

## S.O.A.R. Analysis

### STRENGTHS

- Array of artists
- Gold Leaf
- Music in schools
- Sugarwood First Friday
- University Gallery
- Emery Community Art Center
- Story telling guild
- Foster Tech attracts youth
- Grange Halls
- Extension groups
- University Community Chorus
- Music at Bass Park, Wilton and at French Falls, Jay
- Dance studios and classes in Farmington for all ages
- S.W.A.R.M.
- Western Maine Play Museum
- Two dozen trail systems in area, Doug Dunlap's book lists them
- Gazebo in Livermore
- Bass Park in Wilton
- Quarry in Jay
- Vibrant community centers in Chesterville and Vienna
- Political and cultural heritage
- Cross country skiing
- People traveling through, gateway to immense natural resources
- Good traffic count on Rte. 2 and 27
- Lakes, rivers, ponds, streams
- Sandy River Players
- Historical Societies
- Norlands Living History Center
- Hospital
- Mount Blue State Park
- Cooperative Extension
- Snowmobile Trails
- Whistle Stop trail
- Bonnie Woods
- Flint Woods
- Movie Theater
- Maple Farms
- Agriculture
- Diversity of age groups
- Farmers markets
- ATV trails
- Kineowatha Park
- Arts in public schools

- Good restaurants
- Spruce Mountain and Titcomb
- Wedding destination – Boothby's Orchard
- Whistle Stop Trail
- University of Maine at Farmington (UMF)
- Beautiful historic architecture
- Observatories
- Starry nights, lack of light pollution
- Public libraries
- Small town feel
- Grassroots community
- Fairs
- Paper Museum
- Emery Community Arts Center
- Apple farms
- Blueberry fields
- Pick your own farms
- Vibrant music community
- New Commons Project
- Downtowns
- Nature
- Fitness Center

## OPPORTUNITIES

- Church groups, community meals could be expanded
- Collaborating with UMF on events
- Poetry group recently organized in Wilton
- Study models that are able to pack events in rural areas such as Brownfield Junction
- Coupling arts and trails
- Between Nordica Auditorium, North Church, and South Church music events, there is potential for a 12-month schedule
- Building connections with Upward Bound
- 2,000 college students (500 new every year), how to get them to stay
- Mentor youth
- Organize a clearing house for events
- Connect communities with recreational trails
- Organize a Second Saturday Art walk, connect artists with businesses, use outdoor space on Front Street, need insurance
- Art classes downtown
- Sharing of resources (University, public schools, have resources available to public)

- Use Livermore Falls Community Band as a model for other communities, participants are of all ages, plays at gazebo in summer
- Old Otis Mill in Livermore has potential for reuse
- Ski mountains as summer destinations for camping and events
- More RV camping locations
- Walton Mill – development of park in West Farmington, supported by Conservation Commission and Atlantic Salmon Restoration
- Long tradition of making art, opportunity to display more

## ASPIRATIONS

- Trails in every town for every age and ability for health and joy
- Event/festival that brings together wellness providers, outdoor enthusiasts, and arts/cultural groups, like a trail festival
- Music venue for locals and already well-known artists
- A space for fine arts display
- Promote tourism
- Music festivals (larger scale)

- Easily accessible childcare for cultural events
- Arts trail
- Joint events with sister city Lac Megantic
- Trekking
- Bike trails
- Gazebo venues, younger groups
- Garden tours with arts, music, and food
- Blueberry festival at Titcomb (\$1 blueberry picking baskets, recipe share)
- Get youth involved in public art events, display, celebrations, starting pre-teen
- Mentors for all, especially young people
- After school arts center for our youth / Arts Center/teenage center gathering spot to give kids a place to go and something to do
- Better accessibility, finances are often a barrier for attending local events
- Calendar that lists all events, less multiple things at same time
- Engaging our youth through support of cultural activities in our schools
- Heritage craft institute, teach woodcraft, quilting, canoe building, etc.
- Historical society provide educational venues of our past

# Franklin Hills Arts, Cultural, and Heritage Plan

Launch Meeting 09.20.2018, Farmington, Maine



- Waterville Creates! as model for advancing local events and people
- River walk
- reverse out-migration
- Quality of place
- Broadband for all corners
- Revival of Farmington trestle connecting West Farmington to downtown/pedestrian bridge across Sandy River
- Historical society provide common venue for events
- Attract and have vibrant center for vacation folks, destination
- Age inclusive town sports, unofficial family matches
- Young graduates coming home to good jobs and staying here
- Bring more diverse/global cultural events and create dialogue with artists and audiences and have in more parts of the area
- More agriculturally-centric food festivals (fiddlehead fest, open farm days, Maple Sunday, farmers markets)
- Low cost cooking classes
- Thriving Art Walk each month (this is in the works currently!) that includes music and food
- Walking trail, Jay, Livermore Falls to Canada
- Art store would be good
- Opportunities for youth, elderly connections
- Regular community dances (Contra, yes, but also other kinds)
- Representation, top down us, bottom up
- Art/Craft is farming an art? Yes, aesthetics of farm/gardener, link to Maine Master Naturalists Master Gardeners
- Anything to get people walking around downtown areas
- Farmington history tours in woods and on streets (Wilton could do same)
- Artist (broad definition) survey
- Calendar decisions (us conflict)
- Town/gown issues
- Indoors: a place where children can spend time learning through play. Outdoor activities like gardening, fly fishing, boat building, etc.)
- Stabilize Spruce Mountain Ski Area various winter sports
- Public boat launch on Androscoggin River
- Community bands in each town for future competition
- Paper Museum outreach for all generations
- Murals and public art



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- Functioning Children's Museum opening soon
- Cultural Center at Otis Mill property with kids play area
- Music area/performing arts, along water/river with food/restaurants, art display/expositions, to be a gathering space for all, young and old, and Riverwalk

## REALITIES

- Finance barriers for students attending events
- Finance barriers for senior participation in events
- Substance abuse could be addressed by increasing access to community
- Childcare can be a barrier to attending events
- Lack of broadband, awareness of Wi-Fi access
- All levels of PR need to be expanded
- Separation between long-term residents and college students, people do not feel welcome or comfortable attending UMF events and vice versa
- Economic benefit of the creative economy is not always recognized or prioritized
- Music events do not always appeal to students
- Lack of comprehensive calendar of events

- Increasing rates of adverse childhood experience leads to substance abuse and other future challenges such as low confidence
- Finding grant opportunities
- Cost of doing business is high, insurance cost a barrier for organizations
- Lack of transportation
- Overload of volunteer pool leads to burn-out
- Attendance at concerts less than forty, average age around 60
- Largest venue seat 400, hard to attract a show that can fill house
- Town and gown dynamic between locals and UMF

