

COMMONWEALTH OF MASSACHUSETTS
CITY OF LOWELL

In City Council

VOTE

Authorizing the City Manager, acting through the Finance Department, to accept and expend a Gaming Mitigation grant in the total amount of \$144,900.00 from the Commonwealth of Massachusetts via the Massachusetts Cultural Council (“MCC”).

The Lowell Memorial Auditorium has been approved for a gaming mitigation grant through the Gaming Mitigation Program, which was established by M.G.L. c. 23K s. 59; and

The City of Lowell desires to accept and expend said grant funds for the Lowell Memorial Auditorium to compete in a new, unbalanced marketplace due to the legalization of gaming in Massachusetts.

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

That the City Manager, acting through the Finance Department, be and is hereby authorized in the name of the City of Lowell to accept and expend a Grant in the amount of \$144,900.00 from the Commonwealth of Massachusetts via the Massachusetts Cultural Council.

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 from the Commonwealth of Massachusetts referred to above.



**LOWELL
MEMORIAL
AUDITORIUM**

City Manager Thomas Golden
City of Lowell
375 Merrimack St
Lowell, MA 01852

March 13, 2025

Dear Manager Golden:

I am excited to report that the Lowell Memorial Auditorium has once again been awarded a Gaming Mitigation Grant from the Massachusetts Cultural Council for FY2025 in the amount of \$144,900. This grant program was incorporated into Massachusetts' gaming laws in order to help municipally-owned and non-profit performing arts centers compete with Massachusetts' casinos for live entertainment, and is specifically designated to be used for performer fees. This was a necessary addition to the original gaming legislation in order to offset the significant advantages that casinos have in attracting performing artists and in affording artist fees.

Under Spectacle Live's management tenure of the auditorium, we have proposed to use the gaming grant money to enable us to continue to present Broadway shows at Lowell Auditorium. Given the success of this strategy, we are proposing the same use for these newly awarded funds.

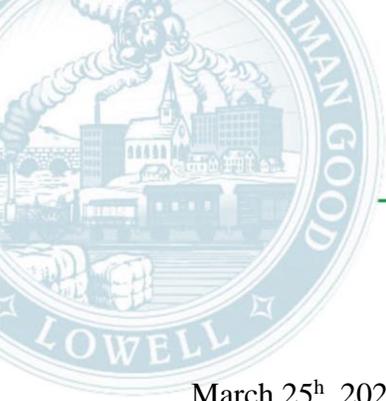
Broadway shows are an important part of Lowell Memorial Auditorium's historical program offerings, with the original Broadway series at the auditorium taking place in the 1991-1992 season. However, in today's market, the economics of these tours make it impossible to offer Broadway programming without the support of this gaming grant.

This season, the Gaming Mitigation Grant program is enabling us to bring in the hit shows STOMP (3 performances), Pretty Woman (2 performances), Rain, The Cher Show, and Dear Evan Hanson. These shows are the nationally-touring productions direct from Broadway, and attract thousands of people from the region into downtown Lowell to enjoy these shows and all that downtown Lowell has to offer.

Thank you to the Lowell City Council, and to you and your administration, for your support of the Lowell Memorial Auditorium.

Respectfully,

Pete Lally
Executive Director
Lowell Memorial Auditorium



Thomas A. Golden, Jr.
City Manager

March 25^h, 2025

Mayor Daniel Rourke
And
Members of the Lowell City Council

Dear Mayor Rourke and Members of the Lowell City Council,

I respectfully request that the City Council vote to accept and appropriate a grant from the Commonwealth in the amount of \$144,900 from the Massachusetts Cultural Council to support the Lowell Memorial Auditorium (“LMA”). These funds are derived from the state’s gaming revenue fund, which was established after the legalization of gaming in Massachusetts to aid in offsetting the economic impact to smaller cultural institutions runs by municipalities and non-profits.

My finance team has been working with the Lowell Management Group and Peter Lally, the general manager, to strategize the best use of funds to improve the quality of the shows offered at the LMA. The current plan would allow the LMA to continue to support the Broadway series. The LMA previously hosted a Broadway subscription series from 1991 through 2015. These gaming funds have given the Lowell Auditorium the chance to once again become a touring Broadway house. As many business owners downtown will attest, the Broadway series is one of the best economic drivers that the LMA provides, and I am excited to bring forth a plan, in partnership with the management at the LMA, that would use these funds to continue this great program. Further detail regarding the Broadway performances is outlined in the memo from Mr. Lally.

Please do not hesitate to let me know if there are any questions.

Sincerely,

Thomas A. Golden, Jr.
City Manager

Cc: Conor Baldwin, Chief Financial Officer