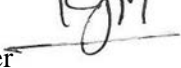




Henri B. Marchand
Director
Office of Cultural Affairs and Special Events

DATE: January 9, 2018
TO: Kevin J. Murphy, City Manager 
FROM: Henri B. Marchand
SUBJECT: MOTION OF10.2. 10/24/17 C. Samaras - Req. City Mgr. initiate an application to the Massachusetts Cultural Facilities Fund through the Mass Cultural Council and Mass Development to enhance the presence of public art and lighting in the city and to expand these efforts into the city's neighborhoods for the coming year.

The Division of Planning and Development is in the process of applying to the Cultural Facilities Fund through the Mass Cultural Council (MCC) and Mass Development for A GRANT OF \$400,000 to help fund much needed improvements to the Lowell Memorial Auditorium. While the Cultural Facilities Fund allows nonprofit, municipal and higher education institutions to apply, there are specific eligibility requirements for municipal applicants:

Municipalities that own cultural facilities: provided that the cultural facility is at least 50,000 square feet in size, and at least 50% devoted to cultural purposes provided. However, if such building, structure, or site is 125 years old or older and is significant in the history, archeology, architecture or culture of the nation, the commonwealth, or the community in which it is located, it may be of any size.

While public art and lighting are not eligible for this grant program, the Cultural Affairs and Special Events (CASE) will explore opportunities for funding and partnerships to develop additional lighting and public art in the city. Currently we are working with the Lowell Waterways Vitality Project, which has been at the forefront for advocating for creative lighting of public structures, to support their efforts. They are currently in the construction phase of the Cox Bridge lighting project which will have positive impacts on both the downtown and Centralville neighborhoods. We are also working with the Cultural Office of Lowell to complete a significant public art project in Utopian Park.

As a start to developing public art in the neighborhoods we will seek to earmark a portion of CASE budget funds, as we did for last year's security block art project, to bring public art to our neighborhoods and will explore the availability of other funding sources.

CASE will work with DPD, neighborhood groups and others to convene stakeholders' meetings to solicit resident input and identify possible locations for public art that enhances quality of life, creates opportunities for unique, creative expression and generates neighborhood pride. A budget will be developed and additional funding options explored.

CASE will also continue to explore opportunities and partners to do creative, cost effective lighting in neighborhoods where appropriate.

Please let me know if you have any questions or would like additional information regarding this matter.