



# EXECUTIVE UPDATE

**December 23, 2022**

Dear Meet Boston Partner,

What a year it's been. We were thrilled to see so many of you at our Annual Event a few weeks ago where we unveiled our new name – Meet Boston – along with our dynamic new marketing campaign Boston Never Gets Old. If you haven't already, you'll start to see Boston Never Gets Old media placements across greater Boston and beyond very soon.



The rebrand of our organization capped an amazing year for us. I cannot capture it all here, but some of the highlights include our winning bids to host World Cup matches in 2026 and Army-Navy next year, the construction of a new mobile visitor center, building an exciting culinary initiative, launching a wonderful partnership with Tourism Diversity Matters, and executing a second (and third) iteration of the All Inclusive Boston campaign. We are also very proud of the partnerships we've developed and intentional investments we've made across ALL Boston neighborhoods to support events that draw diverse crowds, bolster the Boston and Cambridge economy and focus on critical themes such as community, sustainability and inclusion.



We were all so excited to see Boston shine on the international stage recently with the Earthshot Prize, and we will continue to make our global presence felt as we enter 2023. There are big moves ahead for the Meet Boston team and this incredible destination that we market to the world, including a literal move for us as we migrate our office from Copley Place to 99 High Street. So, as we look ahead to The Embrace unveiling and hosting events such as the National Main Streets Conference, Discover New England Summit, and NAACP National Convention, we know that the time is now for us to celebrate all that Boston is and is becoming. In the same year that we will commemorate the 250th anniversary of the Boston Tea Party, we will also endeavor to keep pushing an agenda of progress and action. We are a city in motion and in Boston we are always making history.

In closing, we want to wish you all a wonderful and joyous holiday season from the entire Meet Boston team. We cannot wait to discover all that 2023 promises for our destination and our amazing partners.

Sincerely,

Martha

Martha J. Sheridan  
President & CEO  
Meet Boston