



September 14, 2021

Mark Haddad, Town Manager
Select Board, Town of Groton
173 Main Street
Groton, MA 01450

Dear Mark and Members of the Select Board:

It is with great pleasure that we submit for your review the Groton Business Association (GBA) Working Group Report: *Destination Groton – Exploring the Possibilities*. Our report was completed after a year-long effort through outreach, research, analysis and deliberation. It is important to note what the report is and what it is not. We believe this report presents significant background information for planning and represents a desire by the Business Community to work with Town Leaders and Residents to prepare for Groton's future. It does not make specific recommendations, other than the need to begin planning now, nor does it conclude how that future will look or that it would fundamentally change what we all love about our Town.

The GBA Working Group wishes to thank all the key Stakeholders who participated in one of four Focus Groups and in our Survey. In addition, we interviewed a number of Massachusetts' larger destination community leaders to learn from their experiences. Although these destinations are much larger in scale than Groton, the lessons are pertinent.

Anticipating Groton as a Destination Community, the GBA Working Group's vision is to celebrate Groton's rich history and assets, and build a sustainable economic base for the future. That future is now. We believe engaging the greater Groton community in this broader conversation now will better our collective readiness and thereby help determine Groton's future quality of life.

Sincerely,

Jeff Gordon, Chair

Greg Sheldon

Bob Pine

Mary Jennings

Steve Lane

Kevin Lindemer

Advisors:

Lisa Fiorentino

John Amaral