

A blurred background image of a large industrial building, likely a mill, with a prominent red roof and several towers or chimneys. The scene is captured in a soft, out-of-focus manner.

*Major mill and building renovation*



**Economic Impact of Heart & Soul in Biddeford,  
Maine**

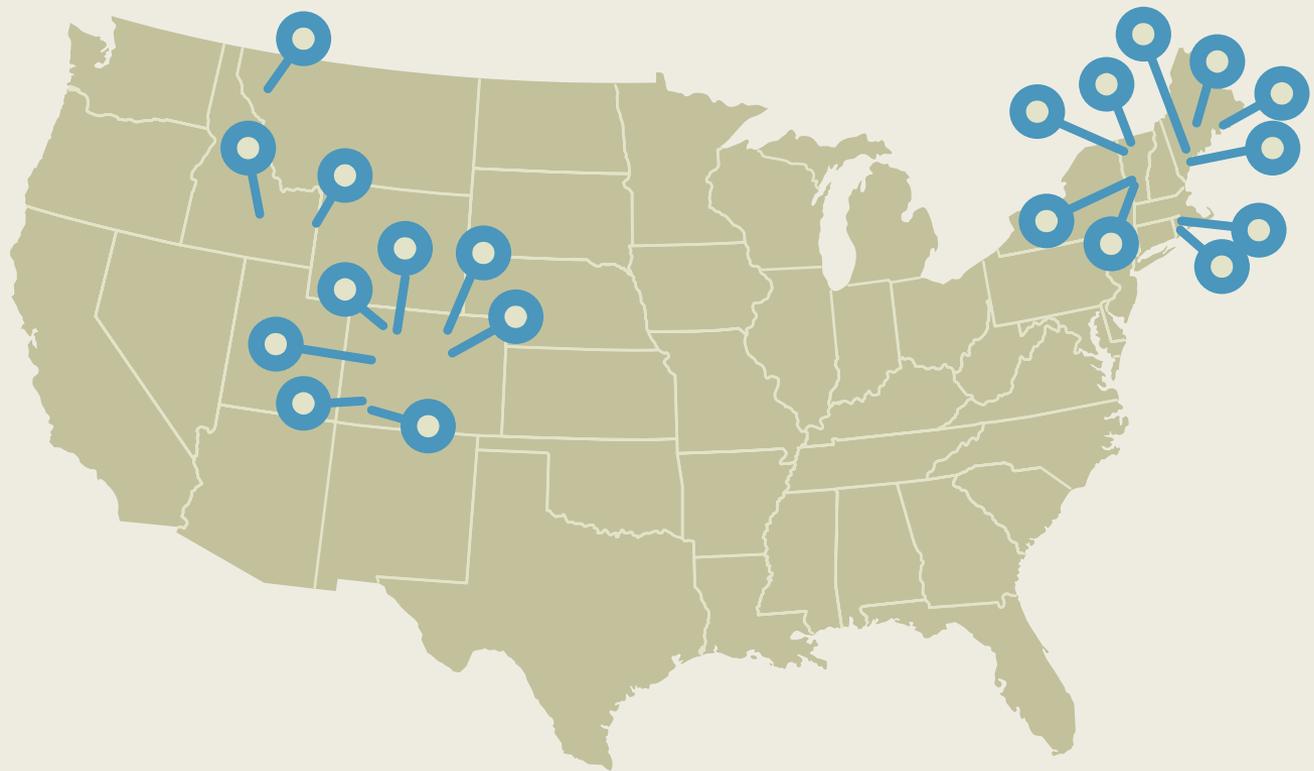


— Community —  
**Heart & Soul**



There's something  
special about  
every town.







**HEART  
WORKS**  
downtown master plan project

Photo Credit: Liz Kelleher



**Gardiner**  
*Heart & Soul*





BHS National Honor Society & BHS Drama Club Present

## **PERILOUS PEPPERELL: TOURS OF TERROR**

During the Art Walk in the North Dam Mill  
**Friday, October 28th | 5-9pm**

North Dam Mill lobby. \$5 per person. Not for the faint of heart!

*A production sponsored by the Massachusetts State Theatre*



## INVOLVE EVERYONE

Identify and reach missing voices.

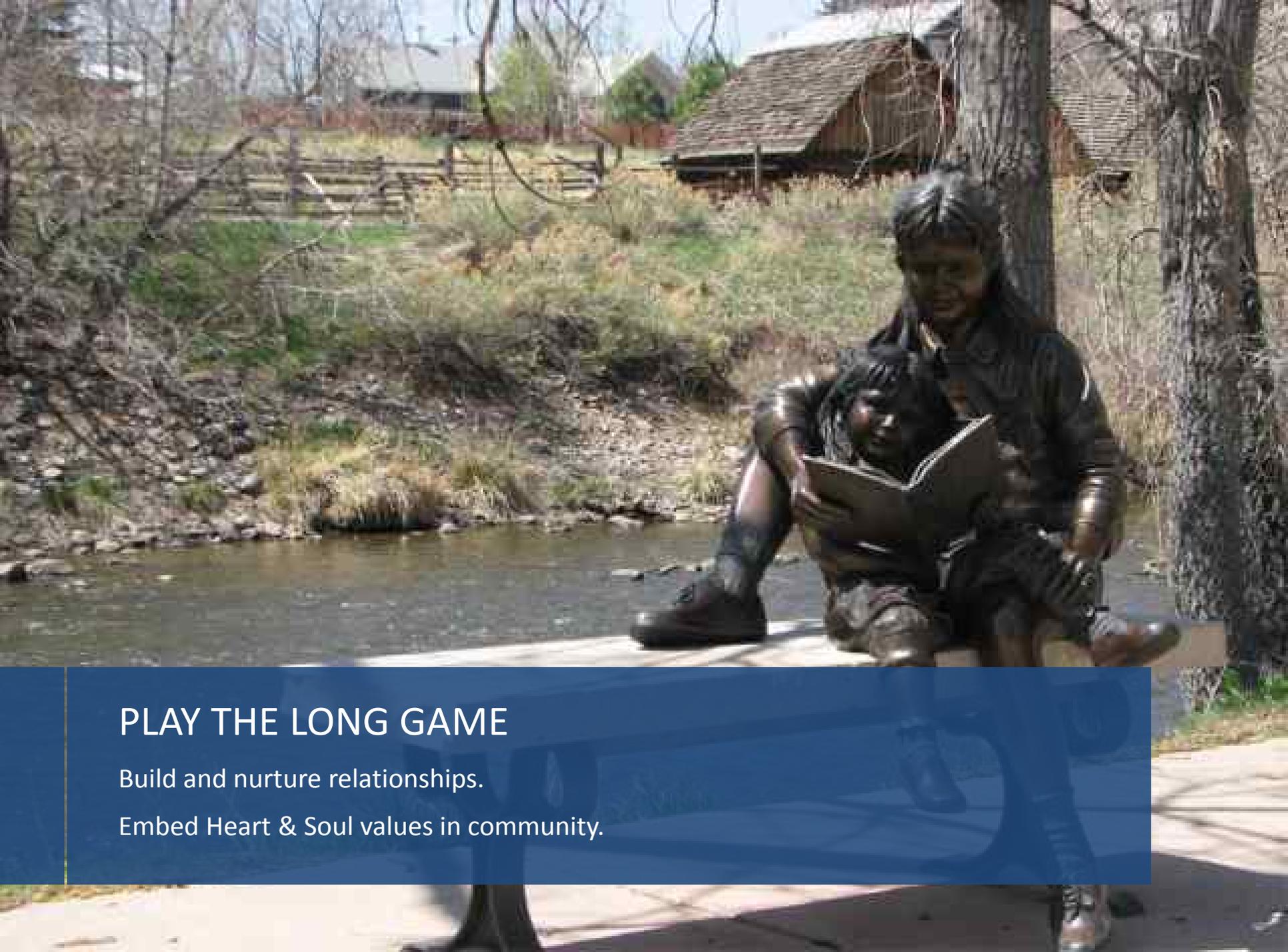
Lead collaboratively.



## FOCUS ON WHAT MATTERS

Discover Heart & Soul through storytelling.

Plan action based on what matters most.



## PLAY THE LONG GAME

Build and nurture relationships.

Embed Heart & Soul values in community.



REACHING OUT



HOW DO YOU CURRENTLY MAKE COMMUNITY DECISIONS?



WHY?

A thick yellow arrow starts below the question mark and points horizontally to the right, ending at the edge of the slide.

START WITH *THE WHY*



## EVALUATE & PRIORITIZE



Greater sense of place

Increased civic participation

Increased trust and relationships built across historic divides

Greater support for community decisions

New leaders and alliances

Easier access to resources

HEART & SOUL IS STRENGTHENING COMMUNITY CAPACITY



**1** Lay The Groundwork

**4** Take Action

**3** Make Decisions



**2** Explore Your Community

# 1 Lay The Groundwork

Get Organized

Create a Roadmap

Spread the Word





# 1 Lay The Groundwork

Get Organized

Create a Roadmap

Spread the Word



Gather Stories

Identify  
Community  
Values

Get Oriented

# 2 Explore Your Community



# 1 Lay The Groundwork

Get Organized

Create a Roadmap

Spread the Word

# 3 Make Decisions

Formalize Decisions

Make Choices

Develop Options



Gather Stories

Identify Community Values

Get Oriented

# 2 Explore Your Community



# 1 Lay The Groundwork

Get Organized

Create a Roadmap

Spread the Word

# 4 Take Action

Mobilize Resources

Follow Through

Cultivate Heart & Soul

# 3 Make Decisions

Formalize Decisions

Make Choices

Develop Options



Gather Stories

Identify Community Values

Get Oriented

# 2 Explore Your Community

# HEART & SOUL PRINCIPLES AND FOUR-PHASE PROCESS

**INVOLVE EVERYONE**

**FOCUS ON WHAT  
MATTERS**

**PLAY THE LONG  
GAME**





## COMMUNITY NETWORK ANALYSIS



IDENTIFY NEW VOICES



## REACHING THOSE NEW VOICES



## STORYTELLING



STORYTELLING



STORYTELLING





## In the City of Gardiner, our community VALUES:

**Family Friendliness-** We value spaces and opportunities that are available to residents of all ages and income levels.

**Education-** We value an education system that prepares students for a global environment.

**Connection to Nature-** We value outdoor recreation opportunities, and the preservation of open space.

**History, Arts, & Culture-** We value history while continuing to develop diverse cultural activities for residents of all ages.

**Strong Local Economy-** We value a strong economy that welcomes businesses and entrepreneurs while maintaining the character of the community including the historic downtown.

**Sense of Community, Sense of Belongings-** We value a community where residents are helpful, caring, and respectful of each other.

**Community Involvement & Volunteerism-** We place high value on volunteering and civic participation.

**Livability-** We value preserving the character of the city while ensuring that residents of all ages and incomes have access to family support systems, transportation, and arts and culture opportunities.

**Infrastructure/City Services-** We value safe, well-maintained roads, sidewalks, schools, and public spaces that are accessible and clean in all seasons.

**Unique Physical Assets-** We value the city's unique natural and built assets that are at the heart of the community's identity, and believe they should be available to all residents.

**Inclusive, Responsive Government-** We value open, two-way communication between residents and community decision makers.

## Value Theme: Strong Local Economy

*Value Statement: We value a strong economy that welcomes businesses and entrepreneurs while maintaining the character of the community including the historic downtown.*

### Related actions:

- Strengthen and expand the Gardiner “Buy Local” program.
- Promote the Time Initiative of Maine
- Provide outdoor movies

VALUES-BASED DECISION MAKING



EVERY DAY VALUES-BASED DECISION MAKING



Car 1

Car 2

Car 3

SAFETY

low

High

low

COMFORT

Med

High

low

COST

\$70,000

\$30,000

\$10,000



VALUES-BASED DECISION MAKING



A large green arrow pointing to the right, containing the following text:

Collaborate/share leadership  
Actively engage missing voices  
Challenge assumptions  
Be creative



**A NEW WAY OF DOING BUSINESS**



**DELILAH POUPORE, HEART OF BIDDEFORD, ME OR  
PATRICK WRIGHT, GARDINER MAIN**



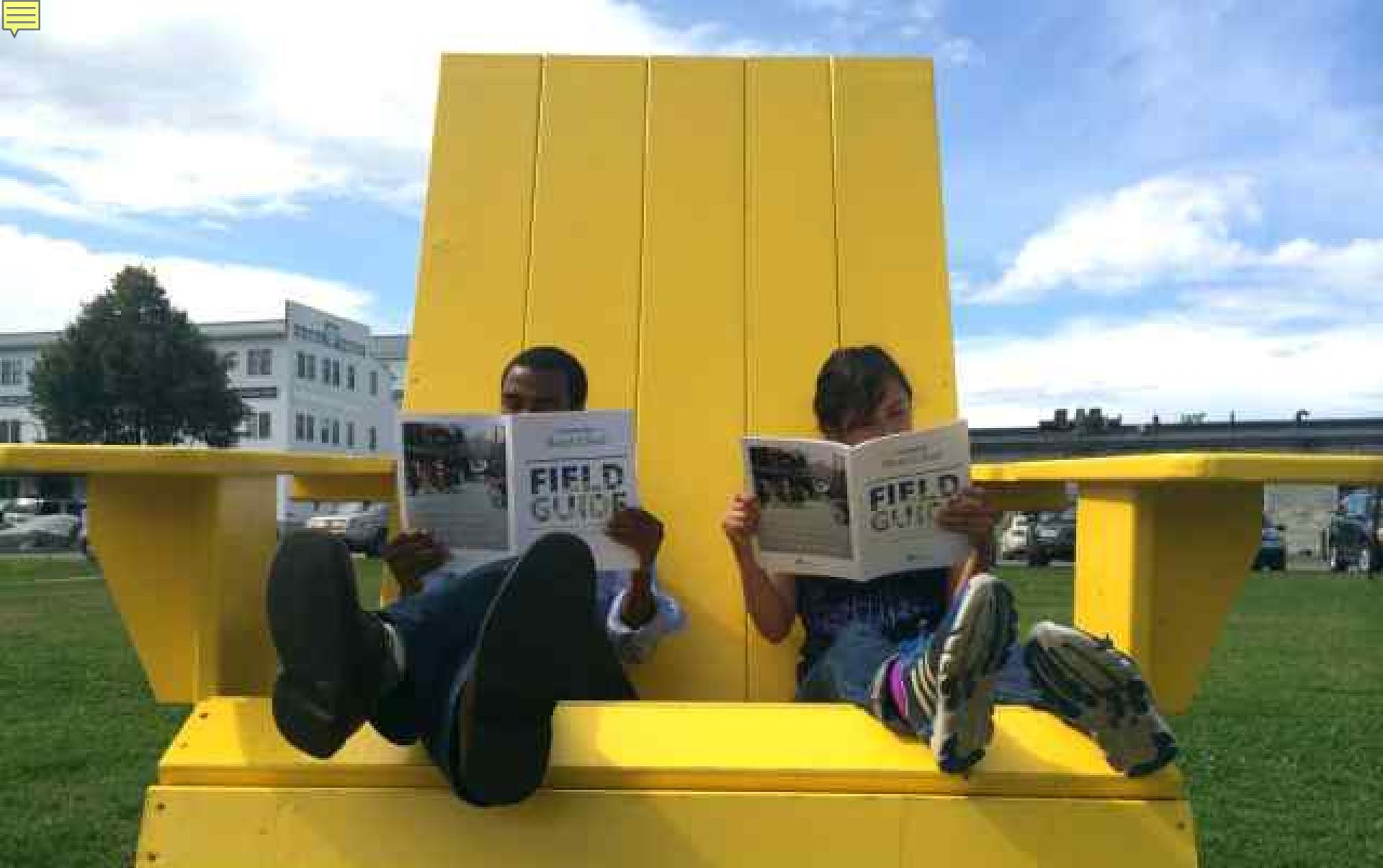
1. Community Interest
2. Leadership
3. Relationships



**COMMUNITY READINESS**



# H&S Minute: How Heart & Soul Unlocked "Silos" in Biddeford, Maine



**NEXT STEPS & RESOURCES**