



The Summer Season is Near Are You Ready?

Well, the weather forecasters continue to tell us it is Spring and that it is going to warm up soon, but I am becoming a doubter. We Mainers have seen this before. One day soon we will wake up and it will be 80 degrees and summer and we will say “what happened to Spring?”

The Chamber has begun to think ahead to the coming of wonderful visitors to our region. Tourism is so important to the State of Maine and we are planning to paint a very positive picture of the Biddeford+Saco Region in our attempt to capture visitors and give them the very best experience possible.



Membership in the Chamber is a collaborative process where your business combined with the Chamber's many avenues of advertising and promotion can bring great benefits. We need your help to make sure that our visitors can easily find everything they need and can locate the best eateries, shops and beautiful views possible.

As we run promotions, please take time to make your business clearly open and inviting. We encourage you to set your pricing so that not only can you make some profit but also offer a nice discount that encourages visiting consumers to spend as freely as they feel comfortable.

Have you considered partnering with a neighboring business? Sometime collaboration is so close to us that we miss it. Who would think a pizza restaurant and a sushi restaurant could compliment each other? It is possible. What about a novelty store and a bakery? Did you ever consider having goods for sale in each other's establishment? It could work. Consumers are always looking for good deals.

And don't forget the events and festivals that will take place such as the Car Show, Saco Sidewalk Art Festival, River Jam and LaKermesse to name a few. Local businesses should find ways to actively blend into these events and present a welcoming storefront or a special offer that ties your business to the event. It will work wonders.

One last note, please remember that the Chamber website is another great source for you to advertise and promote your business. As a member, you have full access to a dedicated page for your business on the Chamber website. Use it to your advantage. You also receive access to our community calendar where you can post special events. We are here to benefit your business so please take advantage of all we have to offer.

Best of luck to you all. We wish you great prosperity

