



November 2, 2017

Amesbury Planning Board
62 Friend Street
Amesbury, Massachusetts 01913

Dear Amesbury Planning Board,

I am writing this letter in support of allowing the Atlantic Sports Center to build a digital sign to advertise the events in the community and at the Center, and to promote Amesbury as a destination. The sign is necessary for the Sports Center to thrive and be successful. It will attract people who didn't previously know the Sports Center existed and who may never have been to Amesbury. It will positively impact our community as a whole to have more people coming and exploring Amesbury and all we have to offer.

Hartford, Connecticut built the Connecticut Convention Center in 2005, and built a large digital sign out on the sidewalk. The sign serves to educate pedestrians and drivers about the various events and activities happening at the Convention Center, and to bring more people in. It is an effective marketing tool, and was built with the landscape in mind, which I'm sure the Atlantic Sports Center will do as well.



The Amesbury Chamber of Commerce fully supports allowing the Atlantic Sports Center to build a digital sign to showcase their events and promote Amesbury. It will benefit our entire City and will help the Sports Center grow and thrive in our community.

Thank you for your consideration,

A handwritten signature in cursive script that reads "Kassandra Gove".

Kassandra Gove