



Town of Concord

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FOR IMMEDIATE RELEASE

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Concord and Lexington awarded MOTT Local Travel and Tourism Grant

This marketing grant will support COVID-19 recovery efforts, focused on attracting regional tourists

CONCORD, MA— In partnership with the Town of Lexington, the Town of Concord was recently awarded a Local Travel and Tourism grant by the Massachusetts Office of Travel and Tourism. The Travel and Tourism Recovery Grant Program intends to strengthen the economy of Massachusetts through the development and enhancement of the state’s tourism industry. These funds are dedicated to marketing projects that support the My Local MA campaign, enhance tourism recovery and have the potential to increase non-resident visitation.

Lexington and Concord’s grant will allow the two communities to implement a targeted, regional marketing plan. “Two Historic Towns; One Memorable Trip” will utilize print media, digital media, and social media to engage with potential travelers across the region.

On the grant, Concord Town Manager Stephen Crane remarked, “Lexington and Concord are forever joined in history and the MOTT grant will give our two communities the chance to tell stories about what connects us and what makes each Town unique. This is a project nearly 250 years in the making.”

The COVID-19 pandemic has had a detrimental impact on the tourism industry and related sectors in our two communities. Given that people typically combine leisure, educational, and visitor-oriented activities with shopping and eating, the impact on our local businesses has been devastating. The goal of this initiative is to attract visitors back to our region and to support our shops, restaurants, and attractions that make our area so special.

“Given the impact of COVID-19 on our small businesses, this joint campaign will provide a much needed boost to those businesses that rely on tourism as we work towards recovery,” said Lexington Town Manager Jim Malloy. “We look forward to strengthening the natural ties between our two communities and sharing what makes them so special with travelers from all over the region,” he added.

To learn more about the MOTT Travel and Tourism Recovery Grant, contact The Visitor and Tourism Manager at visitor@concordma.gov or call 978-287-1064.

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