



September 28, 2017

Dear Montague Town Meeting Members,

I am writing in support of the Town of Montague's RiverCulture Project receiving funding in the FY 2018 budget, as requested by town planner Walter Ramsey. I work at the Great Falls Discovery Center, on a seasonal basis, as the Visitor Services Supervisor. Since its inception, and especially in the last two years, the Great Falls Discovery Center's partnership with Turners Falls RiverCulture has enabled increased attendance at the Discovery Center and an amazing array of events and programming.

While we do the best we can to get the word out for our events, RiverCulture does a great job of getting the word out on our behalf by sponsoring advertising and social media promotions. This allows us to do what we do best, which is showcase the great natural and cultural heritage of the Connecticut River Watershed, most especially in Montague. Each month the Great Hall in the Discovery Center comes alive with a new art exhibit on the walls and great music during the Coffeehouse Music Series sponsored by the Friends Group. Each month, RiverCulture posts an image on Facebook, sends an email newsletter, or updates their website to include our events.

RiverCulture also brings unique programming directly to the Discovery Center through guest speakers, art, crafts, and music, and programs during school vacation week. RiverCulture's support of the Nolumbeka project, for example, has allowed us to expand our event offerings and to reach new audiences with our Connecticut River Watershed habitat exhibits. The Discovery Center's project of showcasing Turners Falls History Month in September has directly benefited from Turners Falls RiverCulture planning, funding, and promotions. We love being able to participate in community events, like "It is a Wonderful Night in Turners Falls" in December, with a special wildlife twist, making it a wonderful Night in Turners Falls ... for the *birds*.

We are grateful for the opportunity to be considered one of the cornerstones of the Turners Falls Cultural District, along with the Shea Theater, Unity Park, and the Carnegie Library, and look forward to continuing our partnership with RiverCulture as it expands its scope to include all five villages. Let's keep the momentum going!

Thank you,

--Janel Nockleby
Visitor Services Supervisor
Great Falls Discovery Center
Connecticut River Greenway State Park
Mass Parks, Department of Conservation & Recreation
2 Avenue A, Turners Falls, MA 01376
janel.nockleby@state.ma.us, (413) 863-3221

COMMONWEALTH OF MASSACHUSETTS · EXECUTIVE OFFICE OF ENERGY & ENVIRONMENTAL AFFAIRS

Department of Conservation and Recreation
251 Causeway Street, Suite 600
Boston MA 02114-2119
617-626-1250 617-626-1351 Fax
www.mass.gov/dcr



Charles D. Baker
Governor

Karyn E. Polito
Lt. Governor

Matthew A. Beaton, Secretary
Executive Office of Energy & Environmental Affairs

Leo J. Roy, Commissioner
Department of Conservation & Recreation