



2020 Review/2021 Look-Ahead
Current as of: Feb. 25, 2021

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.



WHY do this? (attract and retain talent)

- 1. Employers are growing, and there is NO SILVER BULLET to satisfy that need for talent. The answer needs to be “YES” to nearly all options.**
- 2. We make it harder on ourselves that it needs to be. Maine has the unique opportunity to ‘flip the script’ from “woe is us” to “you should be so lucky to be here”. We just have to tell our story.**
- 3. COVID has only grown the opportunity to PUNCH ABOVE OUR WEIGHT CLASS - whether it’s satellite internet or remote worker attraction, the opportunity is NOW.**
- 4. We all live + work here for a reason - Maine is the best Planet Earth can offer. Our children and grandchildren deserve to enjoy this slice of heaven as much as we do.**



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 funding model:

- Total 2021 annual budget: ~\$400,000
- 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).

GENERAL DYNAMICS

Bath Iron Works

MaineHealth



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 -> 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.



What We Learned in 2020

Digital resources, in-person engagement, scalable efforts.

Fielded a dramatic increase in requests for info, meetings, speaking engagements.

Received more inquiries than ever to help/to partner (pandemic made people MORE conscious about the importance of attracting & retaining the key talent employers and/or communities need)

Every new partnership/stone unturned results in 3x more opportunities to have impact. Focus and prioritizing activities becoming more critical as floodgates open.



New Initiatives in the Pipeline

Current as of: 02/25/2021

Note: Exponential uptick in outreach from other organizations asking for collaboration/partnership.

Video Content w/ Bath Iron Works; promoting Maine as a destination for trades talent.

Military/Veteran Recruiting w/ Boots2Roots (Virtual Career Fairs Q1 + Q2, in-person travel Q3+ expected)

University of Maine System - student retention (internships, early career opportunities) as well as new attraction of in-state and out-of-state students.

Town/Community engagement (Aroostook County, Rumford, OOB, etc...) - new citizen retention assistance through development of “Welcome Wagon” startup kit.

The Third Place organization collaboration - BIPOC-centered web content.
(BIPOC: Black, Indigenous People of Color)

Video Content feat. BIPOC community members, designed to support a culture of acceptance and opportunity to combat the challenge of retaining these individuals (and in some cases the businesses they own) in Maine.



Internships

Supporting Maine Career Compass through connecting employers and raising awareness among young people.

Maine Career Compass provides innovative, experiential professional development, social, and networking opportunities for summer interns working in Maine. *Learn more:* MaineCareerCompass.org

**STUDENTS:
WORK IN MAINE
THIS SUMMER!**

Maine employers have internships, co-ops & apprenticeship opportunities.

Browse & apply at:
careers.liveandworkinmaine.com



Communications

Continue to provide monthly updates via newsletter to our general audience & broader Maine employer community.

List sizes: ~21,000 and 3,500 respectively

Social media, specifically LinkedIn, continues to see dramatic growth in engagement.

Upcoming “Future of Work” survey will help us get a pulse on Maine’s workforce, and track opportunities to engage retention and attraction of talent in Maine.

Data project > compiling an “index of indices” that can provide Maine with a more encompassing metric of how many people are moving in/out/within our state. (Example data sets being used: moving companies, CMP accounts, University surveys, etc)



Press & PR

- ▶ More media hits/features in 2020 than ever before. Includes digital, print, TV, web-based in local, regional and national markets.
 - ▶ Links to the hundreds of features available upon request.
- ▶ **Media Partnerships**
 - ▶ Mainebiz (Works for ME)
 - ▶ Maine Invites You (Maine Tourism)
 - ▶ HomePort Media (relocation guide for Portland area)
 - ▶ Jetport (picking up - Q3 & Q4 focus)
- ▶ **Goals for remainder of 2021**
 - ▶ Time to be bold, and blunt. Leverage the qualities that made Maine a destination in the middle of a global pandemic.
 - ▶ Engagement with State Economic Plan where relevant.
 - ▶ Utilize new, original content in marketing efforts.



Fundraising - 2021 Outlook & Strategy

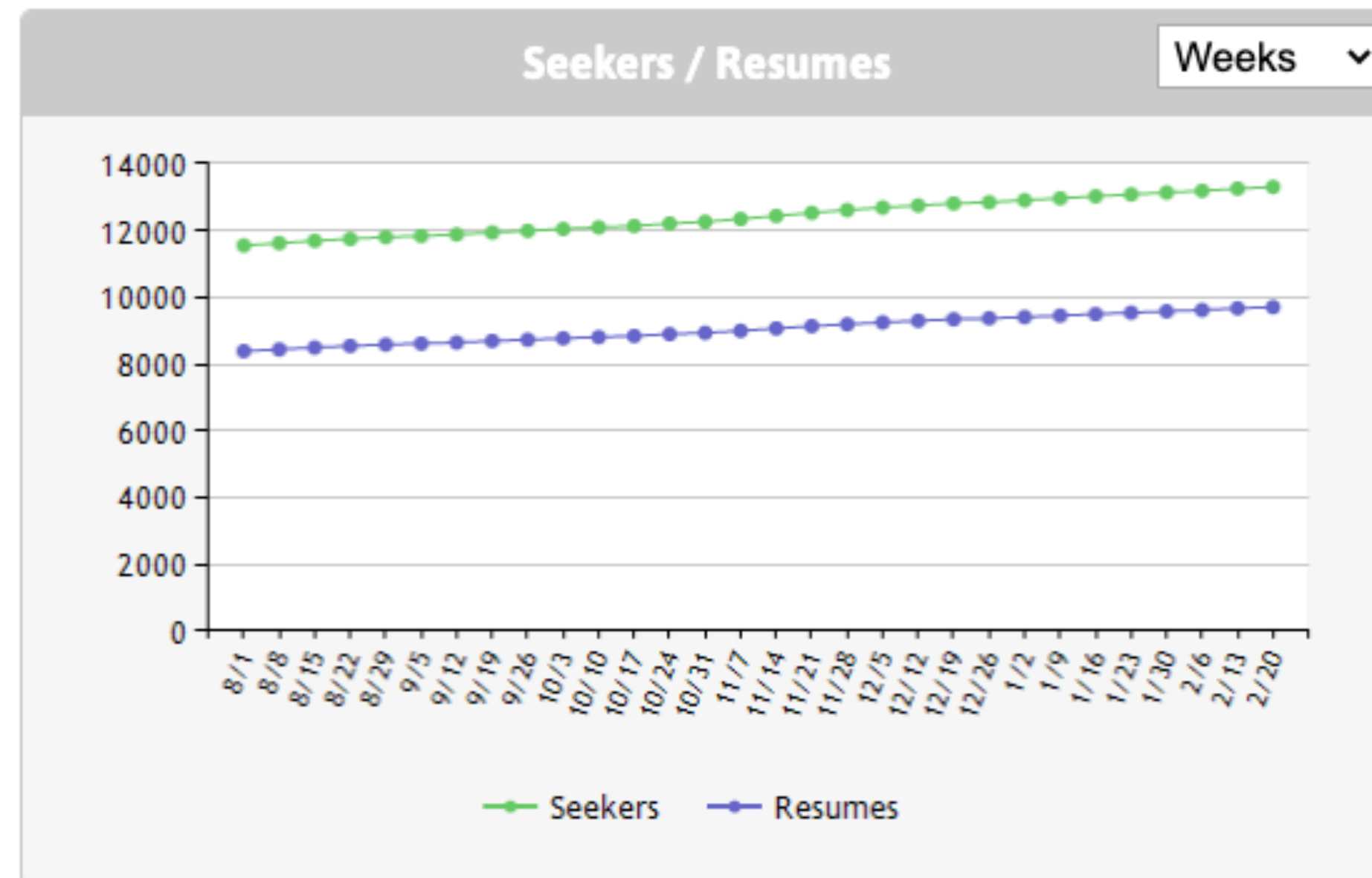
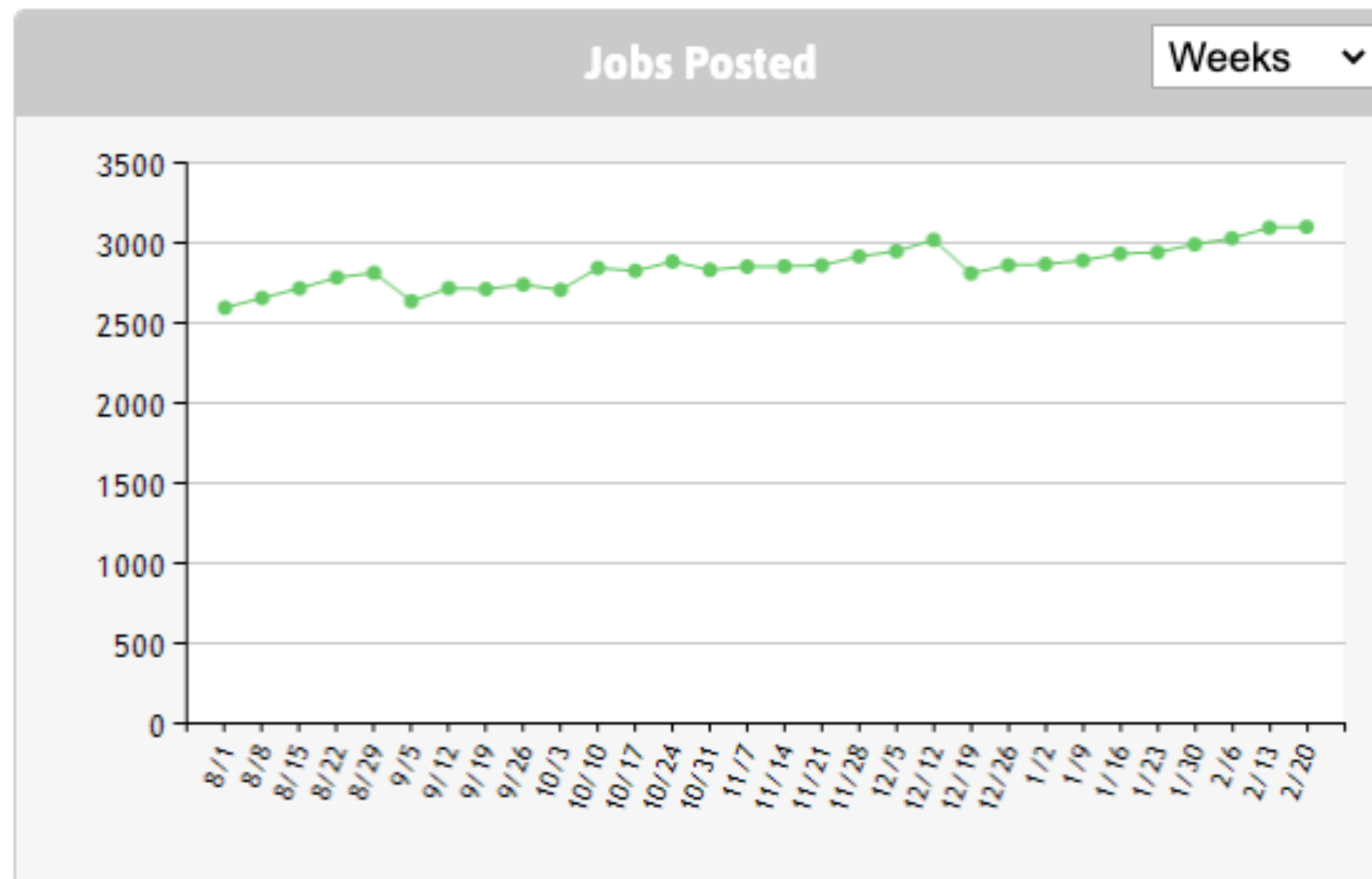
- ▶ State contract expires EOY 2021. DECD interested in maintaining current funding levels of WA/WR efforts.
- ▶ Economic Plan implementation in-progress, WA/WR work likely lumped into that broad umbrella, but no specifics have been available.
- ▶ Continue to leverage ongoing work at Employer Partners to maximize impact/PR value of existing resources.
- ▶ 501c3 status opening new opportunities from foundations, partnerships with other 501c3 orgs.
- ▶ Total 2021 budget: ~\$400,000
 - ▶ Target for sustained funding based on employer directives, Economic Recovery Committee/State Economic Plan: \$5mm



By the Numbers

- ▶ ~50% increase in social media followers (8,300 up to 12,600) on LinkedIn
- ▶ Facebook: 8,400+; Instagram: 8,020+
- ▶ 20% increase in newsletter signups (total list over 30,000 individuals)
- ▶ 30+ referrals to Boots2Roots
- ▶ 25% of Imagine ME & You participants (Feb. 2020) moved to Maine within 4 months
- ▶ 210%+ increase in Opportunity Maine Tax Credit usage since LWM started marketing (updated MRS data on following slide)

Job Board Growth

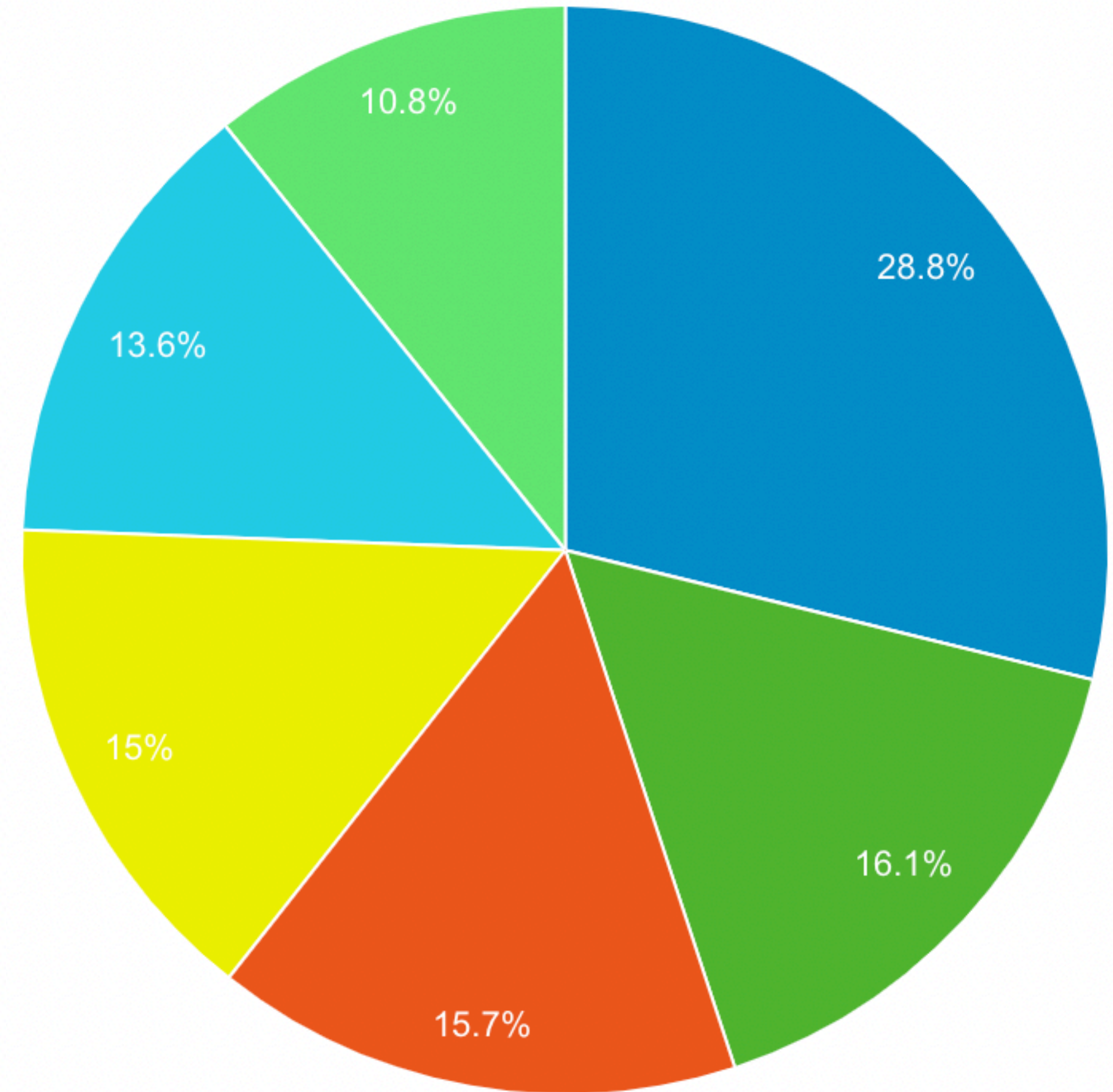
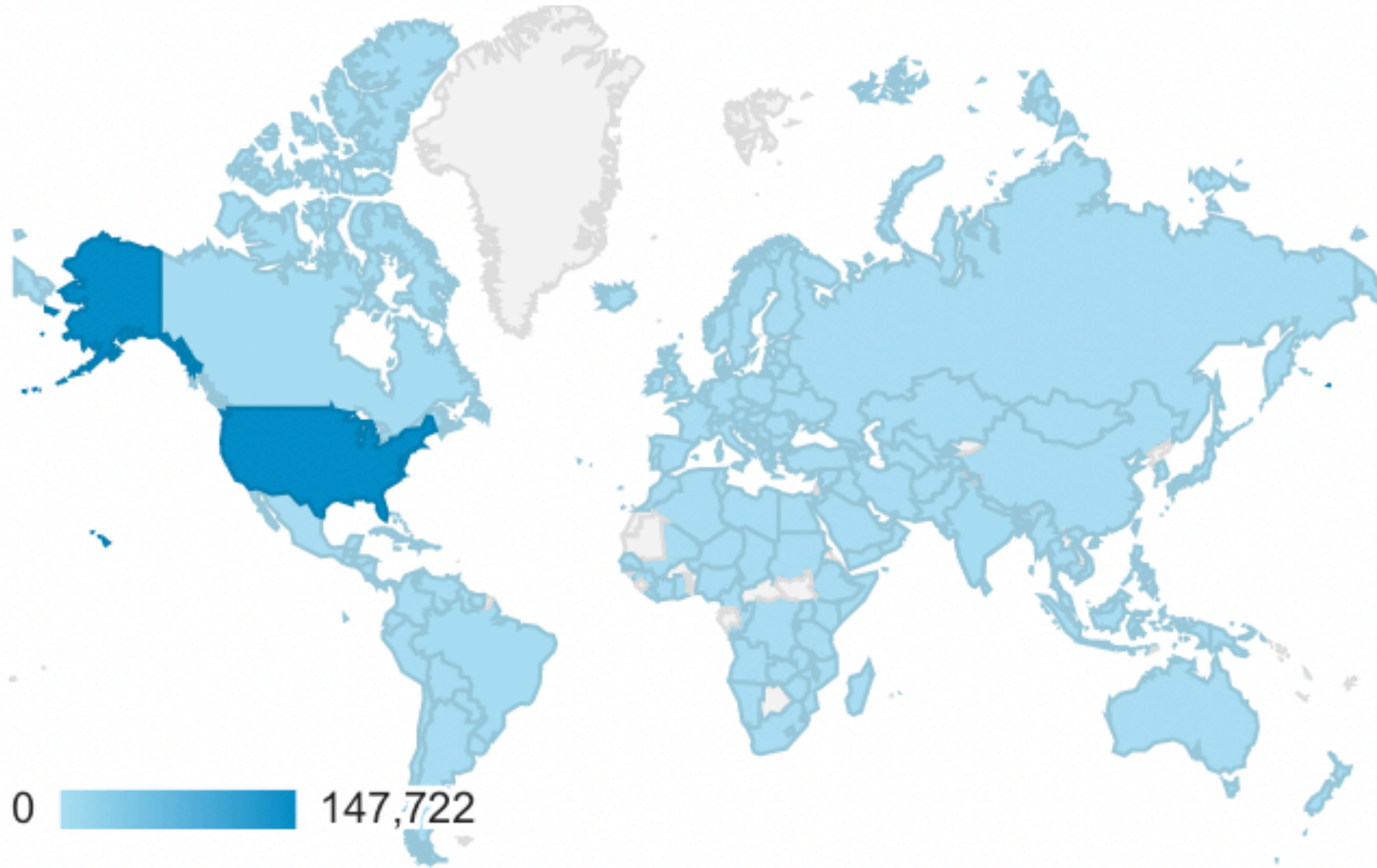


Web Traffic Overview

Users by Age

25-34 45-54 35-44 55-64 18-24 Other

Sessions



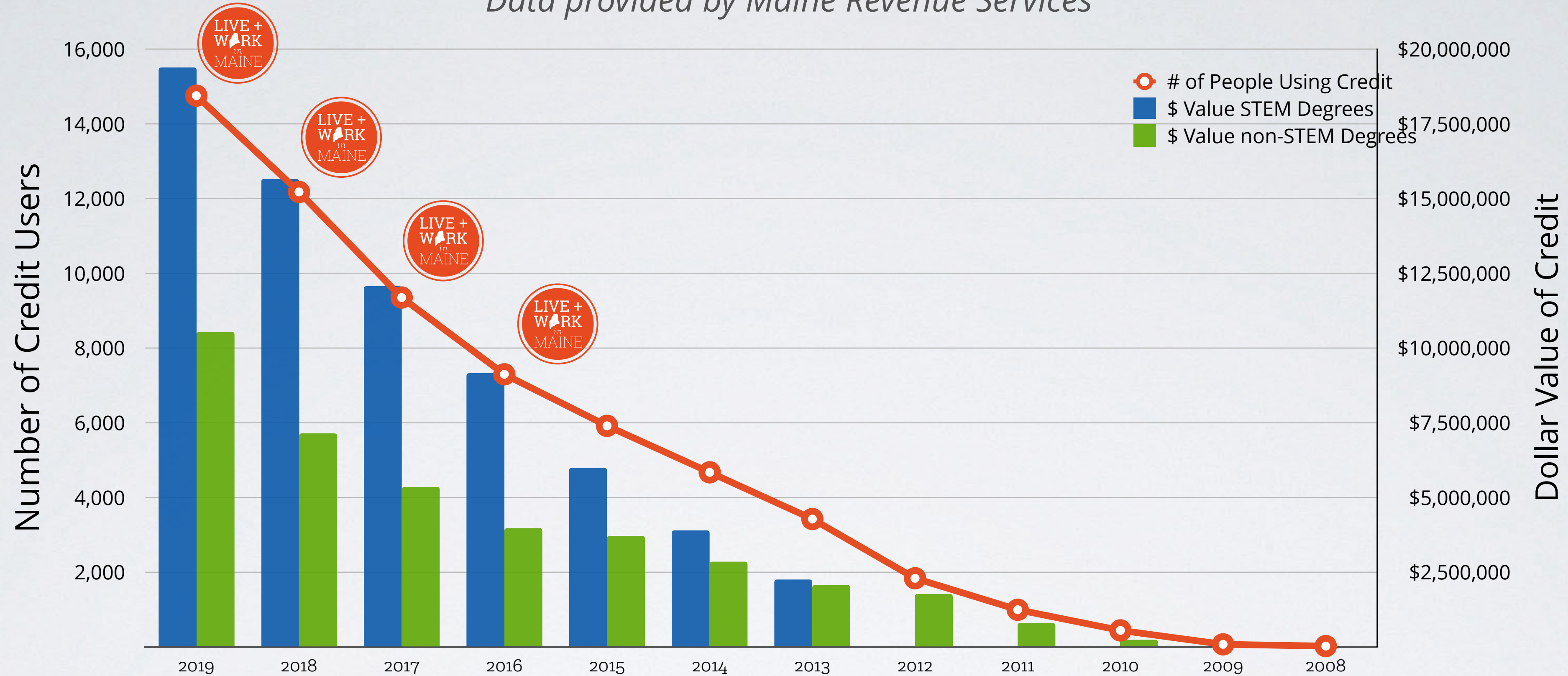
Opportunity Maine

Historical Tax Credit Usage

Data provided by Maine Revenue Services



= Marketing by
Live + Work in Maine



YEAR	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
\$ STEM	\$19,368,314	\$16,344,294	\$12,059,284	\$9,148,285	\$5,962,447	\$3,890,729	\$2,248,271	\$0	\$0	\$0	\$0	\$0
# STEM	8616	7426	5716	4583	3079	2170	1417	0	0	0	0	0
\$ non-STEM	\$10,551,359	\$7,657,592	\$5,341,294	\$3,953,430	\$3,694,254	\$2,837,674	\$2,064,833	\$1,750,561	\$784,025	\$218,291	\$13,105	\$4,548
# non-STEM	6135	4747	3630	2978	2975	2624	2148	1815	977	428	59	11
# of Returns	14751	12173	9346	7290	5911	4666	3416	1830	987	434	61	14
Total \$\$	\$29,919,673	\$24,001,886	\$17,400,578	\$13,101,715	\$9,656,701	\$6,728,403	\$4,313,104	\$686,899	\$210,004	\$36,165	\$294	\$0
% Change in \$ since 2015	209.8%											



1. How LWM can Help State Gov't:

- 1. Real-world information, examples, testimonials, etc from employers and communities we partner with to attract and retain talent.**
- 2. 6+ years of data from our talent attraction + retention efforts.**
- 3. Policies, programs, and data from other states/regions we've connected with working on similar talent attraction and retention efforts.**
- 4. Nimble, scalable organizational structure makes it easy to engage with us!**



2. 10yr Economic Plan

*In this context, how can
Live + Work in Maine best engage?*

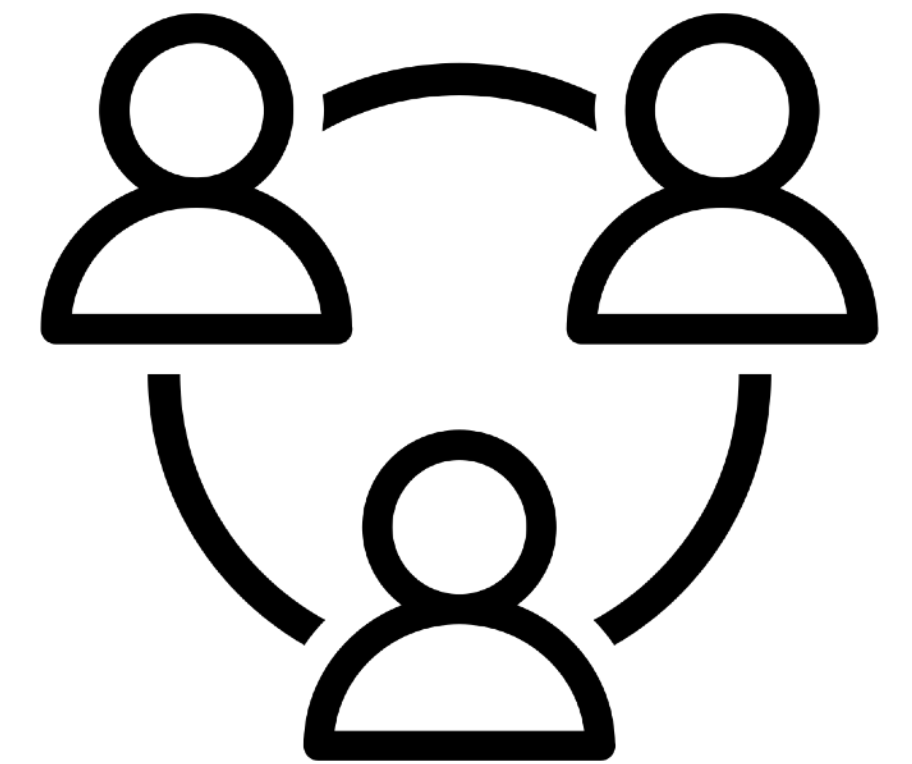
STRATEGY B - Attract New Talent

- B1** - Increase the Labor Force Participation of Existing Residents
- B2** - Expand marketing efforts to attract + retain talent to Maine
- B3** - Expand and Simplify the Educational Opportunity Tax Credit
(Opportunity Maine)



3. Examples of what we're up to.

1. Creating and sharing new content to showcase the world-class quality of life AND careers available in Maine, even through COVID.
2. Building Welcome Wagon Program kits. Many exist, but best practices are not shared/marketing variable.
3. Support opportunities to build on existing populations of remote work employees (from big co's to entrepreneurs).
4. Be good partners with, and promote: DEI initiatives in Maine, internet access reality.
5. Be nimble - act fast on NEW opportunities for Maine to punch above our weight class.





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