

## **US Harbors receives major grant to develop a new Business Membership Program to help coastal businesses.**

March 4, 2019

On March 1<sup>st</sup>, Anastasia Fischer, president of US Harbors, confirmed that US Harbors received a grant of \$90,000 from the Maine Technology Institute. This grant enables US Harbors to develop and deliver an updated website with new features designed to help small and medium-sized coastal businesses promote themselves to US Harbor's 4 million users.

The mission of US Harbors is to promote healthy, sustainable coastal communities while providing easy-to-use tide, weather, and local knowledge for people who love the coast. The company's primary website, [www.usharbors.com](http://www.usharbors.com), provides hyper-location information on 1,278 U.S. harbors to boaters, people who fish, and others who spend time on and/near the water.

"The Maine Technology Institute (MTI) is pleased to provide grant funding to cost-share the redevelopment of US Harbors' proprietary algorithm and web-based platform that provides critical marine information to those who work and play on the water," said Brian Whitney, MTI's President. "This vital information is accessed by over 4 million users annually and is the go-to resource for precise marine-related information."

People use the site to find information on tides, weather, and local services. Businesses use the site to promote their products and services to locals and visitors. The new Business Membership program will allow businesses to reach more users, increasing visibility for their services, and boosting their brand awareness among people that use the coast.

US Harbors plans to launch the beta version of the new site in early April and welcomes participation in their user advisory group. All the tide and weather features users currently appreciate will remain the same, but will be delivered with an improved user experience, less advertising, and new features such as local events listings, product reviews, and special boating and fishing content, that enriches the overall experience.

The Maine Technology Institute (MTI), founded and funded in 1999 by the Maine State Legislature, offers grants, loans, equity investments, and services to support Maine's innovation economy.

To participate in US Harbors' User Advisory Group email: [info@usharbors.com](mailto:info@usharbors.com)