



Diane Nichols Tradd  
Assistant City Manager/DPD Director

Craig Thomas  
Deputy Director

**MEMORANDUM**

TO: Eileen M. Donoghue, City Manager *EMD*

FROM: Diane N. Tradd, Assistant City Manager/DD Director

DATE: February 4, 2020

SUBJECT: COUNCIL MOTION OF 12/17/19 BY COUNCILOR MERCIER  
REQUEST CITY MANAGER HAVE DPD INCLUDE ANY INFORMATION PROVIDED BY  
THEM TO NEW BUSINESSES IN THE CITY THE OPPORTUNITY FOR THAT BUSINESS  
TO BE RECOGNIZED AT A CITY COUNCIL MEETING, IF THEY SO CHOOSE

The Department of Planning and Development offers assistance on a daily-basis to businesses in a variety of ways, including, but not limited to:

- Permitting and Licensing Guidance
- Site Selection
- Traditional and non-traditional financing programs
- Workforce Development
- Promotional (including coordinating ribbon-cutting events)

The Economic Development staff met with the Mayor's Aide and the following actions will be implemented:

- Maintain close communication and collaboration with the Division of Development Services, Greater Lowell Chamber of Commerce and other economic development agencies (i.e. EforAll) to identify and increase outreach to new businesses in the City.
- Provide new businesses with a "Welcoming Package" that includes important information about the City's services and programs, as well as useful contact information for various City departments.
- Schedule ribbon cutting ceremonies. Coordinate with the business owner, Mayor's Office, Chamber of Commerce and other economic development partners on a date and time that works for all parties.
- Invite new business owners to attend a City Council meeting following the ribbon-cutting ceremony. If business owner accepts the invitation, the Mayor's Office will include any future new business that wants to be recognized on the City Council Agenda under "Mayor's Business".

We welcome the opportunity to better assist the business community an opportunity to be recognized and welcomed to the City.

DNT/ns

cc: Maria Dickinson, Economic Development Officer  
Tom Lamond, Economic Development Assistant  
Karonika Brown, Mayor's Aide