




Peter Crewe
Director

MEMORANDUM

TO: Thomas A. Golden, Jr., City Manager 

FROM: Peter Crewe, Director CASE

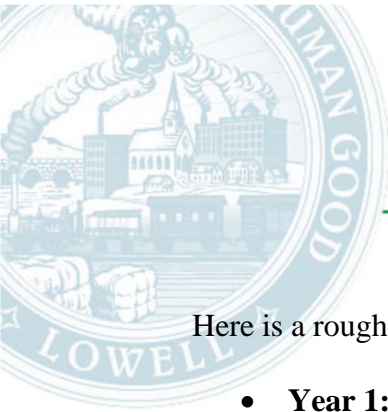
CC: Shawn Machado, Conor Baldwin, Doreen Burgess, Melissa Desroches, Paul St. Cyr, Yovani Baez-Rose, Jessica O'Hearn, Howard Amidon, Angela Alès, Alison Lamey, Danielle McFadden

SUBJECT: *Req. City Mgr. Create a Focus Group tasked with the Creation of, Management of, Maintenance of, and Marketing of The Lowell Experience, including Utilizing Capital Resources*

This motion response was prepared with input from: The Lowell Plan/LDFC, The Greater Lowell Chamber of Commerce & Mosaic Lowell

Like Lowell and *Lowell There's a Lot to Like* have become the central theme that binds City branded events. This concerted effort has helped to elevate Lowell events and add credibility. Working with our partners in the Department of Planning and Development and external partners CASE has already begun to think about how we can continue to build on our brand. We see *Experience Lowell* as a natural next evolution in the *Like Lowell* Campaign and something that can grow to an all-encompassing ethos of how visitors and residents experience w the City. The timing of this motion works well as well, as planning for Lowell's Bicentennial in 2026 has begun and phasing in *Experience Lowell* in the lead up to the Bicentennial year would set a hard deadline for implantation.

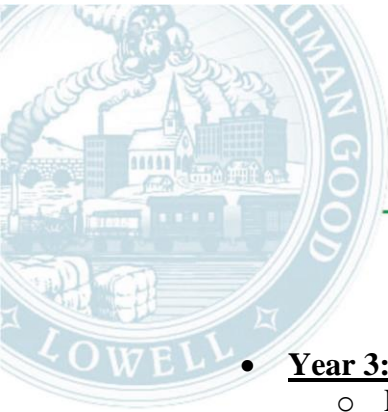
Phasing in *Experience Lowell* over the next three years will allow us to build a comprehensive strategy that encompasses Lowell's festivals and events, marketing, resident/visitor experience, and economic plan under one umbrella. We also understand that the experience of Lowell extends from the moment people cross the City limits, so phasing in the plan will allow us to work with DPW, Parking and third-party vendors to build a strategy for downtown maintenance and upkeep that will improve the experience. The goal is to allow us to build a sustainable plan that will carry on beyond the Bicentennial Year.



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Here is a rough outline:

- **Year 1: 2023**
 - Replace *Destination Lowell* with *Experience Lowell* at the Lowell Folk Festival. Invite a wider mix of Lowell Artists, Cultural and community organizations to participate – administered by Mosaic Lowell
 - Convene a Festival Marketing group to establish a joint promotional effort for Lowell Festivals (this has already been convened and met)
 - Update Like Lowell website, Mosaic Lowell Site and others to reflect complete festival schedule
 - Encourage festivals to cross promote
 - seek media placements for Festival promotion in out-of-area publications, websites, etc.
 - Collaborate with Partners on ways to improve the visitor experience
 - Enhance the appearance of downtown through the 2nd annual Window Art Program
 - Provide the enhanced tools for visitors and residents, such as Mosaic Lowell's interactive map, through City, Mosaic, and other websites
 - Add translation resources to Like Lowell and Partner websites to make events more accessible
 - Work with festival producers to select dates for 2024 events before the end of the calendar year to enable us to start promoting earlier in 2024
 - Work with DPW and DPD on a comprehensive downtown maintenance and cleaning schedule to ensure Downtown always appears welcoming to residents and visitors
 - Add line item to City budget for the FY24 budget year for the maintenance and repair of City owned Public Art
 - Recommendation submitted via motion response on Public Art at City Council Meeting on April 25, 2023 – starting amount \$50,000.00
 - Replace worn out and/or damaged existing LikeLowell banners
 - Work with Manager's office and partners on a public art strategy leading up to the Bicentennial
 - Work with Partners to begin drafting an RFP for a marketing/PR firm
- **Year 2: 2024**
 - Update websites to announce a festival season from *Winterfest* through *City of Lights* under the tag line *Experience Lowell – There is a Lot to Like*
 - Unveil one new piece of Public Art sponsored by the City
 - Convene a standing creative place making panel to help guide the City in place making efforts
 - Lowell Sign and garage murals?
 - Publish and implement the Lowell Forward Master Plan
 - Conduct feasibility study of building, staffing and maintaining public restrooms throughout the City (Review the report prepared by DIY Lowell, attached)
 - Publish RFP seeking a Marketing firm for *Experience Lowell*



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- **Year 3: 2025**

- Launch *Experience Lowell* marketing campaign that highlights all of Lowell
- City wide replacement of Like Lowell banners. Updated to highlight neighborhoods, events and more
- Launch downtown cohesive downtown maintenance plan
- Unveil second new public art piece sponsored by the City

- **Year 4: 2026**

- Bicentennial Year
- Reintroduce Open Galleries/museums/performance series one weekend a month
- *Experience Lowell* Plan fully implemented

Accomplishing these goals will require investment from a variety of City departments and external partners. This will need to include capital investments from the City for marketing, implementation of new designs and banners, hiring outside contractors and well as for implementing regular maintenance plans and any additional staff required. This may require a rethink of how we approach budgets to look at things in a more holistic fashion.

Building on Lowell's established *Like Lowell* and *Lowell There is a Lot to Like* brands by phasing in *Experience Lowell* makes a lot of sense. Establishing Lowell as a singular experience will help as draw more people to the City and build us into a destination in the Merrimack Valley region. Achieving this will require buy-in from multiple City Department, The City Council, partners, downtown business and Lowell residents. Using the Bicentennial as finish line for implementation of *Experience Lowell* will give us an achievable goal to meet with the time to build a cohesive plan.