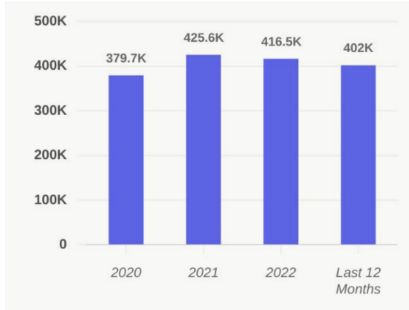


2023 In Review

By the Numbers

November 2022 - November 2023



Downtown Rangeley Visits Trend*

Visitors to Information Center: 5,039
Visitor Guides Distributed: 7,000
Snowmobile Registrations: 182
Facebook Reach: 776,395 new users (↑86.9%)
Facebook Visits: 30,841 (↑453.1%)
Facebook Page new likes: 632 (↑24.2%)
Instagram Reach: 3,601 (↑1,800%)
Instagram Profile Visits: 437 (↑2,300%)
Instagram Followers: 217 (↑100%)

Some of the countries we had visitors from:
 Germany, England, Australia, Japan, Canada

* Data provided by Placer.AI

Events

The Chamber did 30 events this year!

- 9 Business After Hours, Candidates Night, July 4th Silent Auction, Shoulder Season Shindig, Chamber Golf Classic, Toast to Tourism, Small Business Saturday, Rangeley Aglow, Mountain Holly Days, **plus**
- July 3rd Festival in the Park, hosted over **7,000** people from away (including **124** people from San Francisco) vs 3,500 for Rangeley Health and Wellness Concert*.
- New event: Job Fairs - we did 4! 2 in Rangeley, 1 in Phillips and 1 in Farmington
- New event: Art Crawls - we did 4!
- Held White Nose Pete Fly Fishing Festival in the rain.
- Leveling up our events to create a bigger seasonal draw and excitement about the region.
 - dog sledding at Winterpaloozah
 - live music through the day July 3rd
- WRGY Lightning Fest - Created promotional materials, tickets, and marketing also provided input and direction on the event.
- Raised over \$5,000 for various charities.
- BiKaRu (event eventually cancelled but a large amount of work went into Marketing, Advertising and planning)

* Data provided by Placer.AI

Marketing & Advertising

- Added Instagram to our Social Media Accounts and started posting content there to reach additional audiences.
- Teamed up with new marketing agency, Fan Out Media, to handle social media, google, YouTube, TV & Radio ads placement. This company also does Saddlebacks so we will be synergistically promoting the Rangeley Region by getting in front of people consistently throughout the year to keep Rangeley at top of their minds.
- Teamed up with Maine Mountain Media to created new ads for the Rangeley Region that will be used on Social Media, Google, YouTube and TV.
- Developed an eye-catching NEW visitor's guide that is designed to stand out - to be published early 2024.
- Our NEW website is a go-to for Rangeley's visitors and a hub of information for our community
- Hosted Jeff Peterson from WGME/WPFO for a morning talking about the area and having local organizations and companies talk not only about their organization or business but also about the area.

Other Stuff

- Held 4 job Fairs and reinstated the job board to promote Rangeley's employment opportunities.
- Reinstated the Rangeley Region Real Estate to promote businesses for sale 1st and a few residential properties.
- Advocacy efforts to ensure that state and federal agencies understand the needs of our community.