**MISSION**

The mission of GrowSmart Maine is to build lasting prosperity without sacrificing the quality of life that defines Maine.

**ROLE**

1. Raise awareness and support of smart growth principles and connect Mainers with the resources, methods, and tools to manage growth and change in their communities.

2. Provide leadership by facilitating meaningful and informed conversations among diverse voices to arrive at common sense solutions.

3. Advocate for policies, projects, and programs that allow Maine’s economy to grow and prosper while conserving and enriching Maine’s beautiful and productive natural spaces.

**VISION**

A sustainable future of Maine is based on rural, suburban, and urban communities striving to achieve the following:

**A STRONG SENSE OF IDENTITY**
- Communities that are livable, stable, and inspire pride
- Communities that adopt smart growth principles for planning
- Communities that value long-term self-sufficiency

**EQUITY AND OVERALL WELL-BEING**
- Residents have opportunities to live and work in Maine
- Industries are stable, responsible, and adaptable
- Local economies are capable of supporting all community members

**RIGHT-SIZED AND WELL-MAINTAINED INFRASTRUCTURE**
- Reliable energy and utilities, including broadband internet access
- Local food and water sources are valued and accessible
- Transportation options meet the needs of all ages and income levels

**PROTECTED NATURAL ENVIRONMENT + CLIMATE**
- Policies and development strategies address climate change
- Natural resources are valued, accessible, and well managed
- Communities and citizens practice natural resource stewardship

**INCLUSIVE AND EFFECTIVE CIVIL ENGAGEMENT**
- Collaboration among various sectors / organizations / governments
- Citizen awareness and support of smart growth principles
- Diversity of voices is encouraged

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**THE ORGANIZATION**

GrowSmart Maine Will Be A Strong and Stable Organization with Capacity to Grow

**FUNDING**
Increase revenue and diversify funding

**MEMBERSHIP**
Representation should be inclusive

**CAPACITY**
Right-sized organization for sustainability and impact

**INFRASTRUCTURE**
Build upgrades into annual budgets for equipment, software, and training

**COMMUNICATIONS**
Raise awareness and support through sharing goals, strategies, and successes