

Mobilize Maine – A Statewide Economic Development Initiative.

Join KVCOG regional leaders to learn how working together we can use our assets to drive real and lasting change that improves our economy long-term.

When and Where - KVCOG and its ***Mobilize Maine*** Leadership Committee invite you to a “Kick-Off” Workshop at **Kennebec Valley Community College** on **Monday, May 18 from 2 to 4.30 p.m.** The meeting will be at the Multi-Purpose Room in the **Carter Building**. Refreshments will be available.

The Leadership Committee members are: Barbara Woodlee, Gail Evans, Shannon Haines, James Morse, Kit St. John, Dick Willett, John Butera, Jim Batey, Mike Duguay, John Witherspoon, Diane Bryan, Bruce Harrington, Kimberly Lindlof, Peter Thompson, and Ken Young.

Why You? Our leadership team identified you as an important participant in the Mobilize Maine effort in the KVCOG Region. As a business, non-profit, or public sector leader, we invite you to join with us to craft a strategy to improve the economy of our region and the state.

Why Now? Ask yourself: Are you satisfied with the performance of Maine’s economy over the last 30 years? Do you expect our current approach to economic development to produce a different result? Is there a better way to prosperity that builds on our existing assets and our Quality of Place? Can we leverage our assets to underwrite prosperity down the road? How do we get started?

What can we do with Mobilize Maine?—We can develop our capacity to build a strong, growing, and sustainable knowledge-based economy for the KVCOG region and for Maine. At the “Kick-Off” meeting we will:

- Establish long-term strategies for growth that are sustained by local and regional, private, public, and non-profit sector leaders and citizen volunteers.
- Initiate a ground-up approach whereby citizens in our region will identify strengths and assets that will be the foundation of a new economy.
- Identify regional priorities that will become the basis for private, public, and philanthropic investments in our region.
- Preserve and sustain Maine’s Quality of Place, while creating good paying jobs and businesses.
- Focus on measurable outcomes with firm timeframes, benchmarks, and assigned responsibility for getting things done.

Agenda: May 18, 2 to 4.30 pm, Kennebec Valley Community College, Carter Hall, Fairfield, Maine

A. Introduce Leadership Committee. Our core leadership team will guide our work, lead in recruiting participants and championing the initiative.

B. The Mobilize Maine Process. The key is to use an asset-based vs. needs-based perspective – building on what we have not on what we hope someone else will give us. The “Kick-Off” workshop will

establish a solid understanding of the key components – asset mapping (what do we have) and value stream mapping (how can we turn what we have into a growing economy).

C. Crafting our Regional Perspective. Defining the following in our own terms:

- What does Quality of Place mean in the context of our region's economy?
- What are our primary issues - challenges, and opportunities?
- Do we have a "sense of urgency" sufficient to drive change now?

D. Five Fundamentals of Mobilize Maine. Explain the five key principles that drive a regional climate of economic opportunity and a stronger understanding of how regional economies function.

E. Creation of the Regions 2015 Vision. The workshop will train participants in the process of benchmarking the regional economy and beginning the process of setting measurable goals. Benchmarking requires data. Identify key economic indicators; determining specific supplementary indicators.

F. Playbook 1.0. Grass roots change requires an understanding of economic and community development. The Playbook will be a valuable resource and reference guide for you as you work to Mobilize Maine.

G. 60 day work plan. Develop a 60 day work plan to begin the process of defining our 2015 economy including identifying and recruiting additional individuals and organizations to involve.

Please forward this message to others you think are interested in the direction of the KVCOG region's and Maine's economy.

RSVP to Amy Harrington at KVCOG – aharrington@kvcoog.org 453-4258 x 11.

Questions – Contact Ken Young kyoung@kvcoog.org 453-4258 x12.