



Conor Baldwin
Chief Financial Officer

MEMORANDUM

TO: Eileen Donoghue, City Manager *EMD*
FROM: Conor Baldwin, Chief Financial Officer *CB*
CC: Henri Marchand, Director of Cultural Affairs/ Special Events
DATE: April 25, 2018

SUBJECT: MOTION RESPONSE: 10.4. Of 12/12/2017 - C. Cirillo - Req. City Mgr. Have Proper Department Include Line Item In City Budget To Supplement Yearly Allocation From Massachusetts Cultural Council To Include An Allocation For The Lowell Cultural Council

Over the past few years, the City Council has increased its investment in the arts via the operating budget. Through the City Manager's department, many of the festivals and events which occur each year enjoy direct support from various budgetary accounts. This is a good example of how this funding aligns with your key priority area of 'partnerships' between the city and the arts community. The following information highlights some of the specific monetary support currently appropriated in the FY2018 budget which will continue to be recommended for appropriation in the next fiscal year's budget.

Festival Account

'In kind' support for the Lowell Folk Festival has increased by \$10,000, from a total of \$50,000 to \$60,000 from FY17 to FY18. These funds are used to cover city support services provided by the Lowell Police Department, Lowell Fire Department and Department of Public Works. Costs for these services which exceed this budgeted amount are absorbed by departmental budgets.

The Festival Account was also increased by an additional \$20,000 in FY18 and earmarked as follows:

- \$10,000 to support the first Arts Festival organized by the Cultural Organization of Lowell (COOL)
- \$5,000 to support Lowell Kinetics Sculpture Race
- \$5,000 to support the Lowell Celebrates Kerouac festival

Marketing/Special Events Account

This account funds the annual cash contribution for the Lowell Folk Festival which continued at level funding of \$10,000 in FY17 and FY18.

In FY17 this account was originally set at \$110,000 but additional funding of \$6,500 was added in additional support for the City of Lights event.



Conor Baldwin
Chief Financial Officer

In FY18, funding for this account was increased by \$55,000 to \$165,000.

Approximately \$105,000 of these funds are used for direct marketing of the City's many events, festivals, cultural attractions and the arts through the www.likelowell.com web site along with print, banner and social media advertising. It also supports the online events calendar. The remaining funds provide support for a variety of event related costs including artist fees totaling approximately \$2,500 for the security block art project. These funds do not include CASE staff costs associated with coordinating, supervising and supporting City organized and third-party, permitted events and festivals.

Due to fiscal constraints in the nearly complete FY2019 operating budget, the city's ability to further increase support and add a dedicated appropriation to supplement the existing cultural council funding from the Commonwealth is limited. The Administration's strategy in formulating the budget proposal has been to maintain—as best possible—the level of services that the residents of Lowell expect without overly burdening the average residential taxpayer. Any additional appropriations at this time would necessitate an increase to the tax levy.