



Peter Crewe  
*Director*  
*Office of Cultural Affairs and Special Events*

To: City Council

From: Peter Crewe

Cc: Thomas A Golden, Shawn Machado, Conor Baldwin, Brandon Flynn

Subject: Cultural and Event ARPA Spending Proposal

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Good Morning Councilors,

Here is a breakdown of CASE's recommendations for allocating the \$1.5 million designated in the City's ARPA spending proposal for support for the Arts, Culture and Event Programming. There are eight principal areas:

- City Services for Festivals and events – This is a continuation of the program we introduced this year to help festivals return from Covid - \$350,000.000
- Public Art Projects – This can be a combination of projects directly produced by the City or large public art projects undertaken by outside parties (ArtUp Lowell murals as an example) - \$400,000
- Cultural Organization Grants – Direct grants to Cultural organizations. Organizations would have to be either 501(c)3s or have a designated fiscal agent. Organizations would be discouraged from using any ARPA funding for general operating unless they can demonstrate what the plan is for replacing ARPA funding once it sunsets. \$300,000.000.
- Summer Programming – Funding for an expansion of CASE produced summer programming - \$50,000.000
- RiverWalk Art Project Matching fund – CASE would like to request some funds to do some signage and programming around our RiverWalk sculpture coming this Spring - \$10,000.00
- Canalway Cultural District – Programming in the cultural district or potentially hiring a part time District Ambassador to promote District activities and business - \$50,000
- Cultural Park/Open Air Market – This would be a partnership with DPD and help fast track plans they have developed for a potential NEW outdoor Cultural Park - \$100,000
- Non-Profit Festivals and Events – Direct grants to non-profit festival and event producers. Festival producers would need to indicate what their plan is to replace funding once ARPA sunsets. - \$200,000
- Reserve Fund - \$40,000 contingency fund