

plan

research

communicate

The Maine Woods Consortium
Changes in
Governance & Investment

Plan for Presentation

- Outline my understanding of tasks set before PDI
- Outline how we intend to meet them
- Get your feedback
- Suggest some ways to evaluate and rank potential investment projects

Set the Consortium into its context.

Tasks for this Project

- Outlandishly ambitious
 - Huge area
 - Cross traditional boundaries
 - Reverse trends of at least two generations
- We love it because anything less ambitious is doomed to failure; Consortium is like Constitutional Convention
- 3 goals
 - Business development (include tourism) = economy
 - Community development (include downtown) = community
 - Resource management = landscape
- 3 subjects
 - Governance
 - Project development and evaluation
 - Project finance

How to Complete the Tasks

1. Clarify goals by setting in context and linking to evidence.
2. Create governance by experimenting with eligibility and idea generation process by categories of participant and project activity.
3. Evaluate projects by establishing a format and a timetable, promote and encourage use of standard metrics and test social networking procedures.
4. Market projects to funders by demonstrating the advantages of the Consortium.

Clarify the Goals

Means setting them in context

1. What are the current problems?
 - Slow growth
 - Increasing dependence
 - Public sector imbalance
 - Threats to resource base
2. What is the “business as usual” future?
3. What is the alternate future with the Consortium?

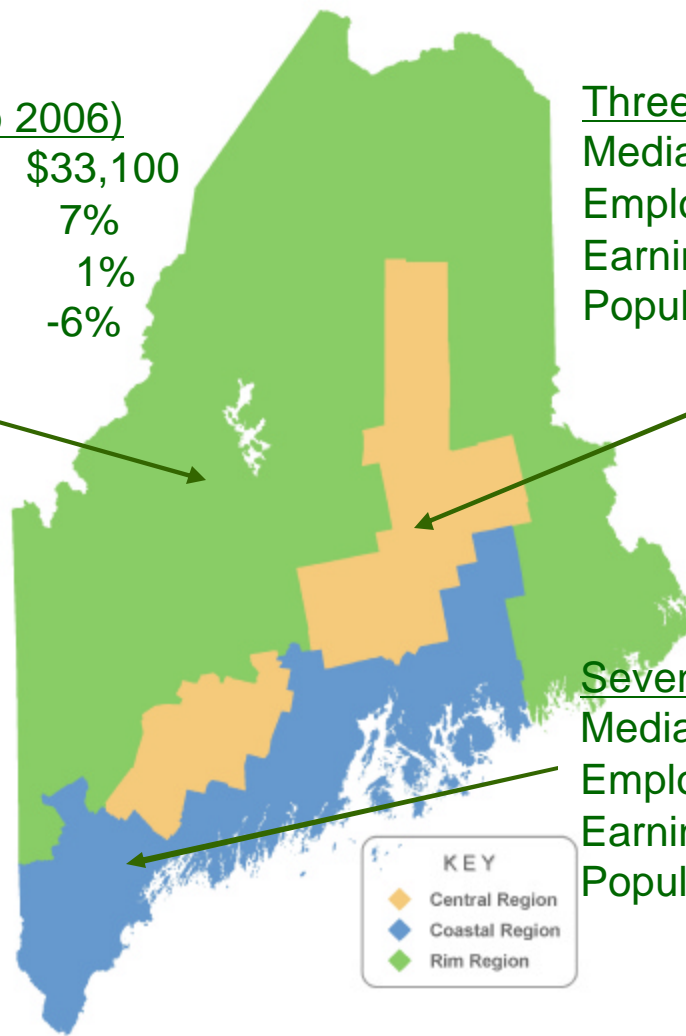
Slow Growth

Six Rim Counties (1990 to 2006)

Median HH Income, 2005	\$33,100
Employment Growth	7%
Earnings Growth	1%
Population Growth	-6%

Three Central Counties (1990 to 2006)

Median HH Income, 2005	\$40,500
Employment Growth	15%
Earnings Growth	18%
Population Growth	2%

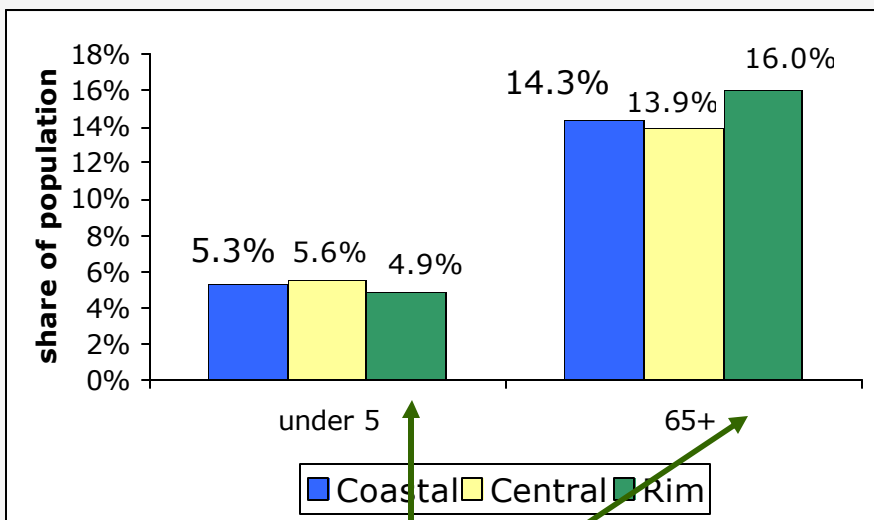


Seven Coastal Counties (1990 to 2006)

Median HH Income, 2005	\$44,100
Employment Growth	27%
Earnings Growth	33%
Population Growth	15%

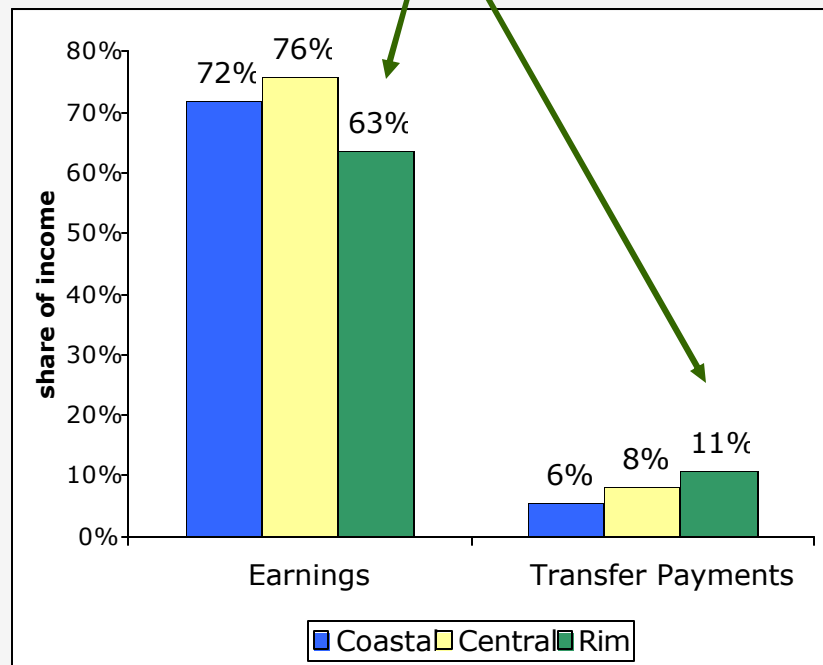


Greater Dependence



Share of Population, 2006

Share of Income, 2006



Public Sector Imbalance

- Declining population and school enrollment
- Underutilized capital infrastructure
 - Rising per unit costs
 - Tax expenses grow faster than property values

Threats to Resource Base

- Abandoned farm land
- Rural sprawl
- Loss of productive forests
- Loss of scenic values
- Loss of recreational access

Alternative Futures

1. Business as usual = more of the same
2. Potential with Consortium Investments
 - Fuller use of wood resources
 - Fill local agriculture markets
 - Expand destination tourism

Clarify the Goals

Means linking statements to evidence

1. Economic development

- # of jobs
- \$ of earnings
- Sectoral indices (lumber, paper, crop acreage, volume, retail sales, meals and lodging sales)

2. Community development

- population
- School enrollment
- Municipal expenditures and valuations
- Home prices and sales

3. Resource management

- Land sales
- Building permits
- Hunting & fishing licenses
- Park & trail expenditures

Create Governance

Governance involves 2 subjects:

- Eligibility--Who gets to participate;
- Idea generation--how are ideas created, shared and developed.

Consortium should experiment:

- Eligibility--different definitions for different activities;
- Idea generation--encourage wide participation, vote on favorites, analyze results a la election exit polling

Evaluate Projects

Project evaluation is investment analysis

- Describe activities, intended outcomes, costs, returns and risk factors
- Establish common format and deadlines
- Demand reference to specific metrics
- Publish regular “Consortium Indices” to give common knowledge base and to encourage use of standard measures

Market the Projects

The Consortium exists to generate investment.

Investors will fund Consortium projects because the collaborative process:

- Refines and improves projects;
- Builds support and legitimacy in the community.

This is the “road show.”



Questions & Discussion
