

**MOOSEHEAD LAKE
ECONOMIC
CORPORATION**



**REGION
DEVELOPMENT**

Moosehead Economic News: Taking Care of Business Spring/Summer 2016

Welcome to **Moosehead Economic News**, the periodic newsletter of the Moosehead Lake Region Economic Development Corporation (MLREDC). The MLREDC is a non-profit organization working to grow and sustain local businesses, attract and create new jobs, and enhance the economy of the Moosehead Lake Region. MLREDC's vision is that "The Moosehead Lake Region will enjoy a robust, diversified and sustainable economy that leverages the region's unique character, heritage and spectacular natural resources" and the organization's objective is "To grow and sustain local businesses, attract and create new jobs and enhance the economy of the Moosehead Lake Region."

Ongoing Projects

WiFi: MLREDC, working with Axiom Technology, is pleased to announce that a free WiFi Hotspot in downtown Greenville has now been installed. **On May 26th, at 1 p.m. at the Shaw Public Library, there will be celebration of the installation of the WiFi Hotspot and the public is welcome to attend and stay for a small reception.** Public officials, including the State Librarian, U.S. Congressional delegation and state and local representatives have been invited to participate. The Hotspot will make it easy and convenient for visitors and residents to connect to the internet with their mobile devices in downtown Greenville. It can also be used to help visitors get easy access to information about activities and businesses in the Moosehead Lake Region. This will be an important tool for gathering data, marketing the region, and helping local businesses grow.

Branding Moosehead Lake: The Moosehead Lake Branding Initiative, sponsored by the MLREDC and Brand Leadership Team and guided by the recommendations from Roger Brooks International has been making great progress. The goals of this effort are to increase the number of visitors to the region and improve their experience by accessing previously hidden or unknown natural environment features; increasing employment opportunities and increasing household incomes through greater economic activity, and realizing the related benefit of increasing household incomes that leads to healthier households; and increasing access, awareness, and appreciation of the region's pristine natural environment.

- **Informational Meetings**: To promote the effort, a number of public forums have been held including: presentations to the Greenville Selectmen and a public outreach meeting

held in March at the Center for Moosehead History. Additional presentations are scheduled with selectmen in Shirley and Beaver Cove over the next couple of months.

- **Branding Initiative “Kate” Fundraiser:** The Brand Leadership Team is pleased to announce that on Saturday August 20th, there will be a fundraising cruise to benefit the Moosehead Lake Branding Initiative on the Katahdin Steamboat from 6 p.m. to 9 p.m. The theme will be “country/western” with lively music, silent and live auctions, wonderful food and stunning scenery. To learn more about the exciting event and to obtain tickets, please contact Liz Cannell at 207-695-2716 or lcannell@mmmk8.org.
- **Artisans’ Cottages:** The Brand Leadership Team has embarked on an exciting initiative to create an artisan village comprised of approximately 6 artisan cottages that will provide semi-permanent spaces for artists, crafters, jewelers and other vendors in Greenville. Some describe this as an “on-going craft fair” that will enhance the Downtown experience for residents and visitors alike. This charming and revitalizing initiative will be adjacent to and complement existing businesses and enrich community life. Look for more information about this initiative in the coming months!
- **Regional Master Planning:** The MLREDC is working with the Brand Leadership Team to support regional development master planning with an emphasis on Greenville and Rockwood, which will guide development and public improvements and amenities to compliment growth in the nature-based tourism economy. MLREDC has prepared and submitted a major grant application to the Elmina B Sewall Foundation to help fund the master planning process as part of the Branding Initiative.
- **Wayfinding Signage and Resources:** The MLREDC and Brand Leadership Team are working together to construct and install a wayfinding signage system with a unified regional brand, making it easier for residents and visitors to find and enjoy the region's first-class natural assets. MLREDC has prepared and submitted a major grant application to the Elmina B Sewall Foundation to help fund the wayfinding system project.
- **Moosehead Pavilion Plan:** The MLREDC will be working to support the creation of a business plan for a future community Pavilion, a four season, multi-use public space for activities and events, establishing an anchor for the expansion of the tourist-based economy year-round and creating employment opportunities. MLREDC has prepared and submitted a major grant application to the Elmina B Sewall Foundation to help fund the creation of a business plan for the Pavilion.

Other Updates

Community Block Grants: The Maine Department of Economic and Community Development recently announced that two businesses in Greenville have been awarded funding under the Community Development Block Grant (CDBG) Program. For Greenville, \$100,000 in

assistance was awarded to two businesses: *Maine Mountain Soap and Candle* - replace computer, point of sale system for tracking inventory, new signage; *Porter's Garage* - replace three garage bay doors, windows, retrofit office area for customer service. MLREDC congratulates the business recipients and all who were involved in supporting the successful applications.

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