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Greater Portland is an ideal place to live and work

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These days, thanks in large part to technology, more and more people can choose where they want to live and work. And, let's face it: If you could choose, wouldn't you want to set up in Vacationland - commuting by bike, foot or kayak?

Stop by a coffee shop or co-working space anywhere in Greater Portland and you are likely to find at least one person who is either working for an out-of-state company or is an entrepreneur conducting business with co-workers and clients across the U.S. remotely from their laptop.

Recognizing the critical need for talent, the Greater Portland Economic Development Corporation (www.greaterportland.org) has partnered with Creative Portland to promote LiveWorkPortland.org, an innovative talent attraction website designed to reassure potential recruits that there's more to the region than snowmobiles and summer camps.

But don't just take our word for it. Hugh Morganbesser, chief technology officer for Likeable Local, a NYC-based social media company brought his work from Brooklyn to the Greater Portland area in 2012. He says he wanted to leave behind the hassle, traffic, noise and expense often associated with bigger metropolitan areas. "But it still feels like you're in a city, there are a lot of creative people around and there's a lot of activity."

Already known for lobster and lighthouses, Greater Portland is also a growing business region with a highly educated population over 250,000, including the communities of Portland, South Portland, Scarborough, Westbrook, Falmouth and Cape Elizabeth. In 2011, the number of people in the area over the age of 24 with a bachelor's degree or higher was 46%, three percent higher than Boston. This highly educated workforce has an educational attainment exceeding the national average, while wages compete with locations in the Southeast.

Replete with intellectual capital, the region is also home to world-class research institutions such as the Gulf of Maine Research Institute, the Maine Medical Center Research Institute and the University of New England's Center of Biomedical Research Excellence for the Study of Pain and Sensory Function, to name but a few. The region's universities and colleges offer flexible custom training programs and a range of funding options to deliver globally competitive employees to new companies and those that want to expand.

To help lure talent to Greater Portland, 2 Degrees Portland - a networking program available through the LiveWorkPortland website - connects potential residents to people already living and working in the area. Company recruiters use the program to provide their top prospects with an authentic view of what life is like, including career options for spouses, schools, neighborhoods, recreational and cultural activities, etc.

In an age where workforce quality and availability have never been more important, the Greater Portland region provides an attractive option for businesses and workers alike. With close proximity to Greater Boston (90 minutes by car) and New York City (60 minutes by plane), the area can

deliver services and products anywhere in the world. The modern, comfortable International JetPort can move people and products easily and efficiently to any destination. For heavier goods, modern maritime facilities have direct ocean links to Canada and Europe with service available to every continent for containerized (including reefers), bulk and break-bulk goods.

This is just the tip of the iceberg. To find out more about the region, including the site locations and available industrial and technology parks, visit our website at www.gpedc.org. If you have not considered Greater Portland as place to invest, your search is not complete. The region has everything businesses need to grow including an unsurpassed quality of life that attracts and retains talented, innovative people who are critical in today's economy. Come see for yourself. Enjoy a lobster roll, then discover there's much more to Greater Portland.

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