VISIT NORTH CENTRAL MASSACHUSETTS

JOHNNY APPLESEED COUNTRY

December 7, 2022

Mr. Greg Sheldon
Chair
Destination Groton Committee
173 Main Street
Groton, MA 01450-1237

Dear Mr. Sheldon,

I wanted to thank you and Jeff Gordon for taking the time to meet with me this week to discuss your efforts around Destination Groton and your interest in collaborating with Visit North Central Massachusetts. Per our discussion, I wanted to express our support for the Destination Groton Committee and its efforts to advance the Town of Groton as a visitor destination.

Visit North Central Massachusetts is the state's official destination marketing organization representing the 27 communities of North Central Massachusetts. Our primary mission is to promote North Central Massachusetts as an area where visitors can take advantage of the character and hospitality of the region and foster regional economic development by raising awareness through collaborative efforts to assist venues with their marketing to send a collective message for the region. We have a strong record of success in advancing the region through a dynamic regional marketing strategy which is built on strong collaboration and partnerships within North Central Massachusetts.

We fully support Destination Groton's goal to promote Groton and its many attractions and businesses. We are very excited to explore further how we can collectively partner to advance Groton and the North Central Massachusetts region and look forward to the ideas that develop from our continuing dialogue.

Thank you again for meeting with me.

Sincerely,

Roy Nascimento, IOM, CCE
President & CEO

cc: Jeff Gordon, Vice Chair of Destination Groton Committee
Mark W. Haddad, Town Manager

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