




Diane Nichols Tradd
Assistant City Manager/DPD Director

Kevin E. Coughlin
Deputy Director

MEMORANDUM

TO: Kevin J. Murphy, City Manager 

FROM: Kevin E. Coughlin, Deputy Director

SUBJECT: COUNCIL MOTION OF JULY 11, 2017 BY COUNCILOR BELANGER
REQUEST CITY MANAGER UPDATE THE CITY COUNCIL ON THE HAMILTON CANAL
INNOVATION DISTRICT OPEN HOUSE HELD JUNE 21

Responding to a motion request by Mayor Edward Kennedy on December 6, 2016, a very successful “open house” style promotional event was held at the Hamilton Canal Innovation District on June 21, 2017. The event was planned and executed through the Department of Planning and Development’s (DPD) Economic Development Office. In addition, staff from all areas of DPD contributed to the planning, preparations, and executing the event.

Advisory Committee:

The preparation for the event included several months of preparation to identify potential developers and brokers. An advisory committee of the following individuals assisted with the targeting of developers and prioritizing the main themes needed during the presentation. The members of this committee included:

1. Mayor Edward Kennedy, Chair
2. Kevin Murphy, City Manager
3. Councilor William Samaras
4. John Power, Farley White Interests
5. Steve Tello, Vice Chancellor, UMass Lowell
6. Fred Faust, The Edge Group
7. Steve Joncas, Joncas Associates
8. George Ramirez, Attorney
9. Joe Giniewicz, Urban Renewal Project Manager
10. Allison Lamey, Director, Economic Development
11. Maria Dickinson, Economic Development Officer
12. Tom Lamond, Economic Development Assistant
13. Kevin Coughlin, Deputy Director, DPD

Contributing City Staff:

Additionally, the following City staff collaboratively contributed to the presentation materials, slides, art work, presentation posters, printed materials, parking, safety, tours, and communication among the many incidentals needed regarding preparation for the event:

1. Diane Tradd, Director/Assistant City Manager DPD
2. Mike Moyle, Graphic Designer
3. Nicolas Bosonetto, Acting City Engineer
4. Nancy Spenard, Executive Secretary
5. Roberta Shea, Secretary/Receptionist
6. Claire Ricker, Chief Design Planner
7. David Sleeper, Special Projects Construction Manager
8. Tobias Marx, Special Events Coordinator
9. Henri Marchand, Director of Cultural Affairs
10. Roberto Dei, Project Assistant, Cultural Affairs
11. Nick Navin, Director City Parking
12. Chief William Taylor and the LPD
13. Celine Gettings, former Mayor’s Executive Assistant
14. James Ostis, Mayor’s Executive Assistant
15. Joe Donovan, MIS
16. Chris Samaras, Director, CDBG

Additional Support:

Essential with the prime location of the venue, staff associated with M2D2 and the Innovation Hub, namely Thomas O'Donnell, Lisa Armstrong, and Vice Chancellor Steve Tello all worked in synchronization to help make this event a great success for the City. New collateral materials for our arrival packet for attendees were donated by The Lowell Plan, through its Executive Director James Cook. We are very grateful for all those listed above for making this event a great success.

Pre-event Advertising:

To boost visibility, electronic banner ads were placed in the following publications:

New England Real Estate Journal
Lowell Sun
Boston Business Journal
Banker and Tradesman

Event Attendance:

In total 127 people attended the event. Those attending were a combination of builders, developers, bankers, financial institutions, local business people including several Directors and senior City staff.

In addition to local corporate participation, examples of corporate attendees from Greater Boston included representatives from Erland Construction of Burlington, Peabody Properties from Braintree, NAI Hunneman of Boston, Cambridge Networks Solutions of Somerville, GPG Companies of Andover, RW Holmes Realty of Wayland, AnchorLine Partners of Boston, and the Liakos Companies of Nashua.

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The Presentation Agenda (attached) was facilitated by Mayor Edward Kennedy. Presenters on the agenda also included:

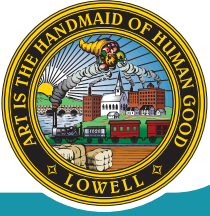
1. Karyn Polito, Lieutenant Governor
2. Jay Ash, Secretary of Housing and Economic Development
3. Kevin Murphy, City Manager
4. Marty Meehan, President, University of Massachusetts
5. Jacqueline Moloney, Chancellor, UMass Lowell
6. Steve Tello, Vice Chancellor, Entrepreneurship and Economic Development
7. John Power, Principal, Farley White Interests
8. Sal Lupoli, Owner, Lupoli Companies
9. Jonathan Proffitt, Senior Director, Global Real Estate and Facilities at Kronos
10. Brian Chaisson, Managing Partner, AnchorLine Properties

The formal presentation was held on the third floor of the UMass Lowell Innovation Hub located at 110 Canal Street. At this location we were able to comfortably register the participants, provide light refreshments, and to utilize the pre-presentation time to meet the attendees. In preparation, the DPD staff created 9 large charts outlining the available lots, the amenities available for locating at the site, and also the financial incentives available to investors and developers. These pre-presentation materials were used by DPD staff to engage the attendees and answer questions regarding the site.

Each presenter on the agenda had a pre-agreed topic and timed message to round out the presentation. The total presentation took approximately 1¼ hours. Following the presentation, site tours and handicap accessible golf carts were available for participants to tour. DPD staff views this first presentation as a starting point for continued efforts for outreach and dialogue with commercial developers and brokers in the Greater Boston area. In fact, the follow-up to the event will yield greater results with consistent outreach from the DPD staff. In addition, DPD will continue to coordinate with M2D2, MassDevelopment, Mass Life Sciences, and select companies for which we receive leads to advocate for doing business in the City of Lowell.

Appreciation for this significant and successful effort:

The City of Lowell would like to express its sincere appreciation and thanks to all those individuals listed above who contributed in so many ways to the success of the Hamilton Canal Innovation District presentation. Without the excellent cooperation, for which Lowell has based its many successes, this event would not have been possible.



Hamilton Canal Innovation District Agenda Wednesday, June 21st; 10:00 – 11:30am

(10:30am) – Welcoming Remarks

Mayor Edward Kennedy
Councilor William Samaras, Chair of Economic Development Subcommittee

Governor's Support of HCID

Karyn Polito, Lieutenant Governor
Jay Ash, Mass Secretary of Housing and Economic Development

State Delegation

Representative Tom Golden
Representative David Nangle
Representative Rady Mom

HCID Presentation

City Manager Kevin Murphy

UMass Lowell Partnership

Marty Meehan, President, University of Massachusetts
Jaqueline Moloney, Chancellor, UMass Lowell
Steve Tello, Vice Chancellor, Entrepreneurship & Economic Development, UMass Lowell

Community Business Leaders

Andrew Maher – Founder and Managing Director of Anchor Line Partners
Vince Devlin – Chief Procurement Officer, Kronos
Sal Lupoli – Owner, Lupoli Companies
John Power – Principal, Farley White Interests

Closing Remarks and Invitation to Tour HCID

Mayor Edward Kennedy

Tour of Site by City and DPD Staff

