



We are announcing a new, ***no cost to you*** marketing opportunity through Maine's Midcoast & Islands (MMI).

As you may know, your Chamber Director sits on the MMI Board and directs marketing funds that are awarded annually by a Maine Office of Tourism grant to each of 8 regions in the State. The purpose is to attract visitors to our region, which extends from Brunswick to Searsport and inland to the Union area.

We are launching a target program tentatively named "The People of Maine's MidCoast & Islands" that intends to feature individual tourism-related business owners (or managers or staff) in your environment. This will include at least one photo of you in the place that visitors are going to meet you when they come to MMI along with a one or two line description or invitation. It may also include video. You would also have the ability to use any photography or video we get.

The results would be promoted through our social media channels and may also include website and email newsletter exposure. A few statistics about our outreach potential: MMI has

- 38,288 Facebook followers
- 17,800 Instagram followers
- 87,617 contacts on our email list (with an average 30% open rate)
- Over 3,000 unique visitors to our website each month

If you are interested in participating or would like more information, shoot an email to [director@belfastmaine.org](mailto:director@belfastmaine.org)

Our grant managers will be responsible for choosing and scheduling who/where/when to work with.

Our intention - if the program is successful - is to eventually include any tourism partner who wants to participate.