



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: January 26, 2021

SUBJECT: COUNCIL MOTION OF 12/22/20 BY MAYOR LEAHY AND COUNCILOR ELLIOTT  
REQUEST ECONOMIC/DOWNTOWN DEVELOPMENT SUBCOMMITTEE MEET  
TO DEVELOP INITIATIVES TO STIMULATE ECONOMIC ACTIVITY DOWNTOWN  
AND AT OTHER BUSINESS SECTORS

Since the onset of the global COVID-19 pandemic, the Economic Development Office has made it a priority to reach out to businesses by email, phone, or in-person as much as possible. All programs created to support our local economy through the pandemic have been informed by direct business outreach. The City of Lowell has implemented a variety of programs to support small businesses to the maximum extent possible. For example, here is a list of new programs the City has implemented as a result of the pandemic:

- Small Business Emergency Relief Grant Program Round 1
- Small Business Emergency Relief Grant Program Round 2
- Small Business Marketing Grant
- Streatery Program
- Propane Heater(s) Program for restaurants
- Lowell Shopping Network
- #LowellTakeout
- Parking Relief Program
- Downtown Live!
- Golden Mask Program

Our small businesses have been negatively impacted by the strict public health regulations and lack of consumer confidence which has restricted foot traffic in almost every industry sector. The City is committed to encouraging all residents to #ShopLowell and encourage safe options for consumers. In addition to creating local programs, the Economic Development Office continues to seek funding from state resources, including the DHCD Rapid Planning Grant, to aid in the creation of action plans to support economic losses, building baseline data to help understand and communicate the impact of the COVID-19 impact on Lowell, as well as created clearly defined and actionable projects that have been vetted by our business community.

The effects of the pandemic will be felt by our small businesses and local economy for years to come. We look forward to discussing the above programs in more detail as well as additional initiatives with the Downtown/Economic Development Subcommittee at a future subcommittee meeting. We want to build off the momentum and programs that resulted from the pandemic to continue to support our small businesses, as they are the backbone of our local economy.

CM/ns

cc: Christine McCall, Director of Economic Development