

COMMONWEALTH OF MASSACHUSETTS

CITY OF LOWELL

In City Council

VOTE

Authorizing the City Manager, on behalf of the City of Lowell, to accept and expend One Hundred Fifty Thousand (\$150,000.00) Dollars in FY21 grant funding from the Massachusetts Office of Business Development Regional Pilot Grant Program.

The FY21 Commonwealth's operating budget through the Office of Business Development Regional Pilot Grant Program has made available to the City of Lowell Grant funds in the amount of One Hundred Fifty Thousand (\$150,000.00) Dollars; and

The City of Lowell is desirous of accepting and expending said Grant funds from the Massachusetts Office of Business Development Regional Pilot Grant Program; and

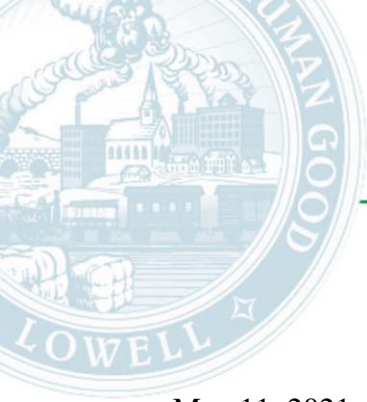
The City of Lowell desires to use said grant monies to elevate public awareness about the City's commercial business districts and to create a marketing strategy that will directly benefit businesses impacted by the global pandemic.

NOW, THEREFORE, BE IT VOTED BY THE CITY COUNCIL OF THE CITY OF LOWELL, as follows:

That the City Manager of the City of Lowell is hereby authorized to accept and expend One Hundred Fifty Thousand (\$150,000.00) Dollars in FY 21 grant funding from the Massachusetts Office of Business Development Regional Pilot Project Grant Program to elevate public awareness about the City's commercial business districts and to create a marketing strategy that will directly benefit businesses impacted by the global pandemic.

BE IT FURTHER VOTED:

That the City Manager, on behalf of the City of Lowell, be and hereby is, authorized to execute any and all documents necessary in connection with said grant, including the expenditure thereof.



Eileen M. Donoghue
City Manager

Kara Keefe Mullin
Assistant City Manager

May 11, 2021

Mayor John J. Leahy
and
Members of the City Council

SUBJECT: Approval to apply for, accept and expend \$150,000 from the Massachusetts Office of Business Development Regional Pilot Grant Program

Dear Mayor Leahy and Members of the City Council:

The Department of Planning and Development (DPD) is requesting approval to apply for, accept and expend \$150,000 from the Massachusetts Office of Business Development (MOBD) Regional Pilot Grant Program to support economic recovery in the Greater Lowell region.

The Baker-Polito Administration announced 37 grants totaling \$5 million were awarded to cities, towns, and non-profit entities through the Regional Pilot Project Grant Program and was funded through the Commonwealth's fiscal year 2021 operating budget. The City of Lowell submitted a joint application with the Town of Chelmsford for funds to support a marketing campaign for the Town and City's diverse business and art community to improve the region's image, tourism, economic development, and civic pride through social media and neighborhood business district activation and place-making. We hope the use these funds to elevate public awareness about our commercial business districts and create a marketing strategy that will directly benefit businesses impacted by the global pandemic.

I respectfully request authorization to apply for, accept and expend \$150,000 from the Regional Pilot Project Grant Program.

Sincerely,

Eileen M. Donoghue
City Manager

cc: Christine M. McCall, Director of Economic Development