

NEW MARKETS CASE STUDY



COMPANY

Quoddy is a high-end, hand sewn shoe manufacturer based in Lewiston, Maine. Established over 100 years ago, Quoddy offers many varieties of shoes, boots and moccasins through various retailers such as J Crew as well as online stores. CEO John Andreliunas, a long-time executive in the footwear industry, joined Quoddy in 2009 and rejuvenated the company, tripling sales over the last four years.

INVESTMENT

The \$500,000 funding provided through the federal and Maine New Markets programs was critical to the continued growth at Quoddy. Quoddy has focused on developing brand recognition and improving the craftsmanship of the product, opening doors in the wholesale channel for the company. Quoddy has had great success over the past few years, but the the company needed additional funds to build its sales function and brand awareness. The New Markets funding provided that capital and will support continued growth for the company.

IMPACT

The New Markets capital has allowed Quoddy to retain all 37 of its employees. With the increase in funds for sales, the company hopes to add an additional 20 jobs over the next 18 months. The importance of this investment is deeper than the impact on Quoddy. Historically, the Maine shoe industry supported over 30,000 jobs. Today, it is down to approximately 1,000 due to importation of shoes and closure of many local shoe manufacturing plants. Keeping Quoddy and its leather shoe production in Maine has been very important to the local economy.

Description
Hand-sewn Shoe
Manufacturer

Location
Lewiston, ME

New Markets Investment
\$500,000

Economic Impact
Jobs Created
Approximately 20
Jobs Retained
37

Community Statistics
Unemployment Rate
16.7%
Poverty Rate
28.4%



Maine New Markets Capital Investment Tax Credit Program

Enacted in 2011, the Maine New Markets Investment Tax Credit program encourages investment in promising small businesses located in distressed communities throughout the state. Modeled after the federal New Markets Tax Credit program, the goal of the state program is to attract large, long-term investors to Maine's low-income communities, promoting new expansion, creating new job opportunities and building on existing growth in the state.