



Our Mission

To attract and retain Maine's workforce.

How we do what we do:

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

Our mantra:

Reinvent no wheels. We're all in this together.

Live Work Maine Inc. is a non-profit organization.



Funding & Strategy

LWM is an independent, employer-led non-profit.

We are dependent on partners such as the State of Maine to scale our efforts.

Our model:

- Majority (60%+) employer supported, all of whom sit on our Advisory Board (logos below).
- Minority of funds from private non-profits. Select partners sit on Advisory Board.
- Supplemental 5 year contract w/ DECD (current contract ends 2021).



Our Approach

Digital resources, in-person engagement, scalable efforts.

Resource Website -> Awareness, self-guided info for talent (liveandworkinmaine.com)

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

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

Scalable Campaigns -> State of Innovation, Welcome Home Programming, Boomerang Back to Maine; Active Duty/Veteran Attraction; Visit for a Week, Stay for a Lifetime; Opportunity Maine Tax Credit, Campus Interns, etc

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



SWOT Analysis

of Maine's Workforce Attraction + Retention Efforts

Updated for 2021+ Reality, vs 2019



SWOT Analysis

of Maine's Workforce Attraction + Retention Efforts

STRENGTHS:

- Strong Maine value proposition
- Live + Work in Maine's model has been vetted against other models around the US
- Passionate people + orgs are engaged
- The right partners exist.
- Some policies/incentives on the books are world-class (ie, Opportunity Maine tax credit)



SWOT Analysis

of Maine's Workforce Attraction + Retention Efforts

WEAKNESSES:

- PREVIOUS STRENGTH: Not all Mainers are aligned with the need for more talented people to live + work here.
- Housing. Housing. Housing.



SWOT Analysis

of Maine's Workforce Attraction + Retention Efforts

OPPORTUNITIES:

- Strong Maine brand affinity means lots of potential for citizen engagement
- 5 years of progress, partnerships, and marketing work by Live + Work in Maine to build from
- State strategy appears to align with employer talent needs.
- PREVIOUS WEAKNESS: Public perception of Maine is becoming more productive in attracting + retaining people and businesses.
- Funding needs for talent attraction + retention are modest relative to the enormous needs of other distressed areas of our economy. Yet, the payback is bigger than most.



SWOT Analysis

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THREATS:

- Competition; Maine isn't alone in our labor shortage.
- Chicken and egg scenario with business attraction; we need jobs to attract people here, but we need people to attract jobs here.
- Uncoordinated efforts split resources, willpower, and confuse the data.
- We need to RETAIN as well as ATTRACT. Boomerang —> Welcome Home
- Thinking too small, or thinking like it's 2019. Remote work, internet connectivity, and beyond...



WELCOME HOME MONTH

FIRST YEAR:

5 State-wide Locations: Presque Isle, Bangor, Lewiston/
Auburn, Brunswick, Portland

LWM provides matching funding, marketing, ops support

SHORT-TERM GOAL:

Connect new residents to their community, increase
likelihood of retention.

MEDIUM-TERM GOAL:

Build local capacity for more welcome events/
programming throughout the year.



December 2nd 5:00 pm to 7:00 pm
Located at The Northeastland Hotel
436 Main St, Presque Isle, ME 04769



November 17th 5:00 pm to 7:30 pm
Located at The Tarratine- 81 Park St in Bangor



For more information and to RSVP:
www.liveandworkinmaine.com/welcomehome



HOSTED BY:



November 4th 5:00 pm to 7:00 pm
Located at The Roux Institute at
100 Fore St, Portland, ME 04101



November 23rd 5:30pm - 7:30 pm
Located at Gritty's Auburn Brew Pub
68 Main St, Auburn, ME



For more information and to RSVP:
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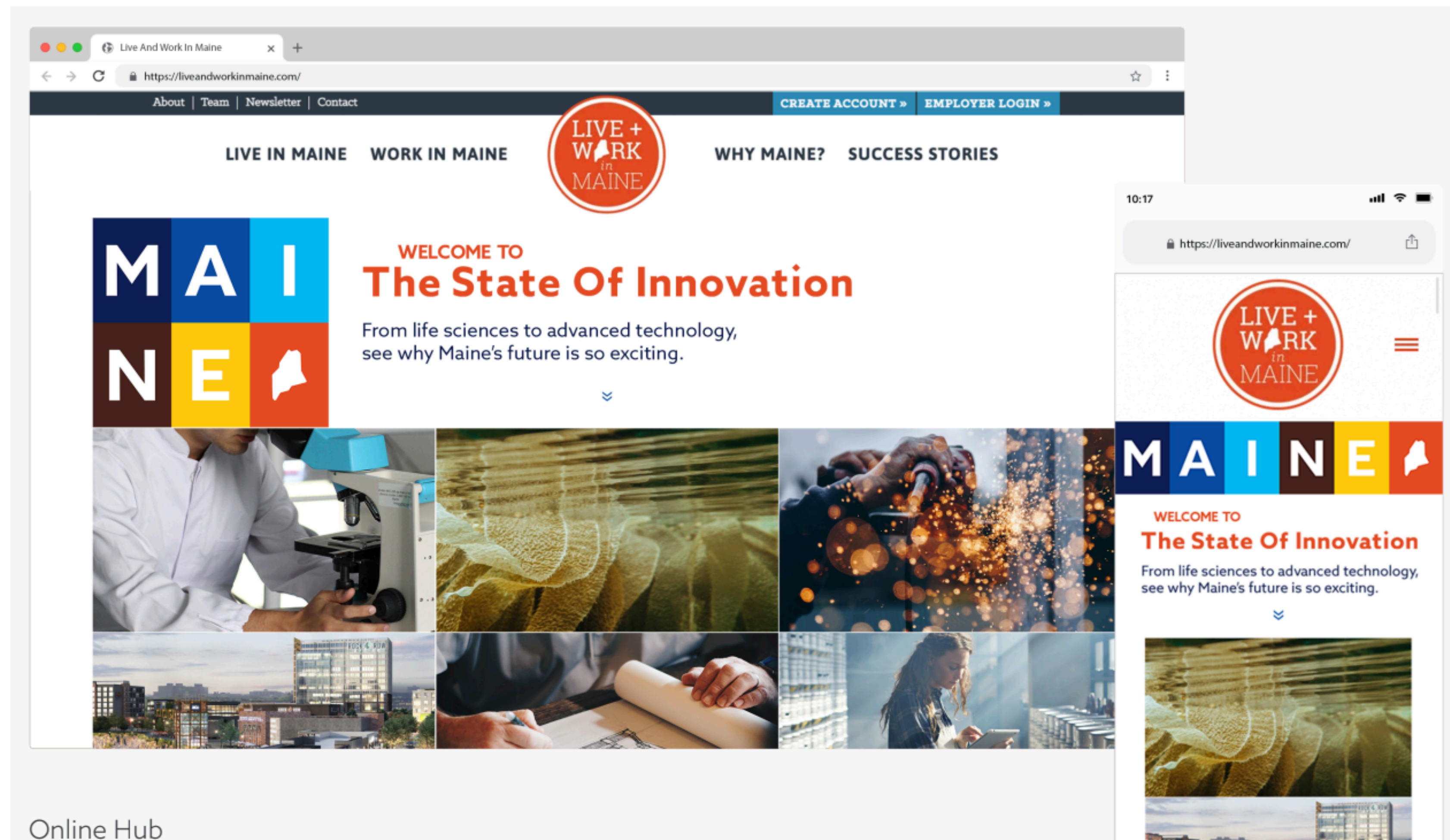
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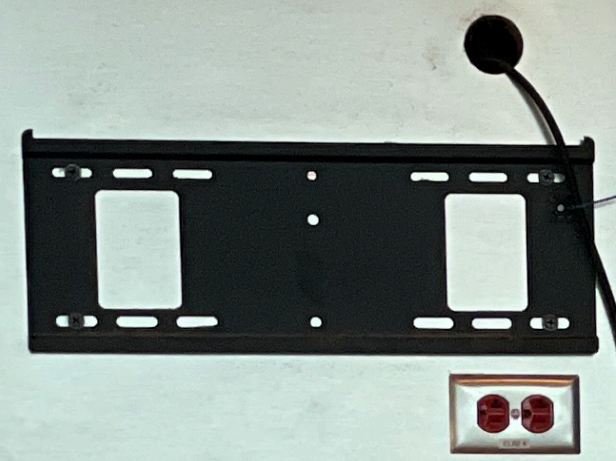
November 9th 5:00 pm to 7:00 pm
Located at Flight Deck Brewing
11 Atlantic Ave, Brunswick

STATE OF INNOVATION

- Over \$200k raised so far for Phase 1 of the campaign, entirely from private/non-profit employers.
- 4 additional partners representing \$100k+ in additional spend are considering investment.
- Continue to communicate with State Gov't regarding future funding opportunities to support Phase 2+
- Additional partners for Phase 1 welcome - all dollars invested going direct to outreach.



Online Hub



PMM DEPARTURES					
Airport	Airline	Flight	Time	Gate	Status
Atlanta	Delta	6820	2:47P	8	On Time
Atlanta	Delta	4070	2:47P	8	On Time
Atlanta	Delta	1587	2:47P	8	On Time
Atlanta	KLM	7065	2:47P	8	On Time
Baltimore	Southwest	2063	12:55P	4	On Time
Baltimore	Southwest	614	6:55P	4	On Time
Boston	Logan	7321	4:05P	1A	On Time
Charlotte, NC	American	2881	2:40P	10	On Time
Chicago-Midway	Southwest	1440	5:25P	4	On Time
Chicago-O'Hare	American	3927	2:00P	9	On Time
Chicago-O'Hare	United	3463	3:00P	2	On Time
Chicago-O'Hare	American	4604	4:15P	10	On Time
Chicago-O'Hare	Qatar	2923	4:15P	10	On Time
Chicago-O'Hare	United	2782	5:00P	2	On Time
Chicago-O'Hare	United	3601	5:00P	2	On Time
Columbus, OH	Delta	4442	4:45P	3	On Time
Dallas/Ft. Worth	American	1643	6:29P	10	On Time
Detroit	Delta	5314	1:05P	7	On Time
Detroit	Delta	4920	5:55P	7	On Time
Indianapolis	United	4492	5:30P	3	On Time
New York-JFK	Delta	4837	7:24P	7	On Time
New York-LaGuardia	Delta	4724	5:10P	8	On Time
Newark	United	3567	12:30P	3	Now 1:27P
Newark	United	7740	12:30P	3	Now 1:27P
Newark	United	4528	12:30P	3	Now 1:27P
Newark	United	3463	6:00P	2	On Time
Newark	United	3530	6:00P	2	On Time
Philadelphia	American	5208	1:05P	10	On Time
Philadelphia	Qatar	9224	1:05P	10	On Time
Philadelphia	American	5195	4:12P	9	On Time
Philadelphia	Qatar	9223	4:12P	9	On Time
Raleigh/Durham	Frontier	1659	4:24P	5	On Time
Washington-Reagan	American	5151	5:10P	9	On Time
Washington-Reagan	American	5306	7:30P	9	On Time

Smoking is not allowed in the terminal
Monday June 21, 2021 12:55 PM

DON'T WANT YOUR VACATION TO END?
THEN DON'T LET IT.

MAKE MAINE YOUR NEW HOME OFFICE AT [LiveWorkMaine.com](https://www.liveworkmaine.com)

MAINE



Clear Channel Airports

EXIT
GATE 7





**Contact: nate@liveandworkinmaine
Nate Wildes, Executive Director**