



Brent Presley  
Instructor

ELT101-2

City Rebrand Research

Name:

Kristin Diller

City	<u>Portland</u>	State	<u>Maine</u>
Geographic Location	<u>Long: -70.3002, Lat: 43.6497</u>	Population	<u>66,937</u>
Founded/Settled	<u>July 4<sup>th</sup>, 1806</u>	Elevation	<u>62'</u>
Average Income	<u>\$45,865.<sup>00</sup></u>	Area	<u></u>

Climate

- 47 inches of rain per year
- 67 inches of snow per year
- Average 203 sunny days per year
- July high around 77°
- Jan. low around 14°

History

- First settled in 1632 but whiped out by indians in 1675
- Major Masdy established port in 1716 (Falmouth Neck) later burned down ~~by~~ during War of Independence.
- rebuilt in 1786
- gained independence from Messachusetts in 1820 (became Maine's Capital) until 1831
- on July 4, 1806 Portland destroyed by Fire & rebuilt
- Henry Hadsworth born here in 1807
- Battle of Portland Harbor (Civil War) June 27, 1863



## Culture

- Very eco friendly
- people are laid back & kind
- Art lovers
- Cost of living is 10% ↑ than Maine avg. which is 14% higher than US avg.
- Cost of housing is 25% more than National Avg.

## Tourism

- International Cryptozoology Museum (Bigfoot museum)
- Commercial Street
- Haddock Field (home of the Sea Dogs)
- Harbor Cruise
- Brewery tours
- Fort Gorges
- Guided Walking tours through Portland's historic districts
- Sailing tour
- art museums
- Casco Bay
- Palace Playland
- Maine Narrow Gauge Railroad
- Victoria Mansion
- Portland Observatory



## Local Events

- Annual Old Port Festival est-1973 (1rgst 1 day Festival in Maine)
- Portland Fish Exchange
- First Friday Artwalk
  - Schooner Fest "tall Ships"
- Yarmouth Clam Festival
- Maine Lobster Festival
  - Harvest on the harbor
- Bud light Kite Festival
- Annual Summer Kickoff weekend

## Landmarks

- Casco Bay (lighthouse, sailing, lobster, + harbor)
- Portland Observatory
- Old Port
- Portland Maine Hospital
- Fort Georges
- Tate House (pre-revolutionary home) Museum
- Animals (whales, seals, dolphins, bald eagle, sharks, Osprey)
- Eastern Beach, Higgins Beach moose ↑

What makes  
the city unique?

- one of Maine's largest cities + most important + seaport
- Closer to Europe than any other trans atlantic ports in USA
- Americas 20<sup>th</sup> largest port
- Stephen King was born here
- July 4<sup>th</sup> 1806 City set on Fire by Fireworks burned ~~1800~~ 1800 buildings leaving 4000 people homeless
- First gum manufacturer
  - Flag represents Phoenix rising "I shall rise again"
- 1st ~~to~~ east coast City to legalize marijuana
- 17 micro breweries most per capita in the US
- Offshore Wind (First to use ocean as energy)
- very green!