

# Attracting and Retaining Young People: *Creating Adirondack Communities for a Sustainable Future*

Presentation to the Adirondack Park Agency

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LIVE THE NEW FOREST FUTURE



The Northern Forest Center is a **regional innovation and investment partner creating rural vibrancy** by connecting people, economy and the forest landscape.



## STRENGTHENING COMMUNITIES

The Center fosters initiatives that keep young people and attract new residents eager to invest in community and steward the forest for future generations. Our programs help build active communities, create community assets and develop new leadership.

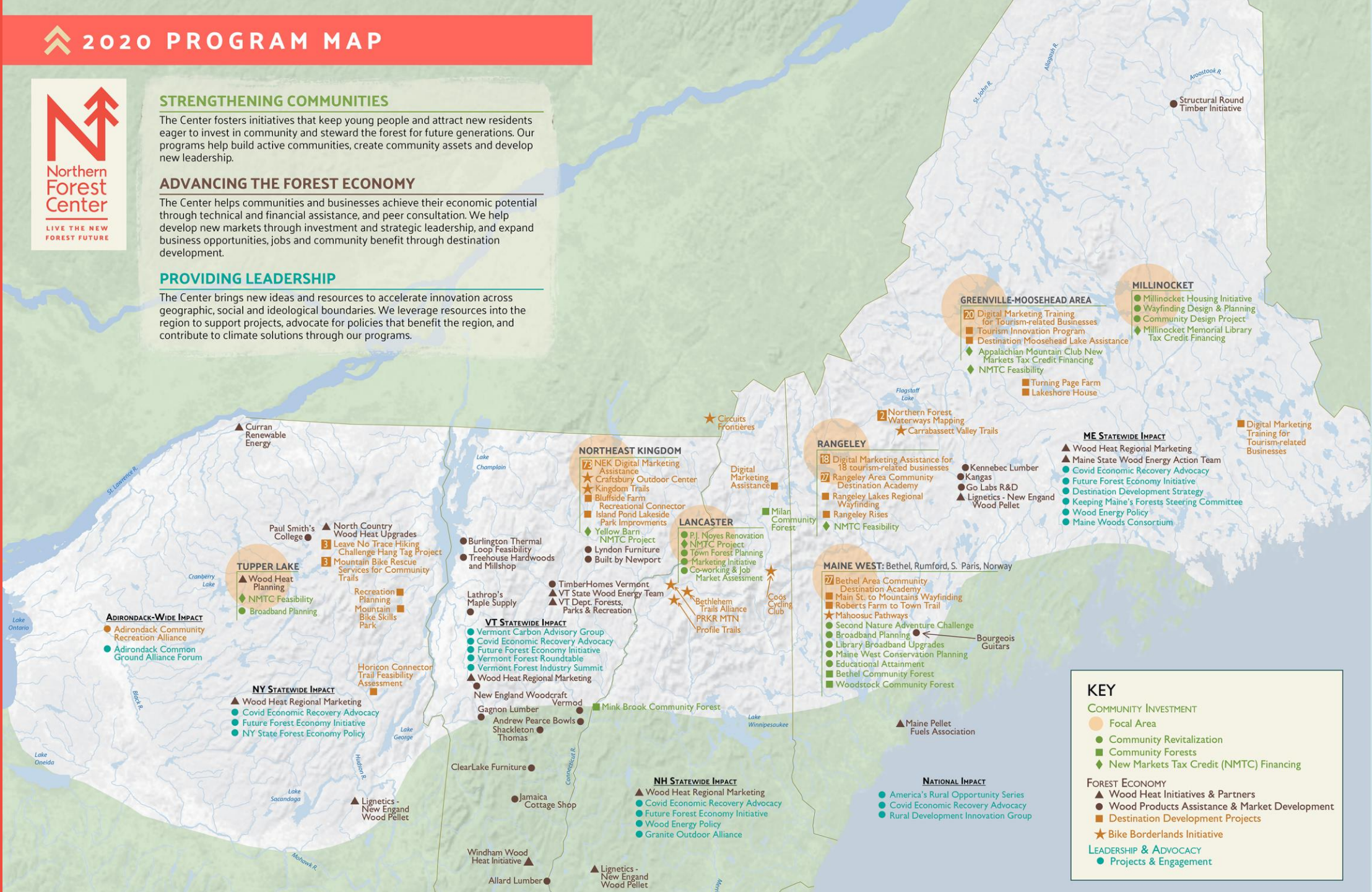
## ADVANCING THE FOREST ECONOMY

The Center helps communities and businesses achieve their economic potential through technical and financial assistance, and peer consultation. We help develop new markets through investment and strategic leadership, and expand business opportunities, jobs and community benefit through destination development.

## PROVIDING LEADERSHIP

The Center brings new ideas and resources to accelerate innovation across geographic, social and ideological boundaries. We leverage resources into the region to support projects, advocate for policies that benefit the region, and contribute to climate solutions through our programs.

# The Northern Forest



**GREENVILLE-MOOSEHEAD AREA**

- 20 Digital Marketing Training for Tourism-related Businesses
- Tourism Innovation Program
- Destination Moosehead Lake Assistance
- Appalachian Mountain Club New Markets Tax Credit Financing
- NMTC Feasibility
- Turning Page Farm
- Lakeshore House

**MILLINOCKET**

- Millinocket Housing Initiative
- Wayfinding Design & Planning
- Community Design Project
- Millinocket Memorial Library Tax Credit Financing

**NORTHEAST KINGDOM**

- NEK Digital Marketing Assistance
- Craftsbury Outdoor Center
- Kingdom Trails
- Bluffs Farm
- Recreational Connector
- Island Pond Lakeside Park Improvements
- Yellow Barn NMTC Project
- Lyndon Furniture
- Built by Newport

**RANGELEY**

- 18 Digital Marketing Assistance for 18 tourism-related businesses
- Rangeley Area Community Destination Academy
- Rangeley Lakes Regional Wayfinding
- Rangeley Rises
- NMTC Feasibility

**ME STATEWIDE IMPACT**

- Wood Heat Regional Marketing
- Maine State Wood Energy Action Team
- Covid Economic Recovery Advocacy
- Future Forest Economy Initiative
- Destination Development Strategy
- Keeping Maine's Forests Steering Committee
- Wood Energy Policy
- Maine Woods Consortium

**TUPPER LAKE**

- Wood Heat Planning
- NMTC Feasibility
- Broadband Planning

**ADIRONDACK-WIDE IMPACT**

- Adirondack Community Recreation Alliance
- Adirondack Common Ground Alliance Forum

**NY STATEWIDE IMPACT**

- Wood Heat Regional Marketing
- Covid Economic Recovery Advocacy
- Future Forest Economy Initiative
- NY State Forest Economy Policy

**VT STATEWIDE IMPACT**

- Vermont Carbon Advisory Group
- Covid Economic Recovery Advocacy
- Future Forest Economy Initiative
- Vermont Forest Roundtable
- Vermont Forest Industry Summit
- Wood Heat Regional Marketing

**NH STATEWIDE IMPACT**

- Wood Heat Regional Marketing
- Covid Economic Recovery Advocacy
- Future Forest Economy Initiative
- Wood Energy Policy
- Granite Outdoor Alliance

**MAINE WEST: Bethel, Rumford, S. Paris, Norway**

- Bethel Area Community Destination Academy
- Main St. to Mountains Wayfinding
- Roberts Farm to Town Trail
- Mahoosuc Pathways
- Second Nature Adventure Challenge
- Broadband Planning
- Library Broadband Upgrades
- Maine West Conservation Planning
- Educational Attainment
- Bethel Community Forest
- Woodstock Community Forest

**NATIONAL IMPACT**

- America's Rural Opportunity Series
- Covid Economic Recovery Advocacy
- Rural Development Innovation Group

**KEY**

**COMMUNITY INVESTMENT**

- Focal Area
- Community Revitalization
- Community Forests
- New Markets Tax Credit (NMTC) Financing

**FOREST ECONOMY**

- Wood Heat Initiatives & Partners
- Wood Products Assistance & Market Development
- Destination Development Projects
- Bike Borderlands Initiative

**LEADERSHIP & ADVOCACY**

- Projects & Engagement

# ⤴ *Attracting New Residents* Context & Background

## The Problems

- Towns and villages with economic decline and limited opportunity
- Aging demographic and loss of young people (particularly those 25-44)
- Cyclical implications for workforce

## The Assets

- 6 million-acre Adirondack Park
- 12 million self-selecting annual visitors
- Communities with untapped potential

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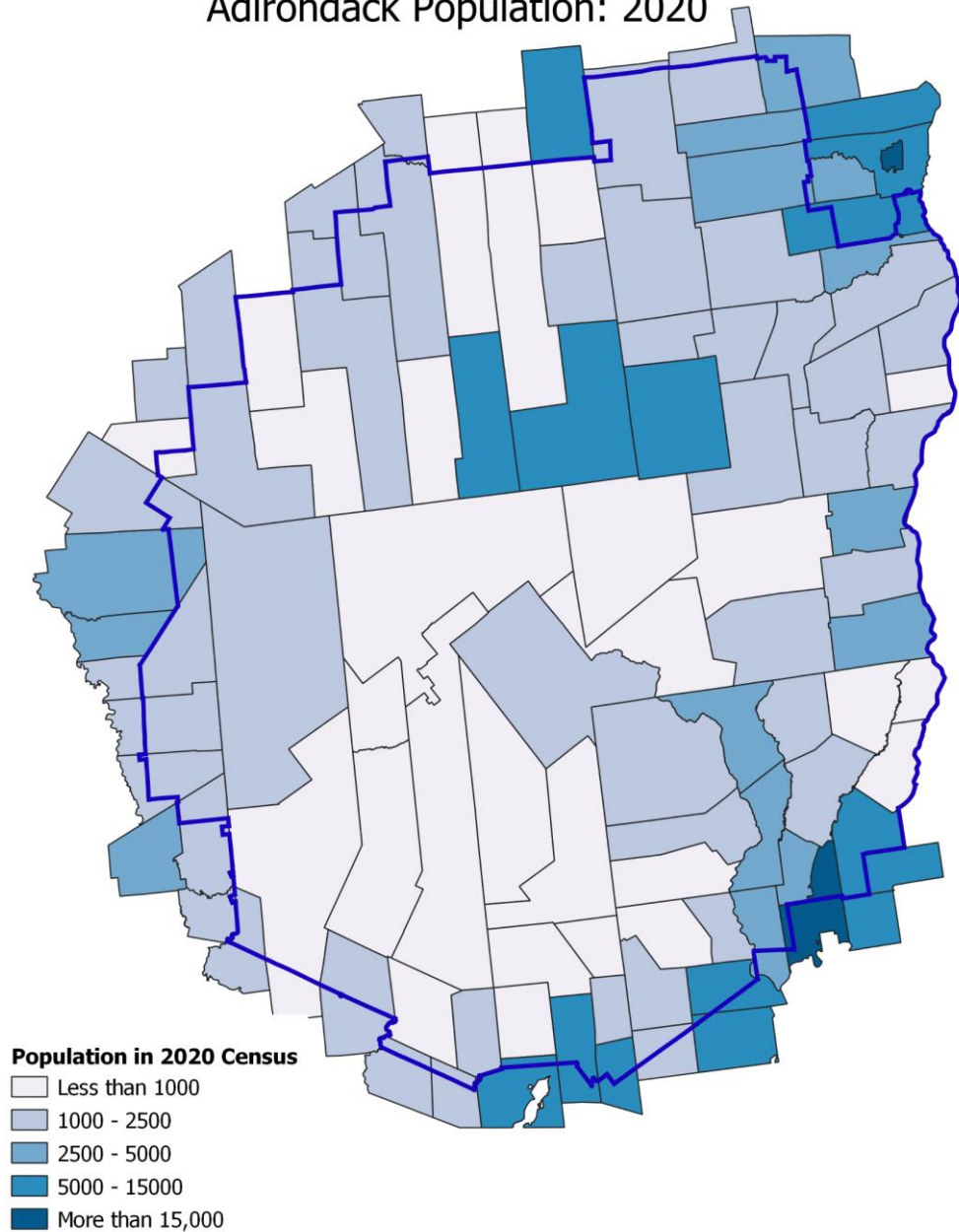
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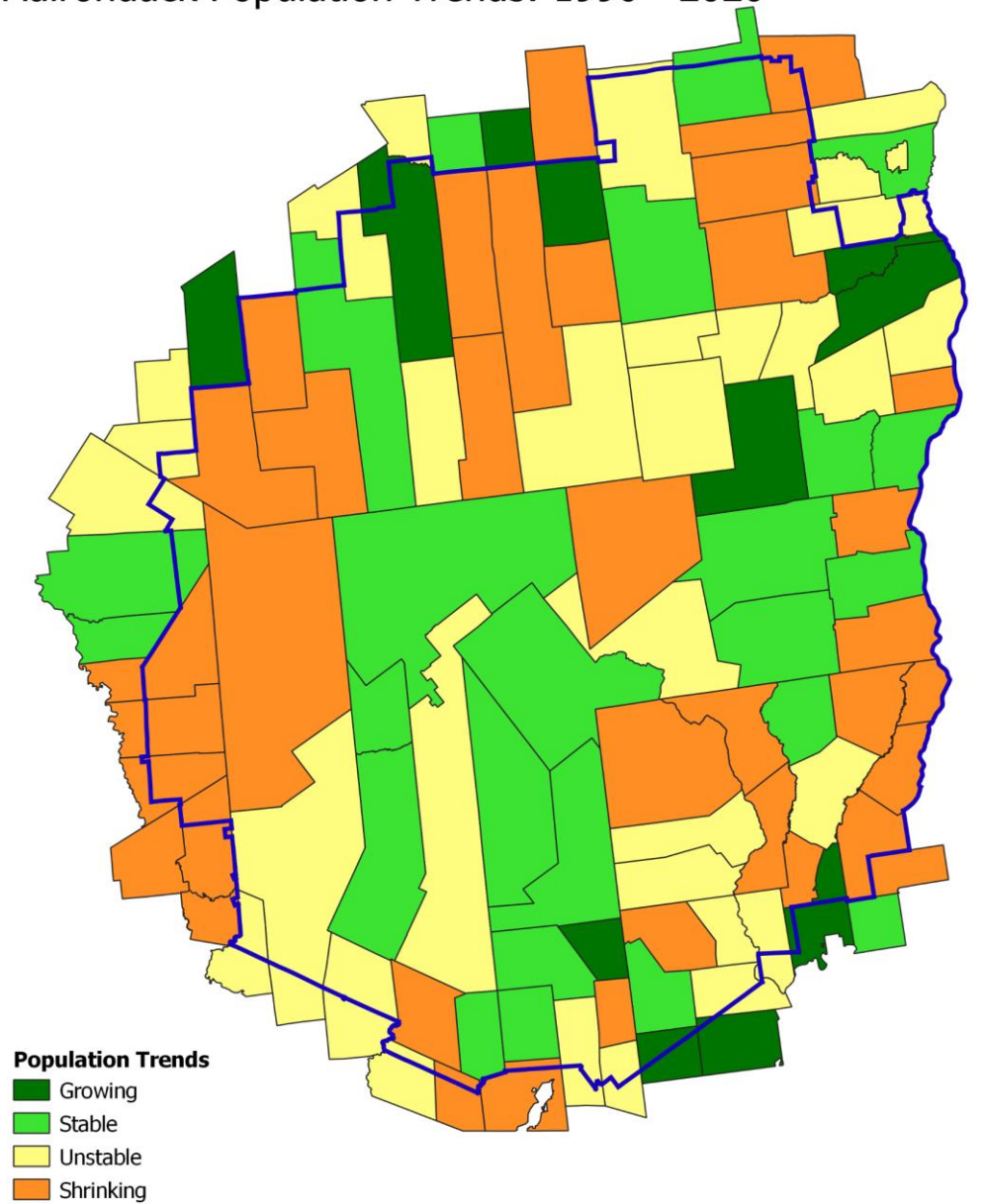
## Input and Methods

- High school/college alumni survey
- Interviews
- Primary research
- Expert reviewers
- Experience from other communities in the Northern Forest
- Common Ground Alliance (July 2020)

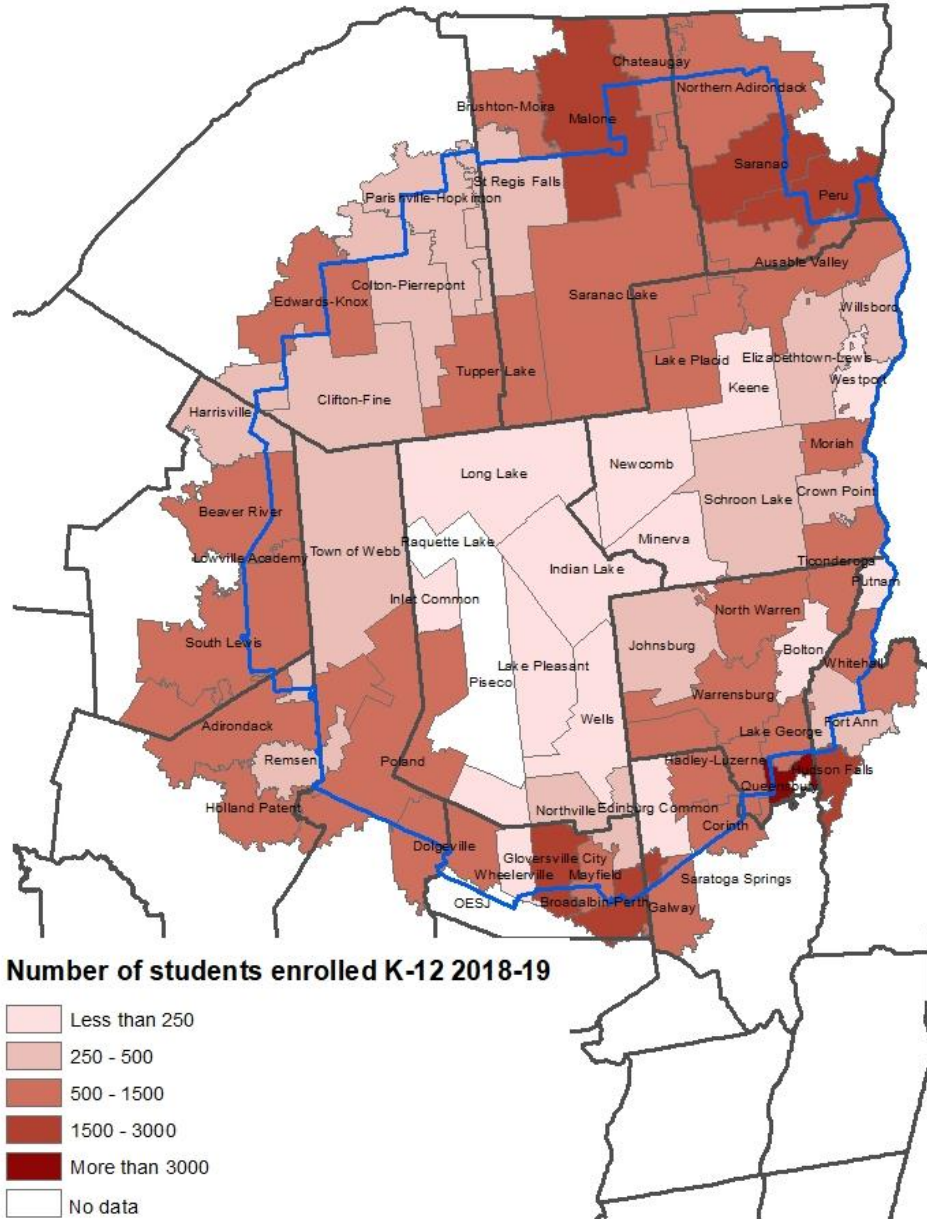
### Adirondack Population: 2020



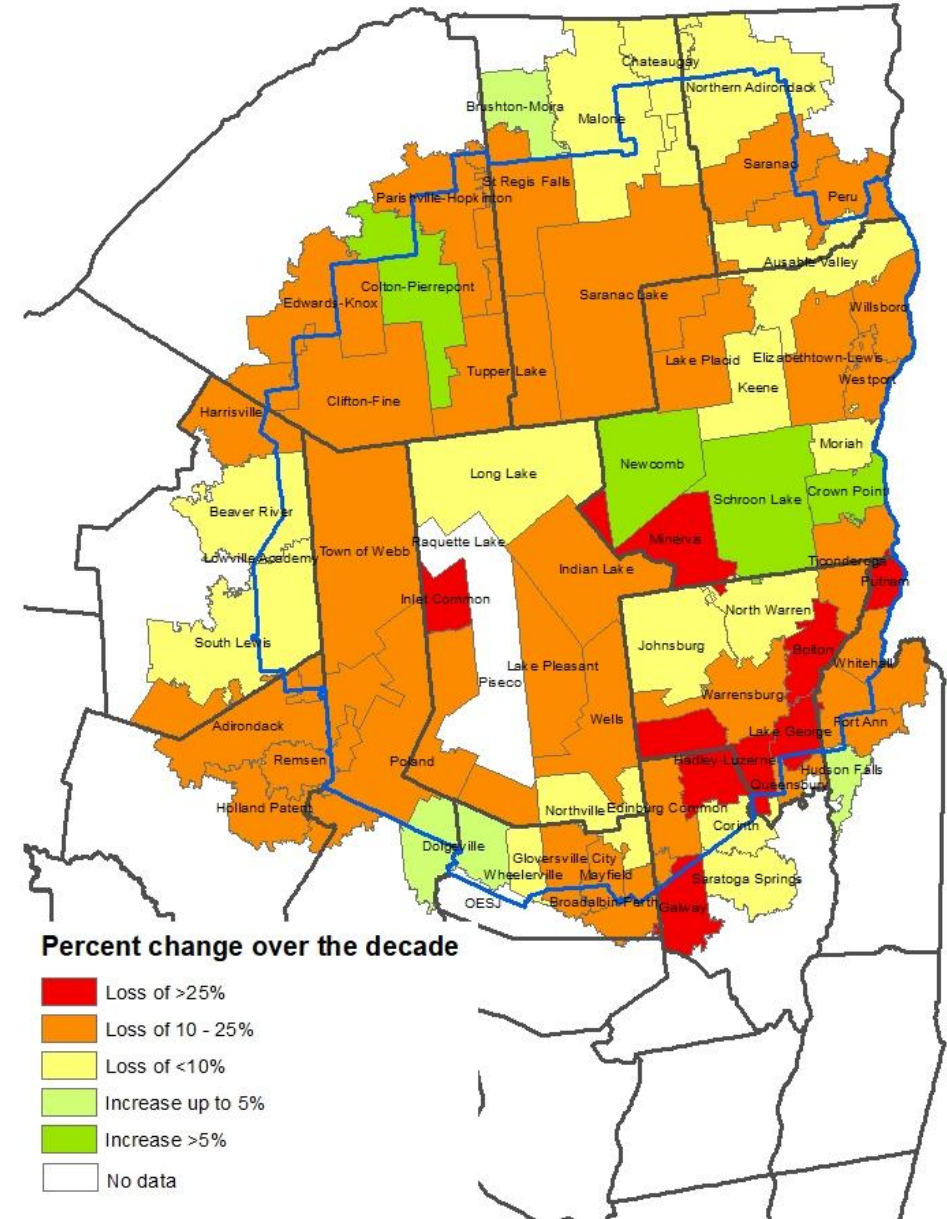
### Adirondack Population Trends: 1990 - 2020



2018-19 School District Enrollment Levels

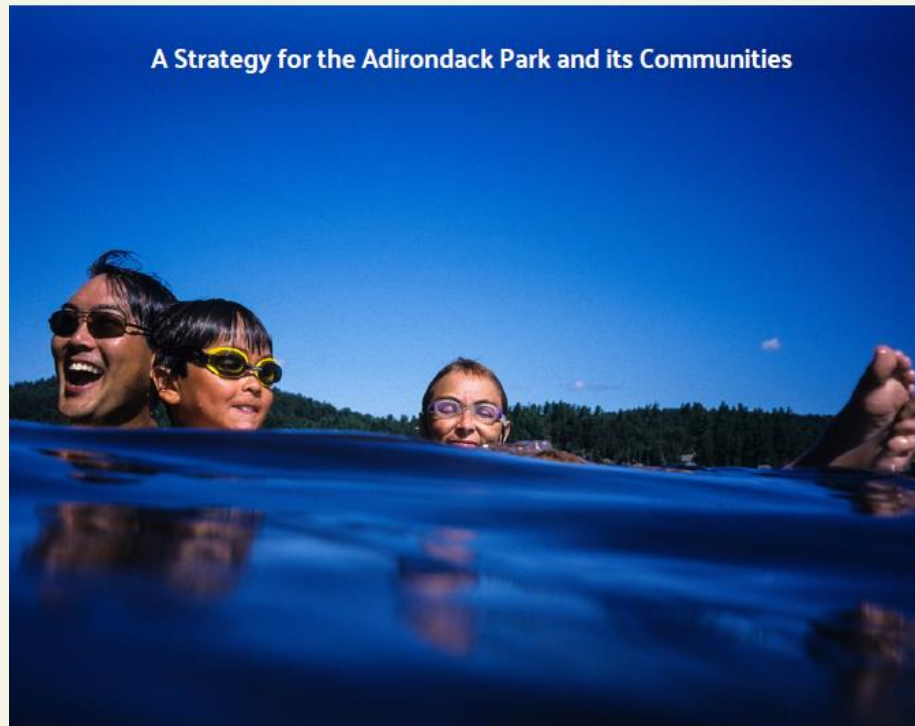


2008 - 2018 School District Enrollment Changes



# ⤴ Recruit and retain young people for community health

## ⤴ ATTRACTING NEW RESIDENTS





# ⌄ Implementing the strategy



## Convening Conversations

- Webinars and affinity groups to advance themes important to the strategy

## Supporting Community Recreation

- Adirondack Community Recreation Alliance (ACRA)
- Grants for community initiatives

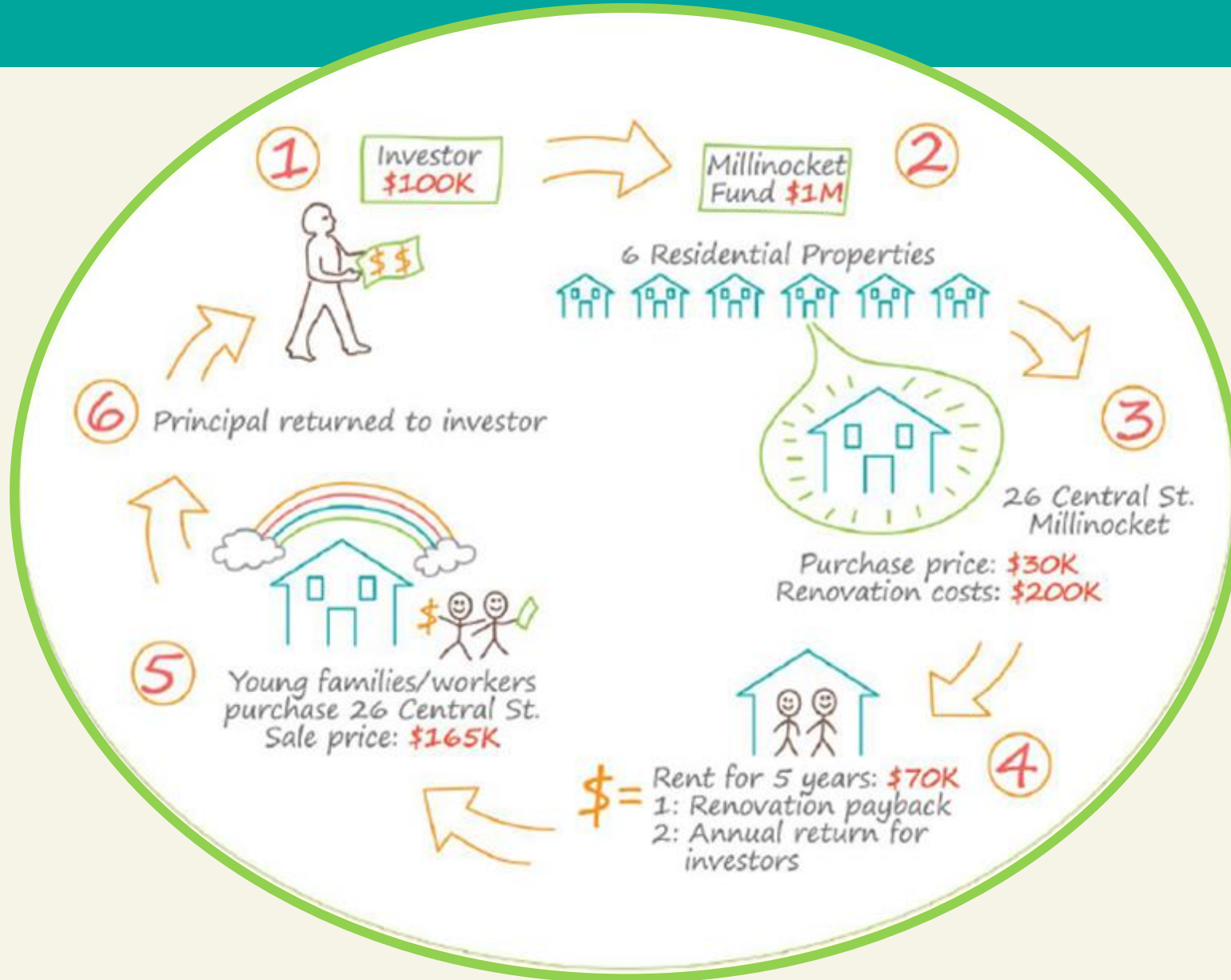
## Cultivating Young Leaders

- Building community of summer interns & young professionals in the region

## Stacking Programming in Focal Communities

- Addressing key community needs
- Enhancing assets and amenities
- Bringing capacity to community initiatives

# ⌘ A new model to fuel redevelopment



# Creating Quality Housing in Millinocket, ME

To Baxter State Park



To Katahdin Woods and Water NP



- Millinocket Public Library
- Granite Street Elementary School
- Great Northern Paper Mill Site
- Millinocket Regional Hospital



# ⤴ Creating Quality Housing in Millinocket, ME



# ⤴ Parker J Noyes building, Lancaster, NH

## Financials

\$1.6m debt  
+ \$2.3m gifts, grants & tax credits

\$3.9m total project cost

## Results

- Revitalization of a prominent but derelict building
- Expanded space for a natural foods marketplace
- Six new apartments



# ⌄ Parker J Noyes building, Lancaster, NH



Resident Kristen Kennett, a teacher in Lancaster, and her sons enjoy living in one of the new apartments.





# Bringing the model to Park Street, Tupper Lake

## Current conditions

- 3 lots (179, 185, 187)
- 1 multi-family building
- 1 single-family
- Design phase

## Targets

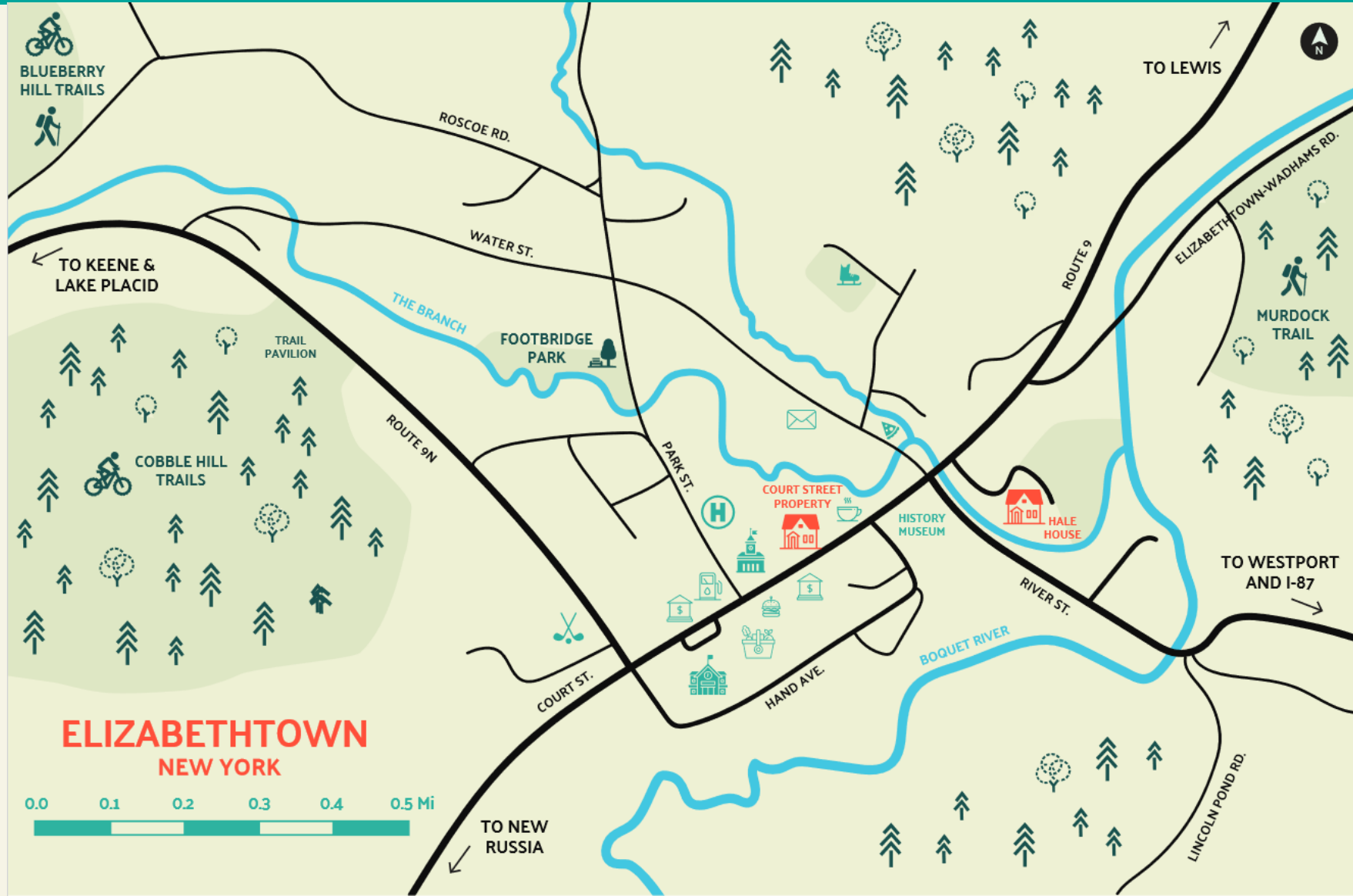
- 10 total housing units
- Quality rental options
- Streetscape enhancements
- DRI target zone improvements



2 NORTH ELEVATION  
A202  
1/4" = 1'-0" ON 22'x34"



# And Elizabethtown





# ⌄ Court Street Property

Past



Present



Future

?

# ↗ Hale House Property



# Predevelopment: Do we have a project?



# Ingredients for success



 For More Information

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[www.northernforest.org](http://www.northernforest.org)

ANR strategy at [www.northernforest.org/new-resident-project](http://www.northernforest.org/new-resident-project)

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