

President's Innovation Challenge

FALL 2023 Project Offerings

Project Host	Project Description
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Jeff Tucker
 Program Director &
 Head Ski Coach
 Quarry Road Trails
jtucker@waterville-me.gov

Quarry Road Trails is a year-round outdoor recreation destination for people of all ages, abilities and walks of life from the greater Waterville area, across Maine and beyond. Located just 2 miles from downtown Waterville, Quarry Road's trails and open spaces provide outstanding opportunities for cross-country and downhill skiing, snowshoeing, biking, walking, running, disc golf and paddling. **The challenge for this project: How might we establish a framework to recruit, retain, and assign duties to community volunteers to sustain operations long-term at Quarry Road Outdoor Recreation Center?**



Erin BinGhalib, Senior
 Transportation Director
 Kennebec Valley
 Community Action
 Program (KVCAP)
ebinghalib@kvcap.org

KVCAP is a non-profit community action program which has been providing services to the people of Kennebec and Somerset counties since 1965. They offer a variety of services geared towards helping our clients achieve economic and social self-sufficiency. Each year, thousands of residents access KVCAP services to assist them in their struggle to overcome the barriers of poverty. Many of their services are available to people of all income levels. **The challenge for this project: How might we work with KVCAP to restructure their Kennebec Explorer transportation routes to better serve the greater Waterville area and the Thomas College campus?**



Ned Ervin
 Co-owner
 Freedom's Edge Cider
ned@freedomsegedcider.com

Freedom's Edge makes all their ciders at their farm in Albion, Maine. They are a small, family-owned cider maker, so they've chosen to outsource a couple of the more capital-intensive aspects of production, so let them focus their time and resources on the things that make their cider special. They've experienced incredible growth both in the State of Maine and in New England but have moved on to growing beyond the region. This summer, Freedom's Edge has opened a tasting room in Portland, Maine to expose tourists from around the world to their ciders in hopes to facilitate growth outside of the region. **The challenge for this project: How might we create a marketing campaign and strategies to capitalize on exposure created by the new Portland tasting room to grow the reach of Freedom's Edge Cider beyond the New England region?**



Complete this quick application by September 29th, 2023

[View application](#) or scan the QR Code

Questions? Email Matt.Gilley@thomas.edu