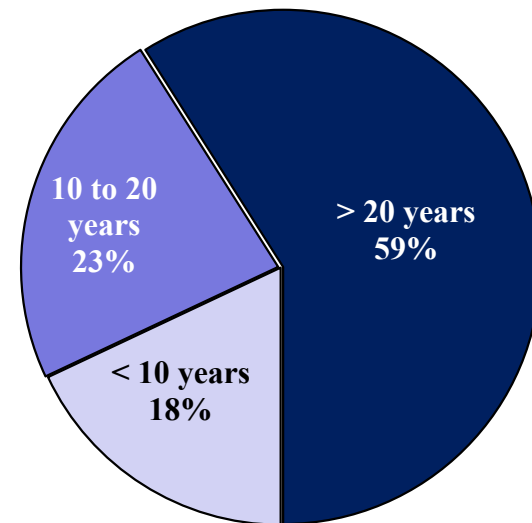
Current Live and Work Space Situation

Younger and less affluent artists are most likely to reside in the City of Portland.

Where do you reside in Maine?



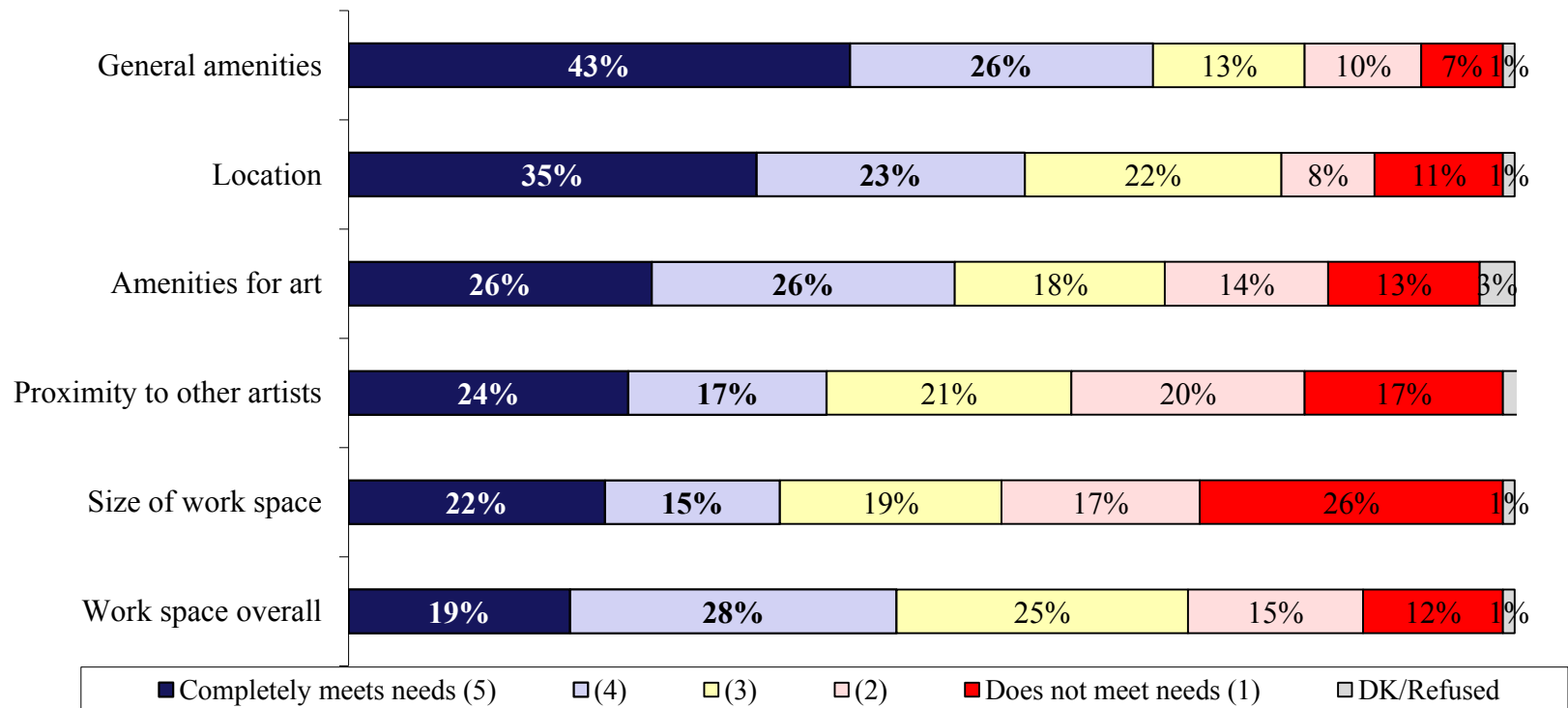
How many years have you lived in Maine?



Only 1-in-5 artists say that their work space completely meets their needs; 4-in-10 are displeased with the size of their work space.

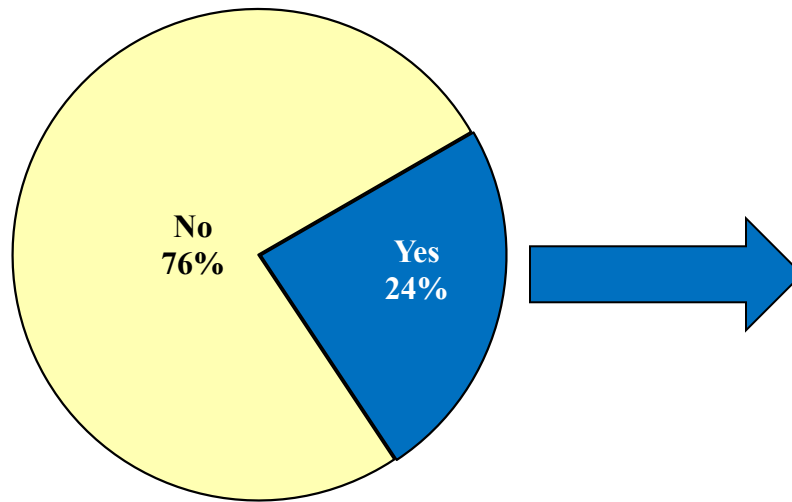
Next, we would like to discuss your current living and work space. For each of the following, please indicate how well your current needs are being met with your current work space:

Younger (< 34 years of age) and less affluent artists (<\$30,000) are least likely to suggest that their living and work space meets their needs.

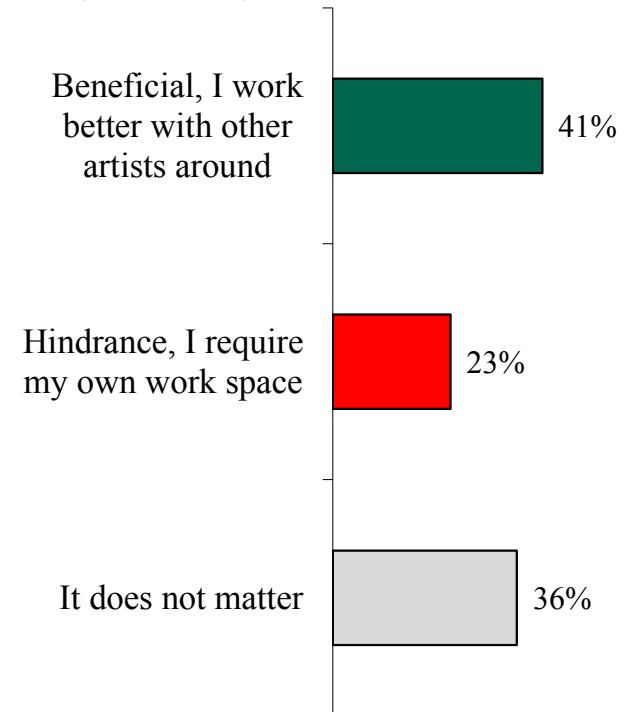


About one-fourth of artists share their work space with other artists; 4-in-10 state it is a beneficial situation.

Do you share your work space with other artists?



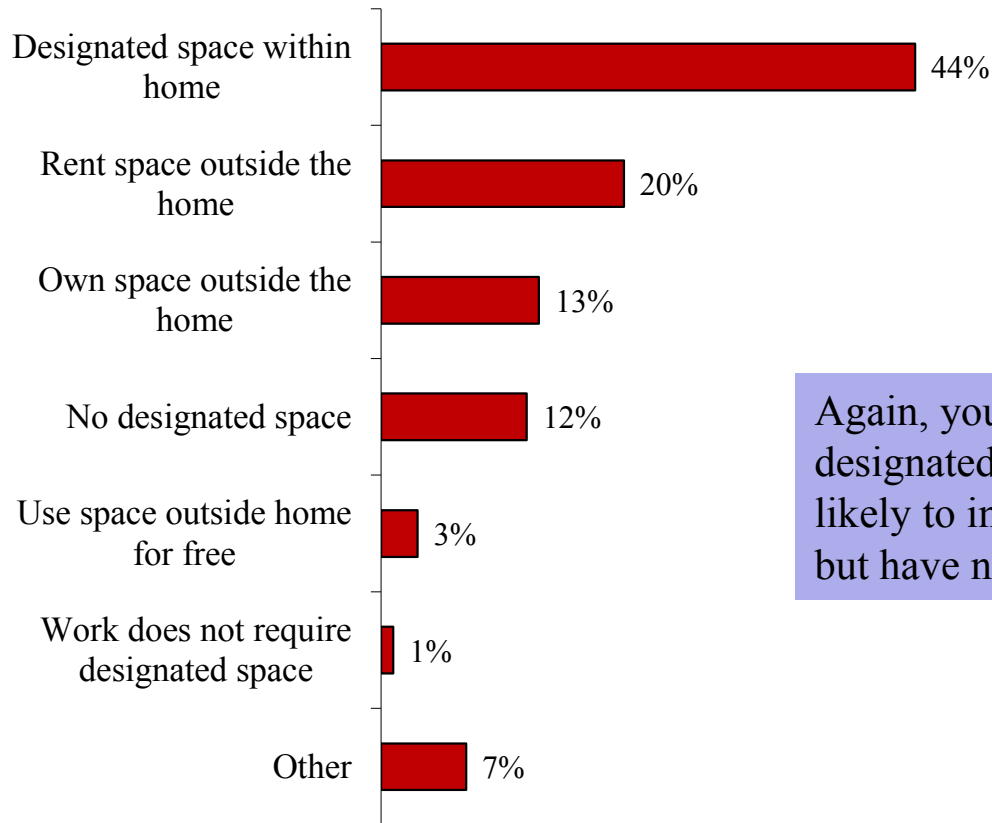
Is sharing your space beneficial or a hindrance to your ability to work?



While more than half of artists younger than 34 years of age claim that they share their space with other artists, 4-in-10 of these younger artists indicate that it is a hindrance to them.

4-in-10 artists use work space within their homes; one-third rent or own space outside their home.

Which of the following best describes the space that you use for your art?



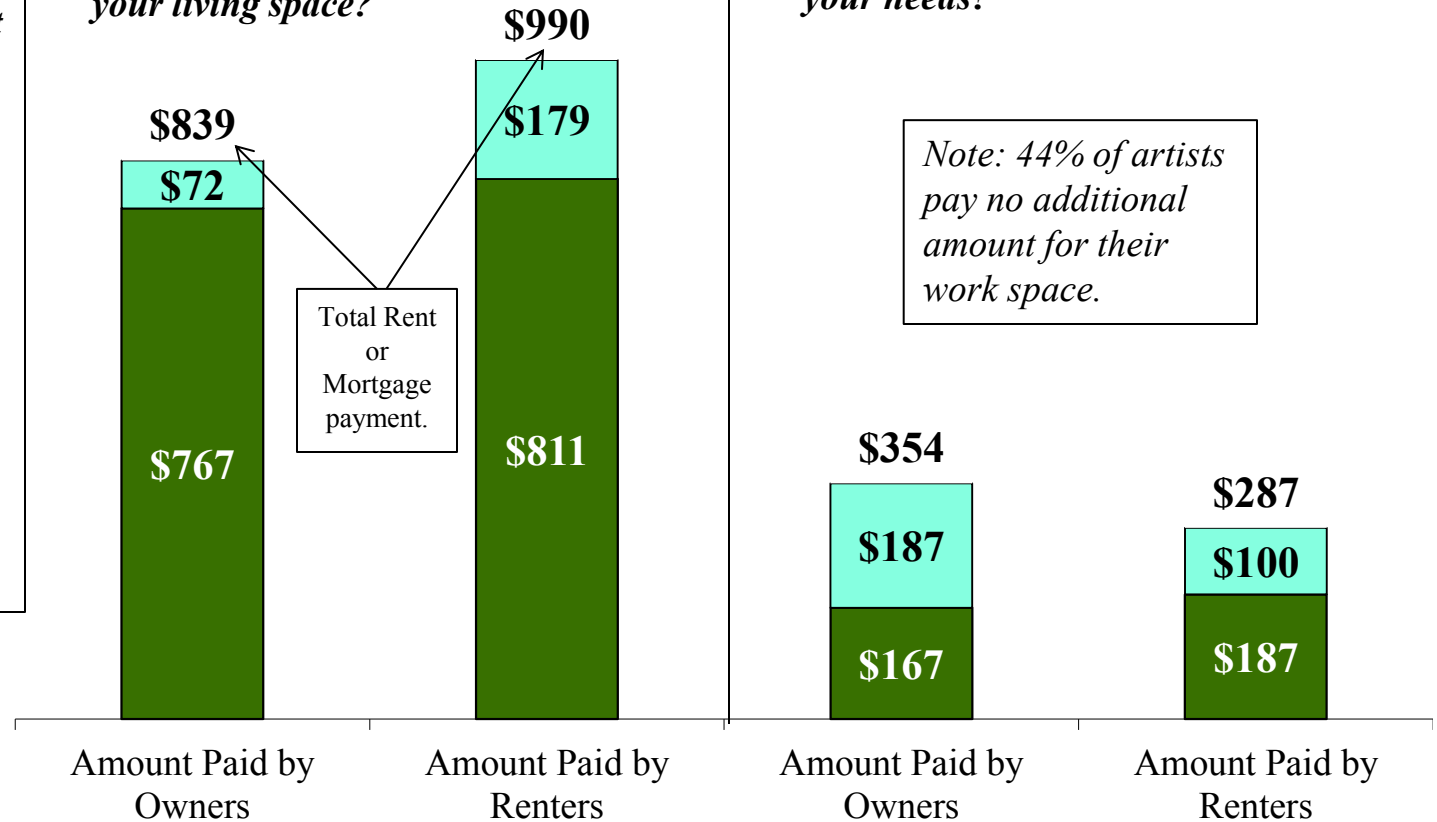
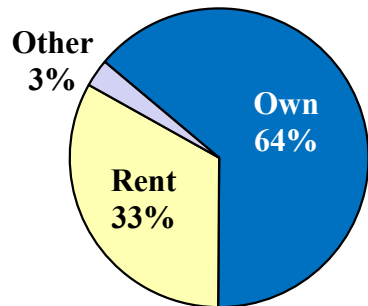
Again, younger artists are least likely to have a designated space within their homes, but most likely to indicate that they work in their home, but have no designated area for their work.

Home owners tend to spend less on their living/work space, but are willing to pay more to upgrade their work space.

Besides the amount you are currently paying for your living space, what additional amount would you be willing to pay in order to improve or upgrade your living space?

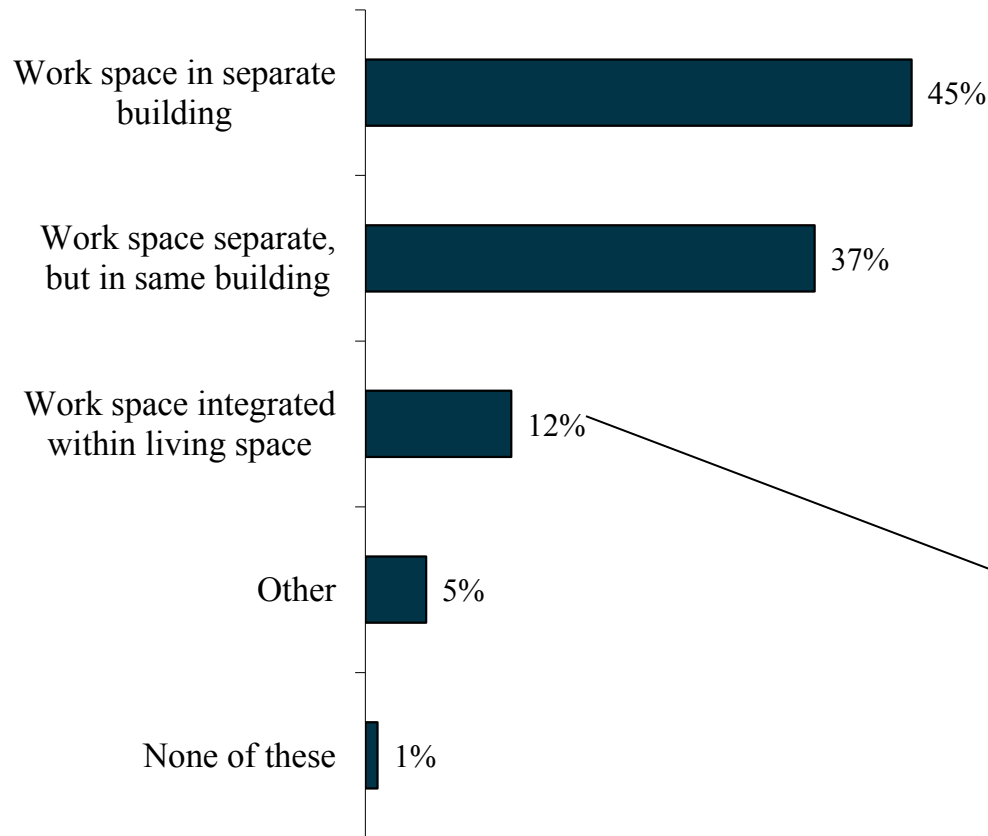
What additional amount would you be willing to pay in order to improve or upgrade your work space to better meet your needs?

In terms of your current living situation, do you currently own or rent your home?



Almost half of artists prefer to have work space in a separate building.

When thinking about your living and working spaces, which of the following scenarios would you prefer:



It is also the younger artists who prefer to have their work space in a separate building.

What is the maximum amount you would consider paying each month, not including utilities, for a combined live/work space?

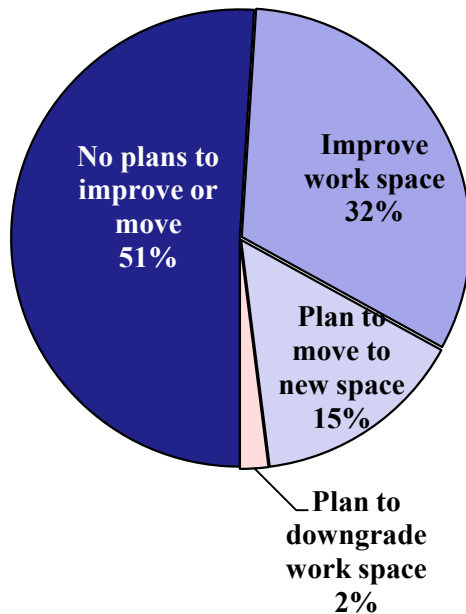
Average Amount: \$947

Note: 51% of artists who prefer combined work and living space cannot provide an amount.

Artists are evenly split in whether they plan to make no changes, or to improve or move their work space; cost and finances are the drivers of artists' plans.

What factors are impacting your decision to change/not to change your work space?

In the coming year, do you plan to make improvements to your primary work space or move to a new location?



It's almost impossible to find good studio space in Portland. My current studio is in Portland. It's adequate for my needs. My big problem now is storage space for my paintings. I would move if I could find a larger space in a central location in Portland but I doubt such a space exists at a price I could afford. Nonetheless, I always keep my eyes and ears open, just in case. Twice I had to find a new studio, either because the building was sold or closed by the City of Portland. A bummer!

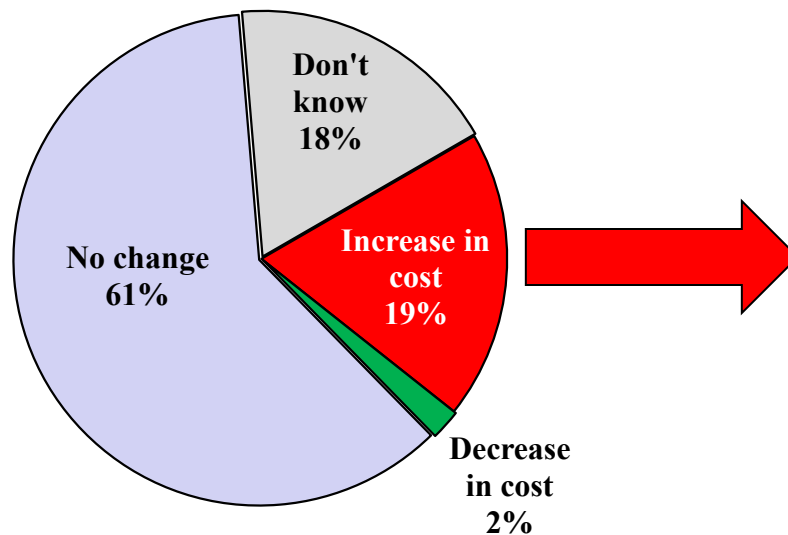
I currently live and work in a 450 sq. ft. area. High ceilings and large windows, for that I'm lucky, but there is really not adequate space to work on larger pieces or any storage space. I like the set up right now that I live alone and my studio is private, and I can roll out of bed and begin painting, or paint until I drop at night. But looking at larger spaces automatically jumps me up to a rent that I just cannot afford. \$800 and above. Ideally I'd like to keep the rent of the space exactly where it is around \$620-\$650. And I simply need a larger open concept studio space, especially since I'm working on murals now. I will require larger space for larger pieces and larger rolls of canvas etc. And of course \$ is always a factor.

I have been in a series of temporary workspace trying to find a workable solution without the funds to really invest in an outbuilding that would be specific for work. Currently I am not feeling there is adequate light, safety, storage in the space I had set up. It is still a work in progress. I would be tempted to move back out of the home if there were really a small low cost clean with good light space available downtown. I think there should be spaces that range from hobby cost (very small \$75 / month to the upper end for real functioning artists who make their full living from work. I think the best scenario would come from a condo model for work spaces. Allowing affordability but also the feeling that you are building equity just by owning your specific space. If it was built simply, masonry versus stick built with good insulation and PV on the roof, overhead could be minimal, allowing for increased value over the years, vacancy and turnover would be decreased and almost nil. I could see several of these kinds of buildings supporting a range of artists not just the trust fund type of artist.

Lack of artist studios in Portland area. Lack of affordable workspace available. High cost of studio space in relationship to income. Needs: 250-350 square feet. Natural light (no basements), Parking, 1st floor or elevators (accessible), secure building/lockable studio space.

1-in-5 expect an increase in cost for living space; half of whom expect a 5% to 25% increase.

In the coming year, do you anticipate any changes in the cost of your living space?

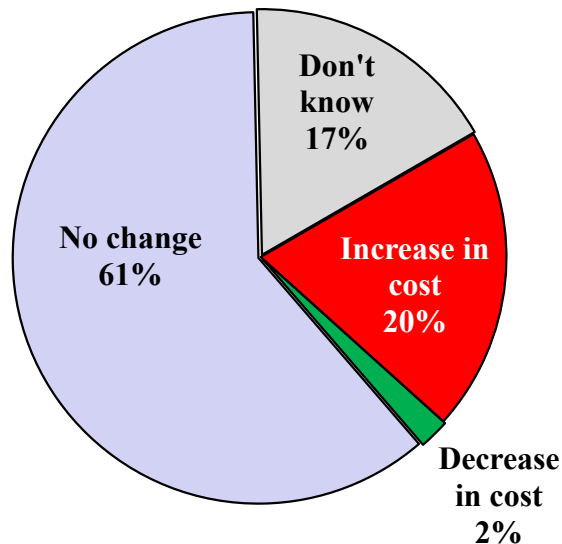


How much will the cost of your living space increase?

Response	Percentage
< 5%	2%
5% to 10%	34%
11% to 25%	14%
> 25%	9%
Don't know	14%

Similarly, 1-in-5 expect an increase in the cost of their work space, though increases in work space costs tend to be lower than living space increases.

In the coming year, do you anticipate any changes in the cost of your work space?

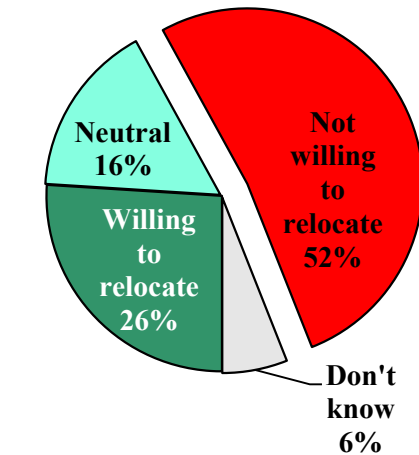


How much will the cost of your work space increase?

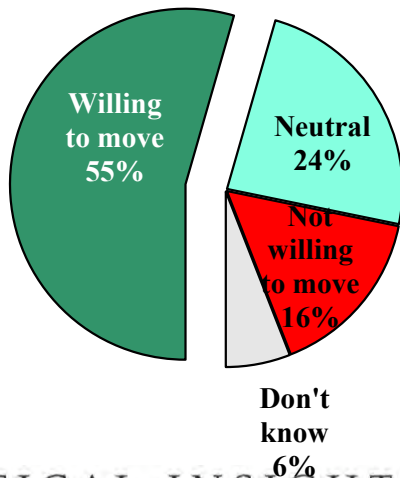
Response	Percentage
< 5%	24%
5% to 10%	25%
11% to 25%	16%
> 25%	13%
Don't know	23%

Portland residents appear most receptive to moving to a new work space in Portland.

How willing would you be to relocate /move to a work space in the City of Portland that is specifically designed for artists?

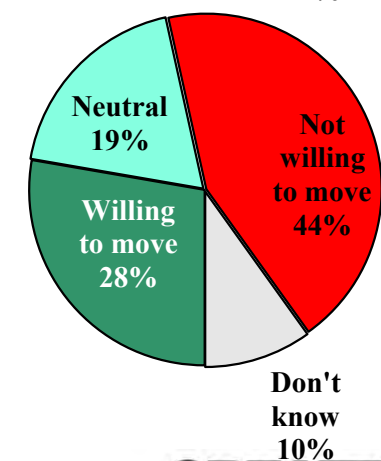
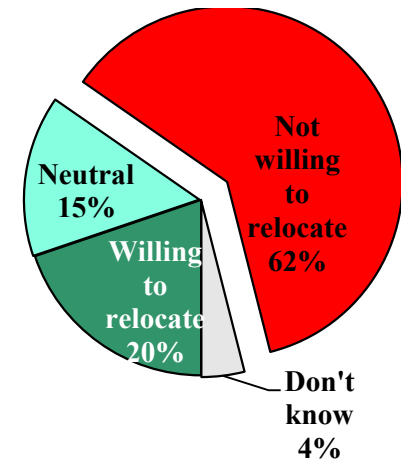


Reside outside Portland



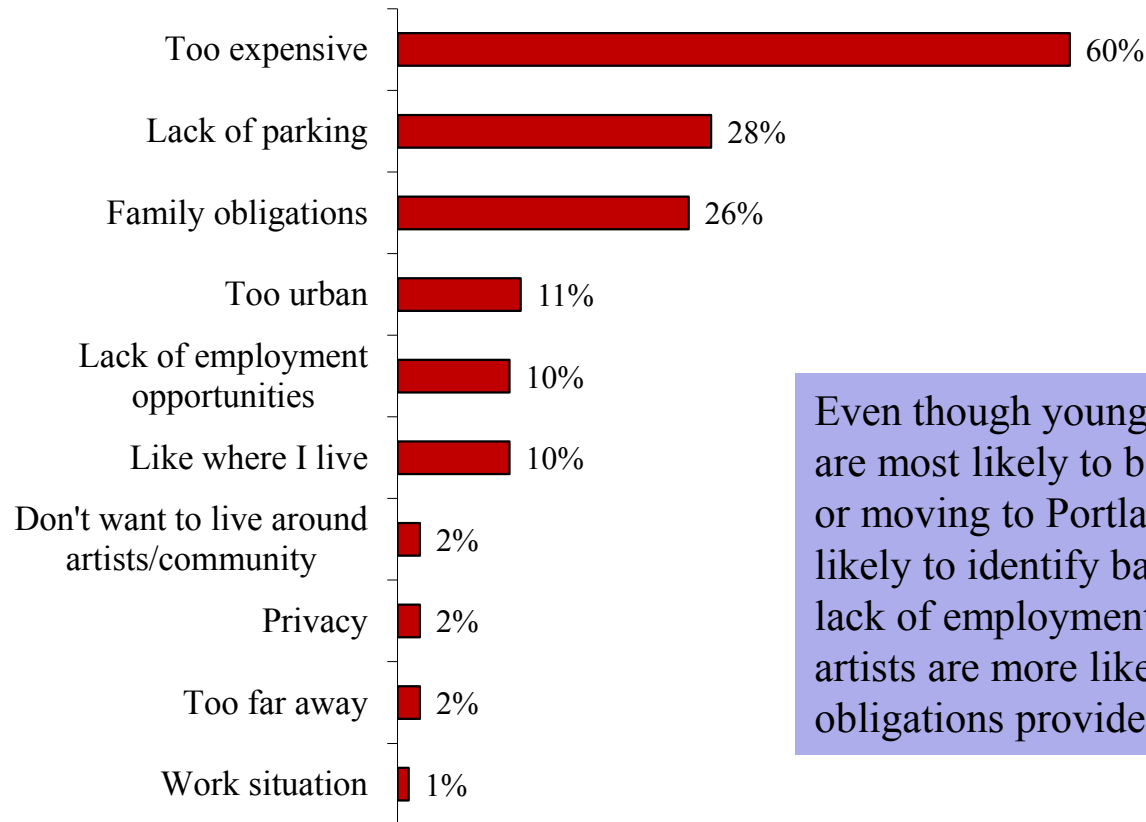
Reside within Portland

How willing would you be to relocate /move to a live/work space in the City of Portland that is specifically designed for artists & their families?



Cost is, not surprisingly, the greatest barrier to moving to a Portland location.

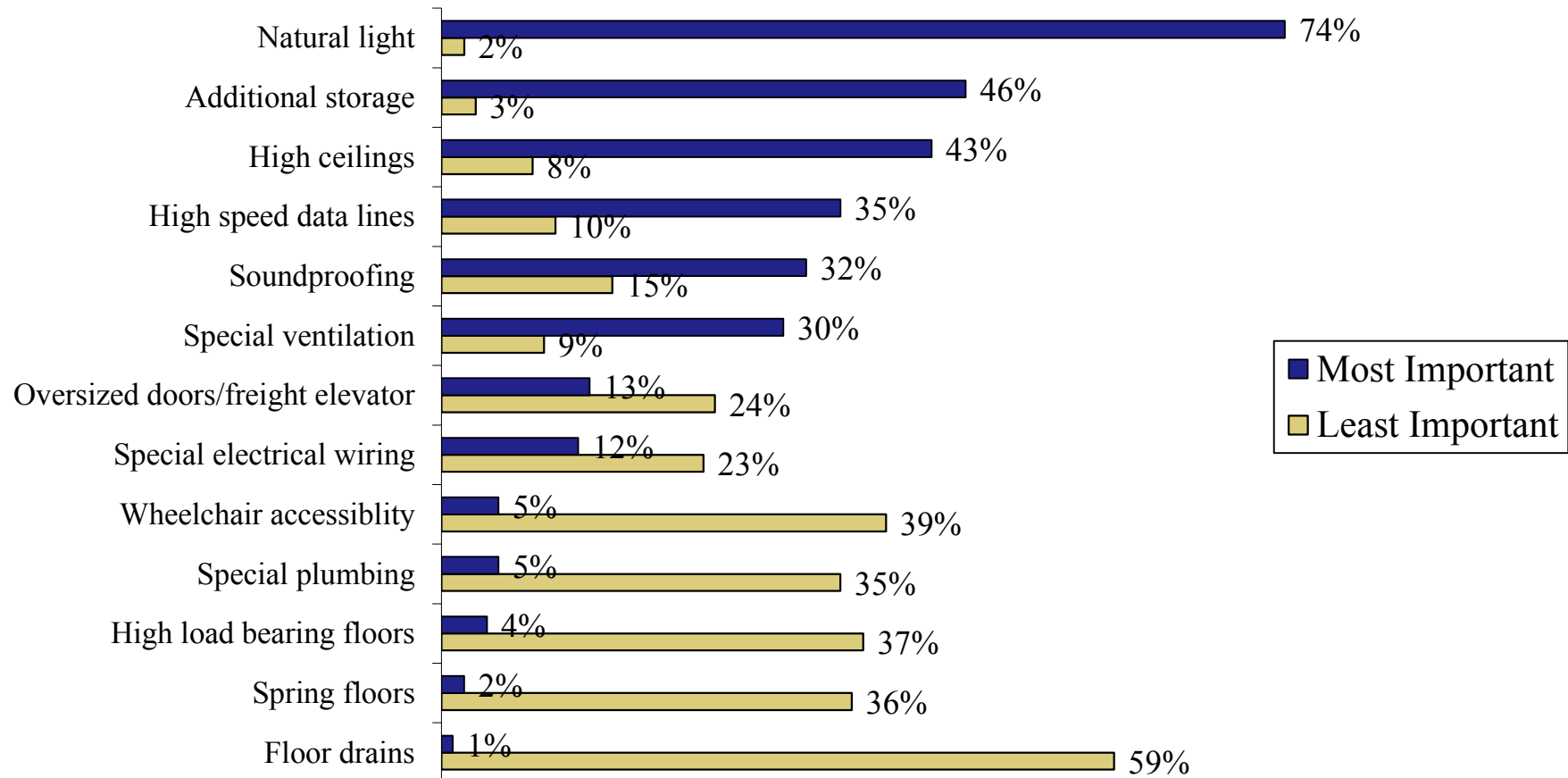
What are the greatest barriers or impediments to moving or relocating to a location in Portland that is specifically designed for artists?



Even though younger and less affluent artists are most likely to be receptive to relocating to or moving to Portland, they are also most likely to identify barriers such as cost and a lack of employment opportunities. Older artists are more likely to say that family obligations provide a barrier to relocating.

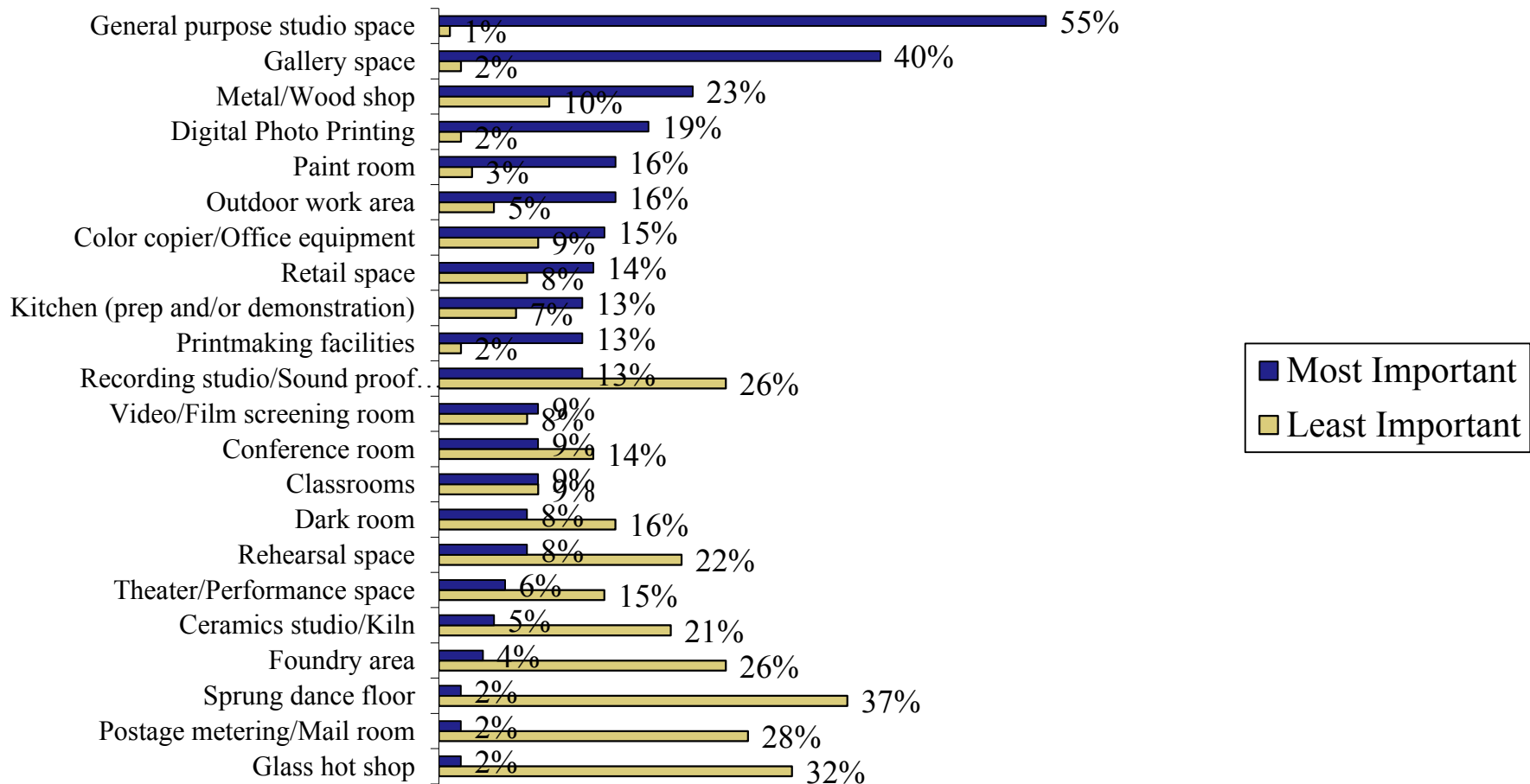
Natural lighting is important to most artists, but nearly half cite having storage space; floor drains is least important.

Among the following items related to your work space, please select the 3 that are most important and the 3 least important?



A general purpose studio is selected most often as an important amenity, and given the high proportion of fine artists, gallery space is also mentioned as important.

Among the following amenities please select the 3 that are most important and the 3 least important to your work space?

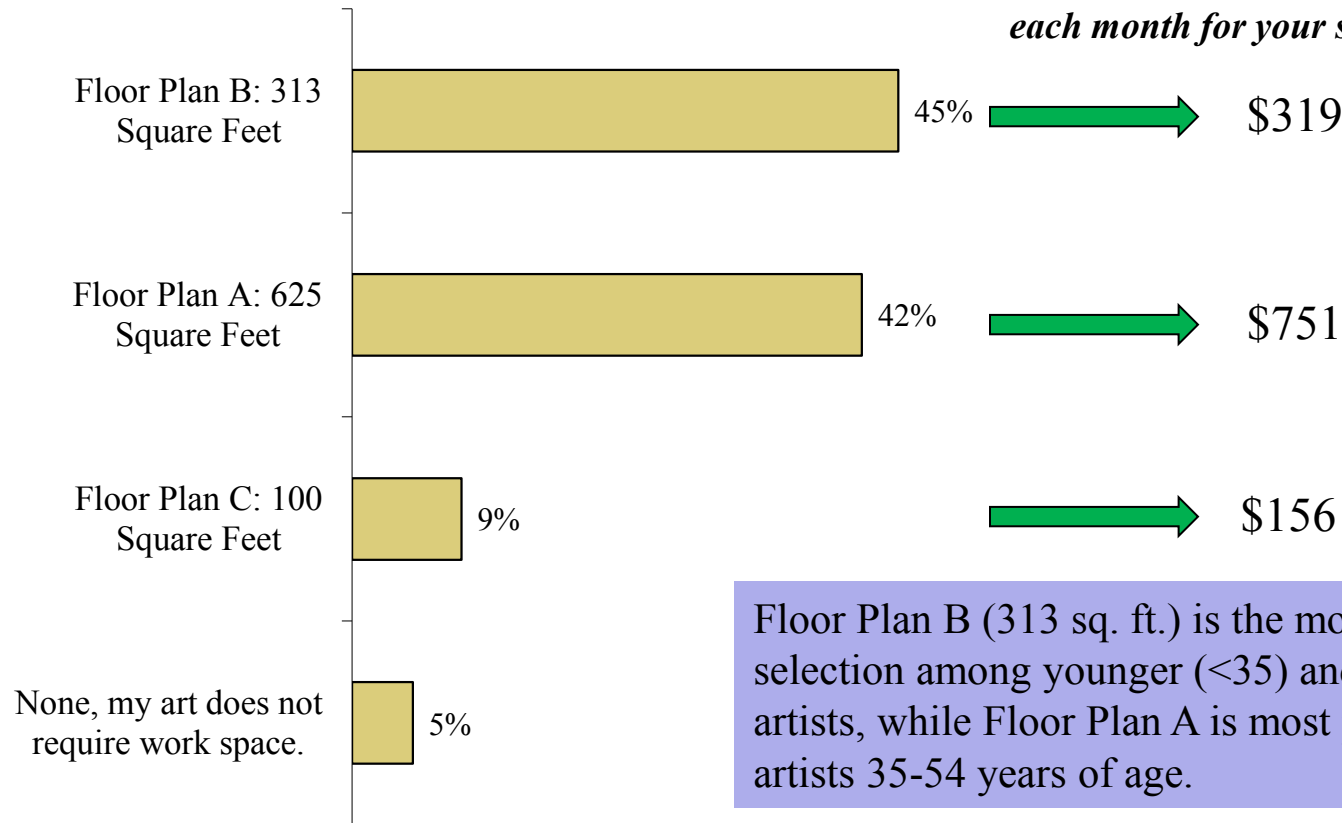


Floor Plan Preferences

The 100 square foot space is least popular, while artists are split in their preference for Floor Plan A versus Floor Plan B.

Using the above diagrams for reference, please select which space would best meet your needs?

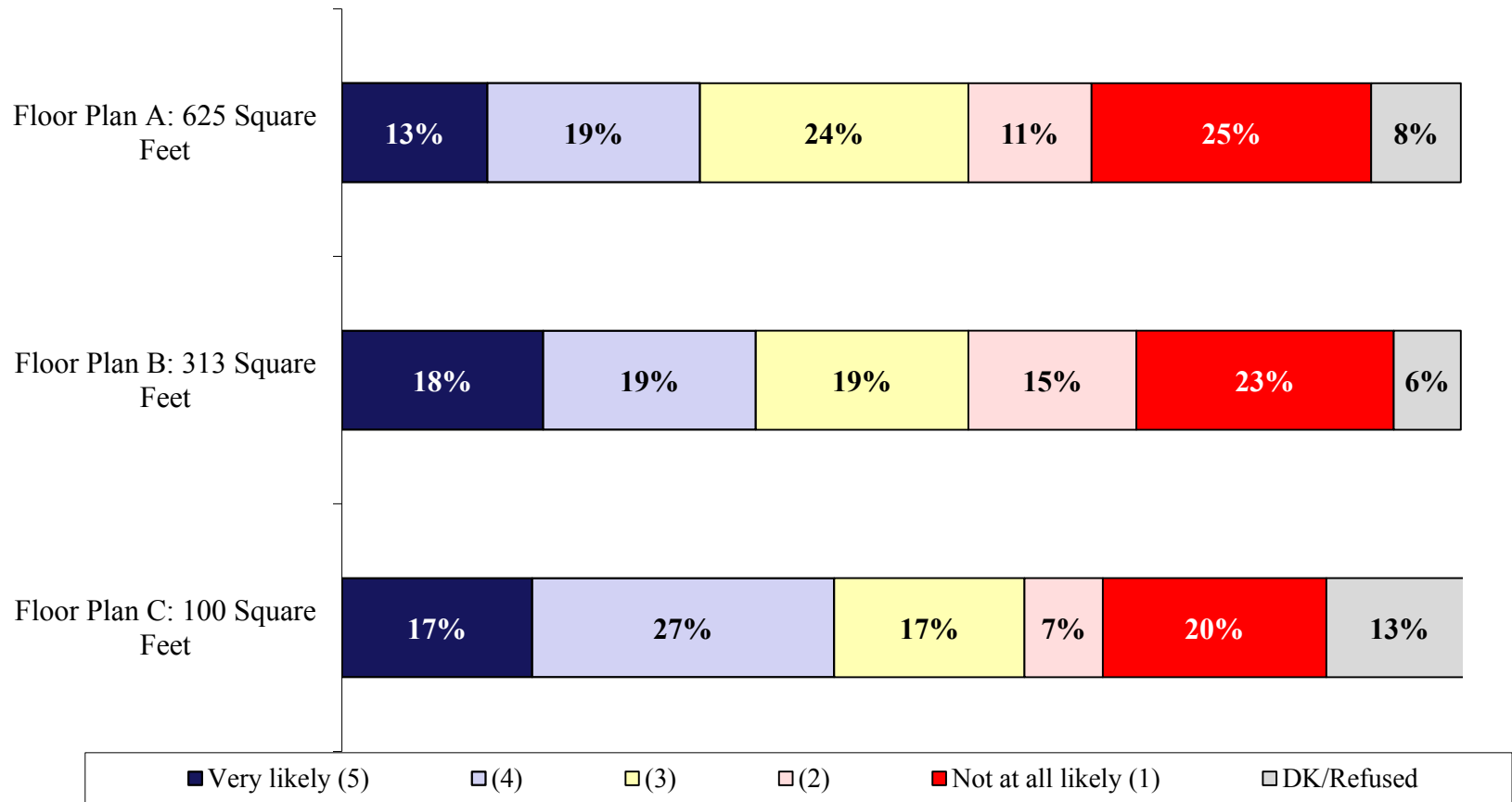
What is a reasonable amount to pay each month for your selection?



Floor Plan B (313 sq. ft.) is the most popular selection among younger (<35) and older (65+) artists, while Floor Plan A is most popular among artists 35-54 years of age.

Though artists are split in whether they would be likely to rent/lease or purchase one of the spaces, younger artists are significantly more likely to say that they would.

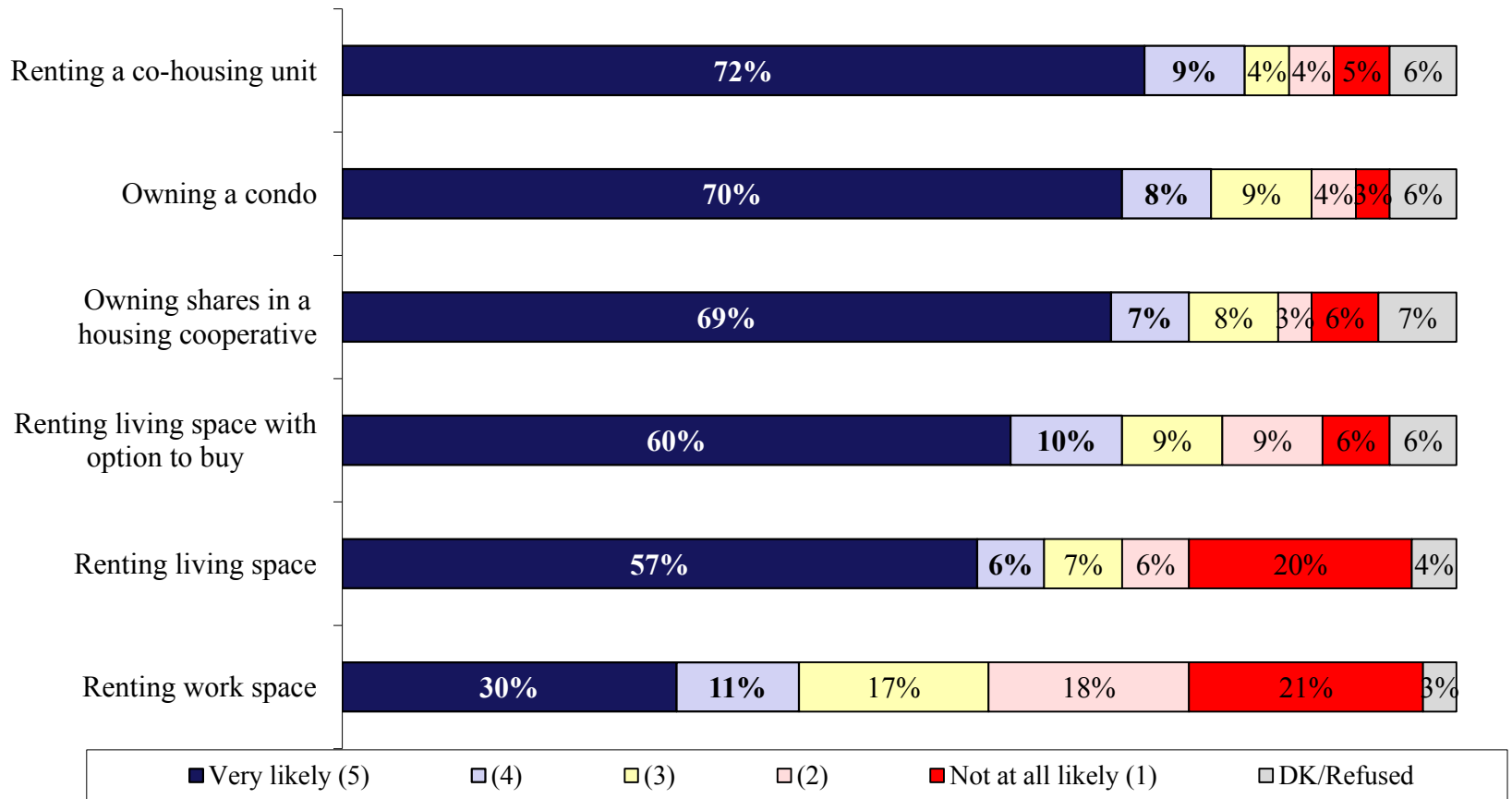
How likely would you be to rent/lease or purchase this type of space?



Likely Future Living/Work Space Scenarios

7-in-10 artists claim that they would consider at least partial ownership of a condo or cooperative.

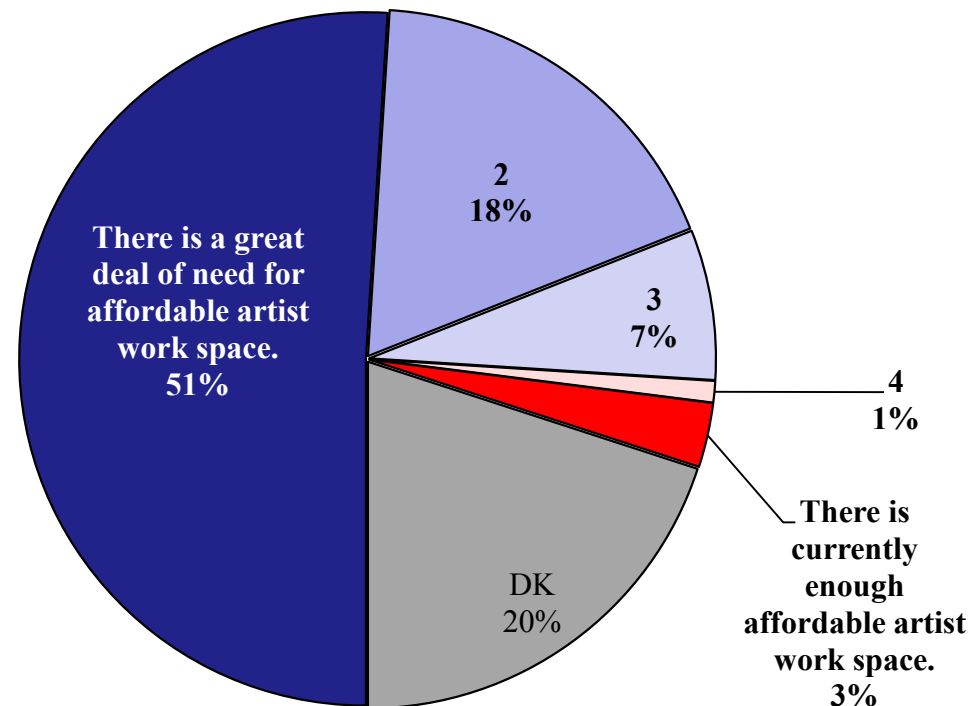
How likely are you to consider each of the following in the next 2 years:



Also, 7-in-10 artists state that there is at least some need for artist work space in Portland; 1-in-5 are unable to form an opinion.

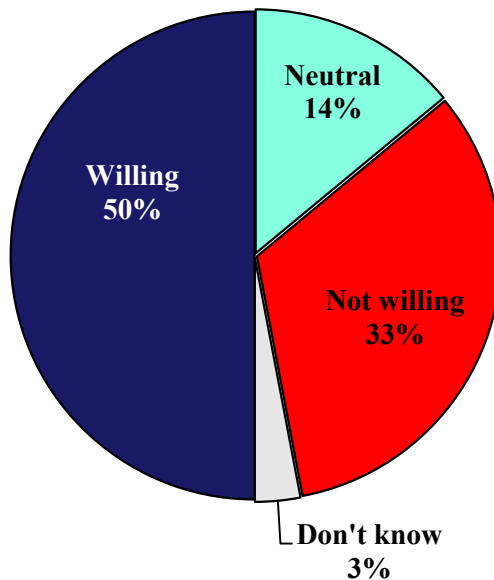
In your overall opinion, how much of a need is there for affordable artist work space in the City of Portland?

Fully 8-in-10 artists younger than 35 and those with an income of less than \$30,000 suggest that there is a need for affordable work space in Portland.



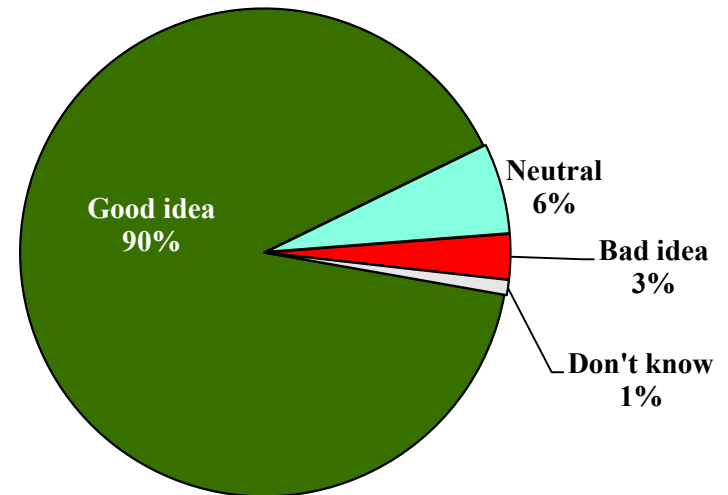
About half of artists are willing to consider renting affordable space; nearly all think the center for arts is a good idea for Portland.

Overall, how willing would you be to consider renting affordable work space in an arts facility located in the City of Portland?



Younger artists are also most willing (82%) to consider renting affordable work space in Portland.

There is currently a proposal to bring a Center for Arts to the City of Portland that is similar to the Torpedo Factory in Alexandria, Virginia. Typically, centers for arts have many different forms, functions and names. Some of the key functions include: studio space, performance space, gallery/display space, public function venues and administrative space. Using a scale of 1 to 5 where a 1 is “a very bad idea” and a 5 is “a very good idea,” what is your opinion of bringing a Center for Arts to the City of Portland?

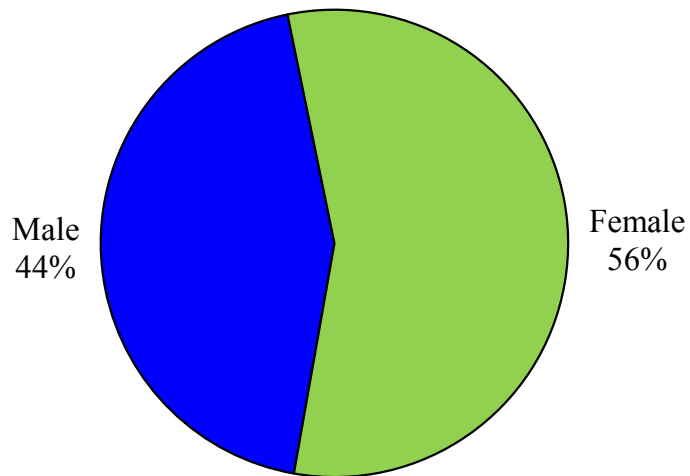


Sample Profile

Household Composition

<i>What proportion of your overall income is derived from your creative work?</i>	Percent
10% or less	50%
11% to 20%	11%
21% to 30%	8%
31% to 40%	4%
41% to 50%	7%
51% to 60%	1%
61% to 70%	4%
More than 70%	17%

Respondent Gender and Age



<i>Into which of the following categories does your age fall?</i>	Percent
18 to 24	4%
25 to 34	15%
35 to 44	16%
45 to 54	19%
55 to 64	29%
65+	17%

Socio-Economic Dimensions: Education and Income

<i>What is the highest grade or year of regular school or college that you have completed?</i>	Percent
Less than high school	1%
Graduated high school	2%
Post high school, technical	1%
Some college	11%
Graduated college	42%
Some graduate school	18%
Graduate school degree	27%

<i>Which of the following broad groups includes your entire household's approximate total yearly income before taxes?</i>	Percent
Less than \$20,000	17%
\$20,000 to \$30,000	18%
\$30,000 to \$40,000	9%
\$40,000 to \$50,000	10%
\$50,000 to \$60,000	11%
\$60,000 to \$70,000	11%
\$70,000 to \$80,000	5%
\$80,000 to \$90,000	5%
\$90,000 to \$100,000	6%
\$100,000+	7%



Supporting the Growing Portland Collaborative

With leadership from Mayor Michael Brennan and Chris Hall, in 2013 the City of Portland and the Portland Regional Chamber jointly launched the Growing Portland collaborative. Its mission is to help to grow our local economy through targeted projects that create jobs, generate investments, and attract young people. Representing education, R&D, and business, fifteen local institutions are Founding Partners in the collaborative. Following extensive research, interviewing, and on-the-ground analysis, the Growing Portland collaborative concluded 2013 by endorsing three primary initiatives to focus on in 2014 and beyond:

1) *Building a Center of Excellence in Health Informatics*

At the intersection of health care and information science, health informatics employs data to improve patient and population outcomes. Portland is home to innovative companies and organizations achieving groundbreaking work in this field. Health informatics aggregates many potential players including our local health care providers. Developing this cluster can bring new jobs and investments to the region, while improving patient care and reducing costs.

2) *Optimizing the Marine Economy through Science and Education*

With an unrivalled harbor that encompasses multiple uses and advantages, Portland can become a global center for understanding and improving the marine economy through science and education. A regular conference of global scope, highlighting marine science/economy innovations, can highlight this initiative. In addition, a marine science academy can take advantage of our existing strengths and resources, particularly with participation by GMRI, the universities, CIEE, and others.

3) *Coordinating Opportunities to Access the Economy*

Certain populations in our city and region face barriers to employment. Growing Portland can: 1) help to knit together the key social service agencies and funding resources working to bridge the gap between unemployment and meaningful jobs ; and 2) connect to members of the business community who can provide specific pathways to meaningful, lasting employment.

Ancillary projects include: attracting IT talent to Greater Portland; developing a region-wide internship system; strengthening college-business relations; and connecting City Hall to Portland's entrepreneur/start-up community.

Supporting the Growing Portland collaborative:

- **Champions** the projects and interests that can grow our city and regional economy.
- **Targets** measurable, progressive initiatives endorsed by the business community.
- **Coordinates** energies and programs among multiple institutions and resources, aligning business and nonprofit programs with City and Chamber activities.

The Growing Portland collaborative is managed by the Portland Regional Chamber

For more information, please contact John Spritz, Manager of Growing Portland
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Focus Areas Commencing in 2014

On December 3rd, 2013, the Founding Partners met to review the research and conclusions of the document, “Proposed Core and Community Projects Commencing in 2014.” Based on the discussion and endorsements at that meeting, the collaborative will initially focus on:

1) “Building a Center of Excellence in Health Informatics”

At the intersection of health care, computer science, and information science, health informatics employs data to improve patient and population outcomes. Portland is home to innovative companies and organizations achieving groundbreaking work in this field. Blending health care and IT, health informatics aggregates many potential players including, of course, our local health care providers. Developing this cluster can bring new jobs and investments to the region, while improving patient care and reducing costs.

2) “Optimizing the Marine Economy through Science and Education”

Among many recent factors affecting our local marine economy are the Eimskip opening to Iceland and Europe; the realignment of significant waterfront properties; and the City’s appointment of a Waterfront Director. There is enormous potential in building out the science and learning capabilities associated with the marine economy, with participation by GMRI, the universities, CIEE, and others. With a harbor that encompasses multiple uses and advantages, Portland can become a global center for understanding and improving all aspects of the marine economy and marine science. A regular conference of national or global scope, highlighting marine science/economy innovations, can be a highlight of this initiative.

3) “Coordinating Opportunities to Access the Economy”

Certain key populations in the city face barriers to employment. The Growing Portland collaborative can play two key roles: 1) helping to knit together the key social service agencies and funding resources working to bridge the gap between unemployment and meaningful jobs in the city and region; and 2) connecting to members of the business community who can provide specific pathways to meaningful, lasting employment. Portland grows to the degree that the business community sees these programs not as charity, but as opportunities.

In early 2014, through our existing work groups and the resources of the Founding Partner organizations, we’ll investigate how each of these proposals can be manifested and sustained. In addition, the collaborative will continue to engage in other projects, including:

- Attracting IT talent to Greater Portland
- Helping to connect and network the life science community
- Promoting Portland as a city of education
- Developing a region-wide internship system
- Strengthening college-business relations
- Connecting City Hall to Portland’s entrepreneur/start-up community

In support of the City of Portland’s Economic Development Plan, our emphasis is on attracting jobs, investments, and young people to the region.

For more information, please contact John Spritz, Manager of Growing Portland
jspritz@maine.rr.com Or visit www.Facebook.com/GrowingPortland