

COMMONWEALTH OF MASSACHUSETTS

CITY OF LOWELL

In City Council

VOTE

Authorizing the City Manager, on behalf of the City of Lowell, to Accept and Expend Funds in the amount of Five Thousand (\$5,000.00) Dollars from the Massachusetts Cultural Council Districts Initiative Funding Grant.

The Massachusetts Cultural Council Districts Initiative Funding Grant has made available to the City of Lowell funds in the amount of Five Thousand (\$5,000.00) Dollars; and

The City of Lowell is desirous of accepting and expending said Grant funds from the Massachusetts Cultural Council Districts Initiative Funding Grant; and

The City of Lowell desires to use said grant monies to help support the Canalway Cultural District's (CCD) three part promotional plan to enhance the district's brand and ongoing marketing efforts.

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

That the City Manager of the City of Lowell is hereby authorized to Accept and Expend Funds in the amount of Five Thousand (\$5,000.00) Dollars from the Massachusetts Cultural Council Districts Initiative Funding Grant which will help promote the Canalway Cultural District (CCD).

V:grant:massculturalcouncil



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

February 21, 2019

City Manager Eileen Donoghue
Mayor William Samaras
and
Members of the City Council

Dear Manager Donoghue, Mayor Samaras and City Councilors,

I write to request that you approve acceptance of the Mass Cultural Council Cultural Districts Initiative Funding Grant in the amount of \$5,000.

This grant has been awarded to the City in support of additional efforts to promote our recently re-designated Canalway Cultural District (CCD) and all it has to offer. While the grant did not require any matching funds, the Cultural Affairs and Special Events Office, (CASE) will add \$5,000 from our existing marketing budget. This will leverage an additional \$5,000 from the Greater Merrimack Valley Convention and Visitors Bureau (CVB) for a total of \$15,000.

As part of the application process, we convened a meeting of the CCD Advisory Committee to develop a strategy and plan for use of the grant. This plan, will promote the CCD by updating, reprinting and more widely distributing the CCD brochure, creating promotional videos and enhancing and expanding the district's social media presence to highlight our many cultural assets and encourage economic activity.

In order to leverage the CVB funding we will amend our current agreement with the CVB to carry out these tasks. CASE and the CCD Advisory Committee will work with the CVB to approve final deliverables and monitor progress.

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

Thank you.