



THE GREATER MERRIMACK VALLEY Meeting Planner Guide



Greater Merrimack Valley
Convention & Visitors Bureau

www.merrimackvalley.org

Massachusetts
massvacation.com



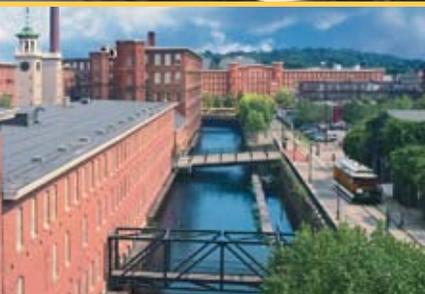
Great Meetings Happen in Great Locations

The Greater Merrimack Valley Convention & Visitors Bureau partners with member hotels, restaurants, museums, and historic and unique locations to ensure successful meetings and convention experiences. The CVB will happily assist meeting planners with site inspections, bid proposals, transportation options, publicity, destination literature and local ambassadors to greet your guests.

With more than 230,000 square feet of meeting space, we can comfortably accommodate groups of up to 8,000. The state of the art Tsongas Center at UMass Lowell has a seating capacity of 8,000 and 30,000 square feet of exhibit space. The historic Lowell Memorial Auditorium has a seating capacity of 3,000 with approximately 20,000 square feet of exhibit space. The Greater Merrimack Valley is also fortunate to have smaller venues located throughout the region, including the Chelmsford Performing Arts Center at Chelmsford High School, the Cyrus W. Irish Auditorium located at Lowell High School and Durgin Hall at UMass Lowell.

Many of our hotels have extensive meeting and ballroom space to accommodate trade shows, break-out sessions, special events and banquets. With more than 4,000 committable hotel rooms, offering a wide variety of features and amenities, you're sure to find the perfect place for your next meeting or convention.

For questions or more information, email sales@merrimackvalley.org, call (800) 215-9805 or complete the online request form at merrimackvalley.org.



UMass Lowell Tsongas Center
Seating capacity 8000 / Approx. 30,000 sq. ft. of exhibit space



Lowell Memorial Auditorium
Seating capacity 2,800 / Approx. 25,000 sq. ft. of exhibit space



The Greater Merrimack Valley: Easy to get to & easy to explore.

Located just north and west of Boston, the Greater Merrimack Valley is easily accessed by four major highways: Interstate 95, Interstate 93, Interstate 495 and State Route 3.

Three airports conveniently service the region:

- Logan Airport in Boston
- Manchester-Boston Regional Airport, NH
- Hanscom Regional Airport in Bedford, MA

Distance from Major Cities (Mileage approximate)

| | |
|------------------|------------|
| Atlanta | 1040 miles |
| Boston | 27 |
| Chicago | 958 |
| New York City | 217 |
| Philadelphia | 308 |
| Washington, D.C. | 440 |
| Montreal, Canada | 290 |

Direct commuter rail service is available between Boston and Lowell and Boston and Concord. Airport shuttles as well as regional and local bus services are available throughout the region.

Convention and Visitors Bureau Services

The Greater Merrimack Valley Convention and Visitors Bureau would like to assist you with your convention and event arrangements. For assistance, please call (800) 215-9805 or complete the online request form at merrimackvalley.org.

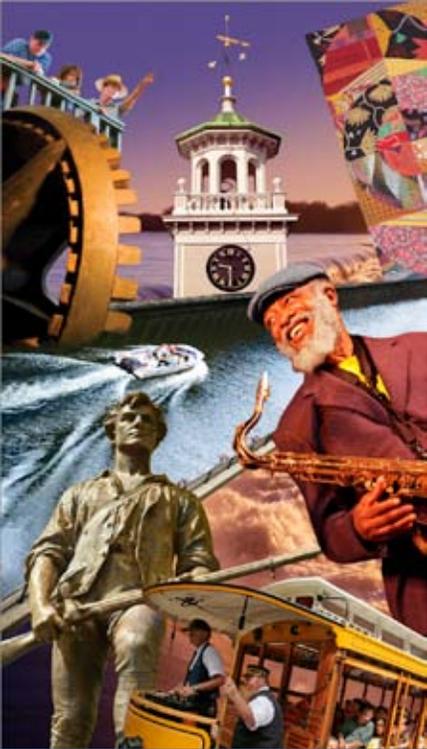
- Pre-convention Planning
- Site Visits
- Bid Proposals
- Housing Bureau
- Program Assistance
- Guest Programs/Special Events
- Destination Literature
- Publicity and Promotion
- Hospitality Support
- Local Ambassadors to greet your guests.



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Funded by the Massachusetts Office
of Travel and Tourism.



Great Downtime Activities in the Greater Merrimack Valley

When your group is ready to relax, the Greater Merrimack Valley offers plenty of things to do and see.

Visit the birthplace of American liberty in Lexington and Concord, where the “Shot Heard ‘Round the World” was fired on April 19, 1775. Minute Man National Historical Park preserves the landscape of this legendary battle and gives visitors a firsthand look at the Battle Road and the path of Paul Revere’s famous Midnight Ride.

The Greater Merrimack Valley is also the birthplace of much of America’s great literature. Louisa May Alcott, Henry David Thoreau and Nathaniel Hawthorne all once called the town of Concord home. Jack Kerouac, one of the fathers of the 1950s Beat movement and author of “On the Road,” was a native of Lowell.

The City of Lowell also played a pivotal role in the American Industrial Revolution, sparked by the 19th century textile mills that flourished along the banks of the Merrimack and Concord Rivers. Lowell National Historical Park, with its five miles of mills and canals, interpretive tours and the fascinating “Mill Girls and Immigrants” exhibit pays tribute to the role that factory labor had in building our nation.

The region is also home to festivals, sporting events, museums, galleries, shopping and an incredible selection of dining options. On the back cover is a sampling of the many points of interest that the Greater Merrimack Valley has to offer.

The Greater Merrimack Valley Convention and Visitors Bureau welcomes the opportunity to host and help plan your next meeting or event. Please contact the Greater Merrimack Valley Convention and Visitors Bureau at 800-215-9805 or email sales@merrimackvalley.org.

All of us at the Greater Merrimack Valley Convention and Visitors Bureau are eager to showcase our region and make your next event be the very best it can be!

*Rise free from
care before the
dawn, and seek
adventures.*

—Henry David Thoreau



MUSEUMS**AMERICAN TEXTILE HISTORY**

MUSEUM Lowell – The world's largest textile museum, featuring new and exciting exhibits that tell the story of textiles and cloth-making in America.

THE BRUSH ART GALLERY AND

STUDIOS Lowell – Watch artists create at their in-house studios, or purchase their work in the gallery shop. Exhibitions by local and international artists are also shown.

CONCORD MUSEUM Concord – Highlights include Revolutionary War and American literary treasures such as the famous Paul Revere lantern, Thoreau artifacts and Emerson's Study.

FRUITLANDS MUSEUMS Harvard –

A collection of four museums, including the site of the 1843 *Fruitlands* experiment led by Bronson Alcott, the world's first Shaker museum, a Native American museum and a fine art gallery.

LOUISA MAY ALCOTT'S ORCHARD

HOUSE Concord – Alcott Family home, where the beloved classic, *Little Women*, was written in 1868. Guided tours, and special living history events offered. Museum shop.

NEW ENGLAND QUILT MUSEUM

Lowell – The Northeast's only quilt museum is a showplace for traditional and contemporary quilts by regional, national and international quilters.

WHISTLER HOUSE MUSEUM OF ART

Lowell – James McNeil Whistler's birthplace (circa 1823) houses an exhibit of Whistler etchings and a permanent collection of 19th century New England artists.

**NATIONAL PARKS****LOWELL NATIONAL HISTORICAL**

PARK Lowell – A historical look at Lowell's role in the American Industrial Revolution. Park attractions includes five miles of canals, cotton textile mills, gatehouses, mill worker housing, trolley rides, and canal and riverboat tours. Major attractions include the Boott Cotton Mills Museum, Boott Gallery and the Mill Girl Exhibit.

MINUTE MAN NATIONAL HISTORICAL

PARK Concord – Preserving the history of the battle between the colonists and the British in 1775 that launched the birthplace of American Liberty. Travel the Battle Road, a 5.5-mile pathway that winds past historic homes, farming fields, wetlands and forests.

FESTIVALS AND CONCERTS

LOWELL FOLK FESTIVAL Lowell – The largest free folk festival in the country brings three days of music, dancing and ethnic foods to the region the last weekend in July.

MERRIMACK VALLEY JAZZ FESTIVAL

Lowell – Held in August on the stunning banks of the Merrimack River. This two-day musical event offers music lovers with many different sides of jazz, food, entertainment, and more.

LOWELL QUILT FESTIVAL Lowell – This

contemporary and traditional art form is celebrated each August, with four days of exhibits, classes, demonstrations and shopping.

PATRIOTS DAY CELEBRATION

Lexington and Concord – The third Monday in April these historic towns commemorate the battle between the American colonists and British soldiers that began the American Revolution. Battle reenactments, parades and local celebrations.

EVENING ACTIVITIES

DINING Fine dining, casual pubs and ethnic restaurants throughout the area.

THEATER Lowell Memorial Auditorium –

This beautifully restored 1930s auditorium is host to Broadway Musicals, concerts, and the Merrimack Repertory Theater.

SPECIAL EVENTS Tsongas Center at UMass

Lowell – An 8,000-seat multi-purpose arena hosts many concerts, conventions, and special events.

SHOPPING

Unique boutiques and specialty shops, art galleries, designer outlets and upscale malls.

SPORTING EVENTS

LOWELL SPINNERS – Professional baseball from the Class A affiliate of the Boston Red Sox.

A HAVEN FOR THE ARTS

One of Massachusetts' largest and most energetic arts communities is in the Greater Merrimack Valley. Our region is full of museums, working studios, artists' lofts and galleries. The Greater Merrimack Valley has become a destination not only for artists themselves, but for everyone who loves and supports their work.

OTHER FUN ADVENTURES**LIBERTY RIDE Lexington & Concord** –

Travel along the historic Battle Road through Lexington and Concord, stopping at sites including the Battle Green and the Old North Bridge. A costumed guide recounts the exciting events of April 19, 1775.

KIMBALL FARM Westford – Since 1939, the

Kimball family has taken pride in its tradition of old fashioned homemade ice cream. Driving range and 9-hole pitch & putt golf course, 36-hole miniature golf course and bumper boats!

The Greater Merrimack Valley Convention and Visitors Bureau can also assist you in organizing guest programs and tours in and around our region. Nearby, you will find whale watches, deep-sea fishing, white sandy beaches and a wealth of history and excitement in and around the hub of Boston.



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40 French Street, Second Floor, Lowell, MA 01852
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