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Diane Nichols Tradd
Assistant City Manager/DPD Director

Kevin Coughlin
Deputy DPD Director

MEMORANDUM

TO: Michael Geary, Acting City Manager

FROM: Diane N. Tradd, Assistant City Manager/DD Director

SUBJECT: COUNCIL MOTION OF 03/27/18 BY COUNCILOR KENNEDY
REQUEST CITY MANAGER INSTRUCT DOWNTOWN COORDINATOR TO
DEVELOP A PRACTICAL POLICY FOR DECORATING THE DISPLAY WINDOWS
IN VACANT STOREFRONT UNITS IN THE CENTRAL BUSINESS DISTRICT

In years past, the Cultural Organization of Lowell (COOL) undertook projects to assist property owners with vacant storefronts in decorating their windows during the holiday season from the City of Lights parade in November through December. In an effort to assist property owners to lease vacant storefront spaces, the Economic Development Office will often provide a poster to place inside storefront windows that summarizes available incentives for small businesses and provides contact information for the office.

Since the Downtown Stakeholders meeting held on March 5, 2018, the Economic Development Office has contacted over 40 individual downtown business owners and continues to engage additional business owners. The Economic Development Office will leverage that outreach and momentum to work with the Office of Cultural Affairs and Special Events (CASE) and others within DPD to devise a strategy and policy for decorating vacant storefronts in the Central Business District. Input will also be sought from stakeholders. Once a policy is finalized, the Economic Development Office will engage property owners with vacant storefronts and work with them to implement identified strategies.

Should you have any questions don't hesitate to contact me.

DNT/ns
4/5/18
cc: Andrew Shapiro, Director of Economic Development
       Thomas Lamond, Economic Development Assistant
       Henri Marchand, Director – Cultural Affairs and Special Events

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