

LIVE + WORK IN MAINE

Student Loan Repayment Program (SLRP)

2024 Activities Report for:



2024 Activities Promoting the Student Loan Tax Credit

- Live + Work in Maine's (LWM) marketing efforts continue to drive individuals to the LWM website page to promote the tax credit: www.liveandworkinmaine.com/opportunity-maine
 - Note: this particular webpage is our **second most** visited page.

Exhibited or attended the following events to promote the tax credit:

- Maine Ultimate College Competition
 - Features college-aged people from 30+ different schools in New England
- Maine Education Association (MEA) annual conference
- Flyers featured at Welcome Home events in the following towns:
 - Bangor, Rockland Portland, and Waterville
- Junior Achievement Career Exploration panels





- Higher Education and high school events:
 - Waterville High School Business Day - keynote address; Roux Institute graduate level program community event; Dartmouth College Tuck MBA program visit;
- Roux Institute ClimateTech Incubator session
- Maine State Chamber Leadership summit
- Portside Real Estate annual summit

Advertising (where SLRP was featured)

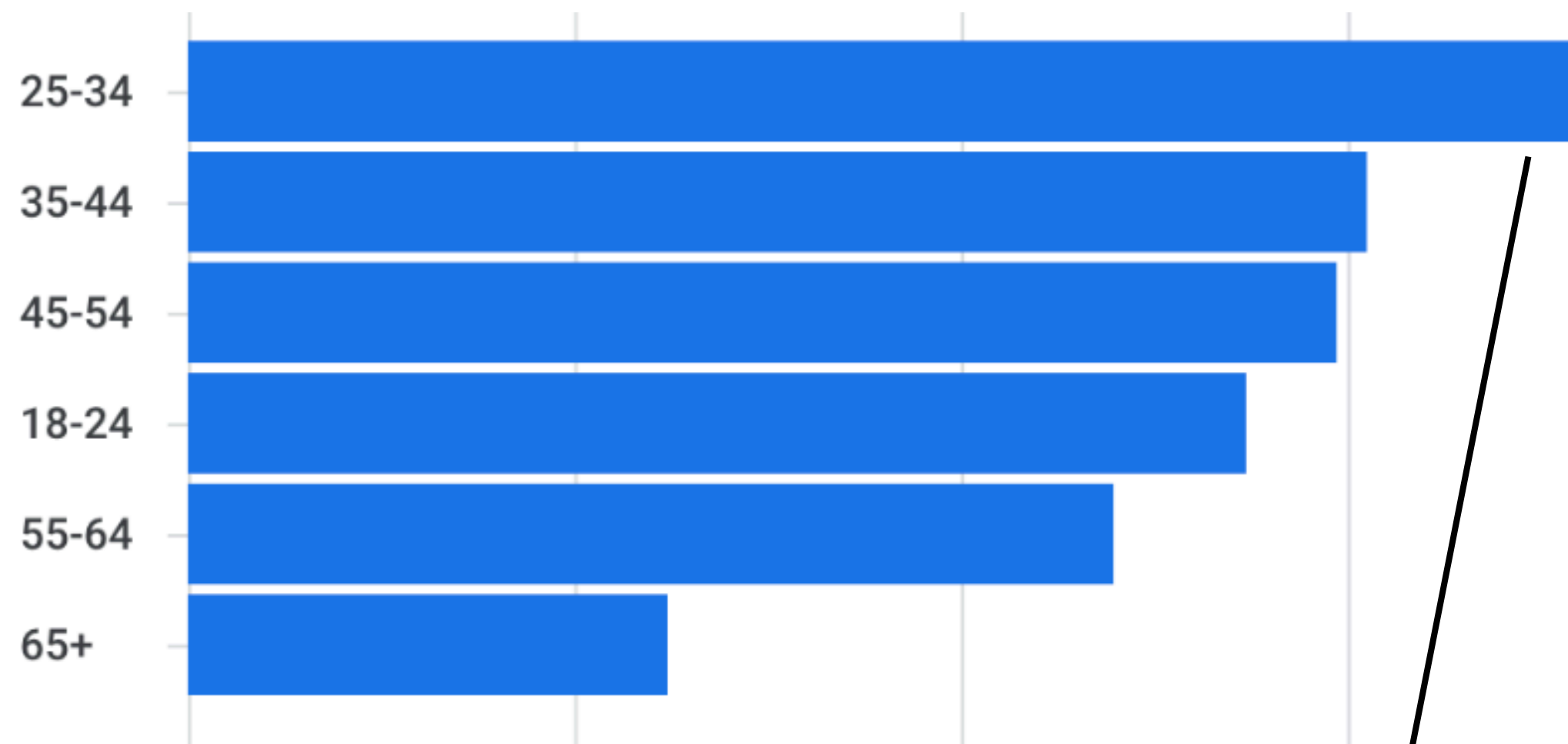
- Educate Maine Annual Symposium
- Maine Public and News & Brews event series
- Live Teach Maine teacher recruitment campaign (in partnership with Dept. of Education)
 - Campaign at the PWM jetport features tax incentive & QR code
- General Live Work Maine advertising (SLRP is featured on main menu)





WEBSITE DEMOGRAPHICS

Age of Website Users



Our target demo age range for SLRP

Geography

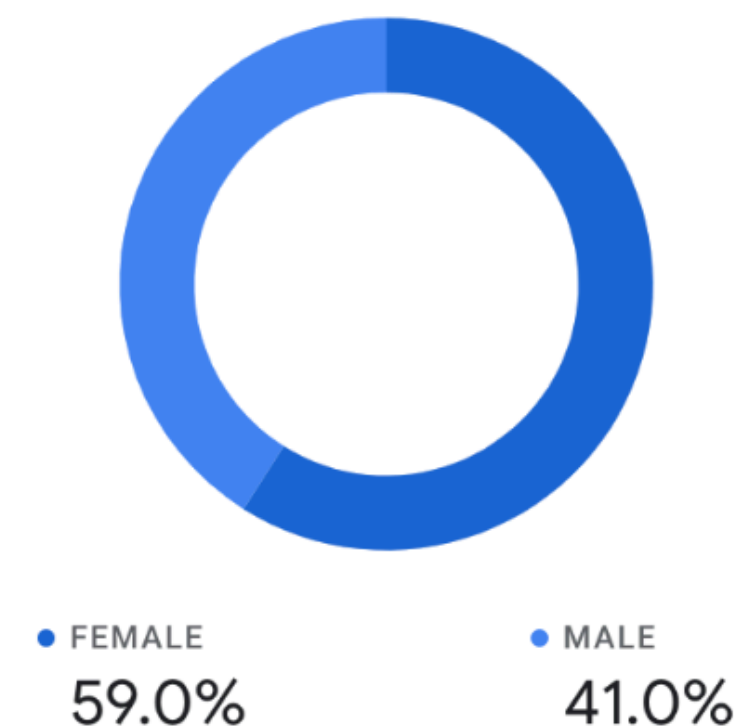
2023

1. *Maine*
2. *New York*
3. *Massachusetts*
4. *Virginia*
5. *Florida*

2024

1. *Maine*
2. *New York*
3. *Massachusetts*
4. *Virginia*
5. *California*

Where individuals are based when using our website



Webinar Promoting SLRP

Now that the tax credit is simplified, we have the opportunity to spread that message to more audiences. This year we hosted a Q&A session with a Maine CPA to answer frequently asked questions and explain the revamped tax credit. [Watch video here.](#) We continue to promote the tax credit in various ways to reach our target audiences.



Example of handout





STUDENT DEBT RELIEF FOR MAINERS!

MOVE TO OR STAY IN MAINE,
AND YOU COULD GET

\$2,500 

OF YOUR STUDENT LOAN
PAYMENTS REIMBURSED PER YEAR!



YOU MAY QUALIFY IF:

- You obtained an associate, bachelor's, or graduate degree after 2007
- You graduated from an accredited school anywhere on Planet Earth
- You were a Maine resident during the tax year; and
- Had a certain amount of earned income during the tax year. (\$11,934 for 2022.)

ELIGIBLE LOAN PAYMENTS:

- Loans are explicitly for higher education (*no family loans, home equity loans, etc.*).
- Loans were paid by you, directly to the lender.
- Eligible for reimbursement during the months you lived in Maine and paid your student loans.
- If your loan payments were deferred, you may only claim this tax credit during the months you made payments.

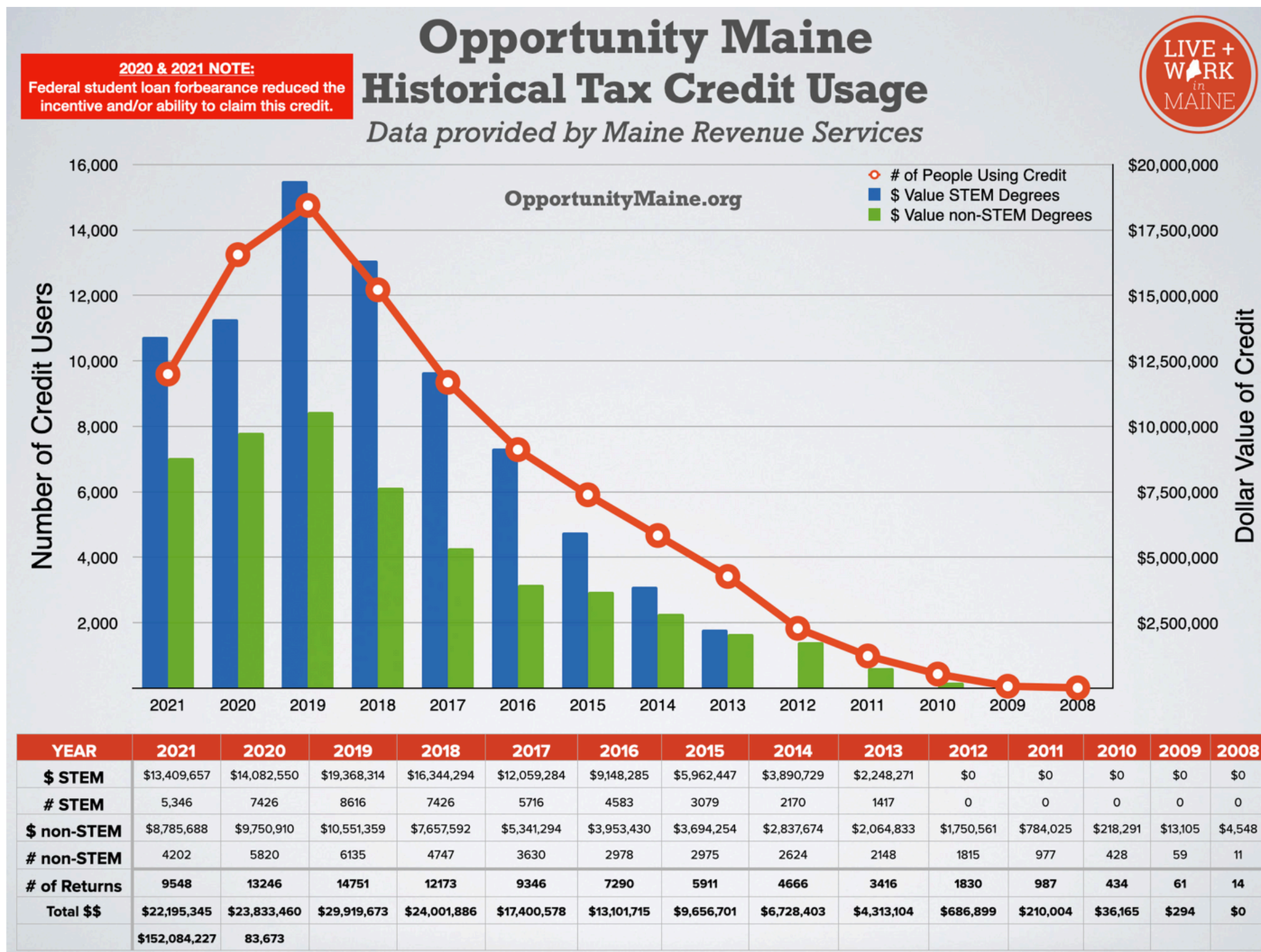
*Live + Work in Maine is a non-profit that markets this program; the tax credit is administered by Maine Revenue Services.

For more information go to:
liveworkmaine.com/opportunitymaine



Press

- Forbes, Don't Ignore State-Based Student Loan Forgiveness Programs
- Yahoo Finance, 4 states that will pay off your student loans for moving there
- Nasdaq, These States Will Pay Your Student Loans If You Move There
- Money_Ranger, Student Loan Relief & Forgiveness Programs by State
- Hechinger Report, Aging states to college graduates: We'll pay you to stay
- Maine Public features



Live + Work in Maine has requested a usage report from Maine Revenue Services for tax years 2022 and 2023.

We have not yet received any information.

*Will update our usage chart when able.

However, we estimate that Live + Work in Maine marketing efforts have helped provide over **\$200,000,000** in student loan debt relief to Mainers.

**Graph out of date due to delayed data from Maine Revenue Services.*



Ideas, inquiries and comments can be sent to:

Live and Work in Maine

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www.liveworkmaine.com