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August 12, 2015


To Whom It May Concern:

The City of Calais highly recommends Sutherland Weston Marketing Communications for the marketing and website needs of any business or municipality. We are extremely impressed with the ease of use of the Webbit content management system and the unlimited possibilities for its use in promoting local businesses, sites, or simply posting meeting agendas and minutes. The support we receive from staff at Sutherland Weston is always top-notch.

Several years ago we selected Sutherland Weston Marketing Communications for a branding and website development project that turned out to be much more... it included development of marketing materials from our branding that I have used many times in promoting our area to potential professionals, residents and businesses. The process seemed effortless. SWMC met several times with stakeholders, listening and discussing what we wanted to convey. They came back with concepts that seemed to capture those thoughts exactly. These ideas were enthusiastically embraced by the City Council and public at large.

With the branding and style established, a web design was established that we feel works very well for the municipal application. It is well organized, easily editable, and has so many possibilities for adding hundreds of files and digital content. It gives us a consistent look and sends the message that we are trying to convey.

The people at Sutherland Weston Marketing Communications are true professionals who understand economic development and municipal government. Please do not hesitate to call if you have any questions— 207-454-2521 ext 1001 or manager@calaismaine.org

Sincerely,

Jim Porter
City Manager

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