



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/DPD Director

DATE: May 12, 2020

SUBJECT: COUNCIL MOTION OF 4/28/2020 BY MAYOR LEAHY
REQUEST CITY MANAGER TO ADOPT A TAKEOUT THURSDAY CAMPAIGN
TO SUPPORT LOCAL RESTAURANTS

At the direction of Mayor Leahy, the City of Lowell Economic Development Office, in partnership with the Greater Lowell Chamber of Commerce, launched a #LowellTakeout social media campaign on Facebook. This marketing campaign encourages residents to order takeout from any Lowell restaurant, any day or time of the week, and upload photos of their meal to Facebook and earn a chance to win a \$25 gift certificate to a Lowell restaurant or #Lowell gear (i.e. sweatshirts, t-shirts, hats, etc.). #LowellTakeout is a unique marketing initiative to encourage residents to show their support for our local restaurants during this challenging time.

Our office will coordinate with Mayor Leahy for #TakeoutThursdays, where we will invite folks to ‘join the Mayor’ for dinner as he randomly selects the winners from the previous week’s social media posts that used the hashtag #LowellTakeout. This process will happen virtually and we will upload the video recording to various City of Lowell social media channels to maximize exposure of our local restaurants. In addition, we are working through the logistics to invite individuals to ‘join’ the Mayor for dinner on Thursday’s and participate in the random selection of winners.

This is a unique social media marketing campaign and in an effort to encourage all residents, who are financially able, to eat local during these unprecedented times, we will also be publishing a series of half page ads in The Lowell Sun. We hope these measures will allow our local restaurants to continue to serve our community during these incredibly challenging times.

DNT/ns

cc: Christine McCall, Director of Economic Development