



December 4, 2017

Dear Friends,

The past year has been an exciting one for COOL. COOL's board of directors completed the development of a three year strategic plan and introduced a new mission and vision for the organization.

Our Mission: *To strengthen the vitality & economic growth of arts & culture in Lowell.*

Our Vision: *A vibrant and prosperous arts and culture economy in Lowell.*

We have begun to execute our new strategic plan and have made great progress. The organization hired a dedicated Executive Director to drive COOL's mission. COOL produced Lowell's first Lowell Art & Maker Festival named CREATICITY in September 2017, that showcased a wide variety of artists, makers, musicians, writers, dancers, and performers. The festival brought thousands of people to Lowell for this two-day event. For the past 15 months COOL operated "COOL Place", a retail experiment in downtown Lowell that promoted and sold works created by Lowell-based artists, makers, authors, and musicians. Finally, COOL continued to focus on the design and installation of public art with its current project in the Hamilton Canal District.

Lowell has a wide range of important cultural assets. Hundreds of artists make art in Lowell and call it home. There are many different cultural organizations that reflect Lowell's diverse ethnic population and keep Lowell's storied history. And, Lowell has a vibrant performing arts scene. COOL supports all these organizations and creates programming that promotes a vibrant and prosperous arts and culture community.

Here are a few highlights of what we are working on this year:

CREATICITY, Lowell Art & Maker Festival: Following the success of our 2017 event, COOL is in the planning stages for the next CREATICITY, to be held in September 2018. We look forward to bringing thousands of people into downtown Lowell to immerse themselves in our arts & cultural scene.

Public Art: COOL is continuing to work on a large-scale piece of public art that will be placed in the Hamilton Canal District. This sculpture, called "Hydro", is in the final design stages and is scheduled to be installed in 2018. In addition, COOL has been working with the City to install a work by Lineu Zadereski, which was created and unveiled at the 2011 Lowell Riverfest. This piece of artwork has been in the possession of COOL for several years and will be put on permanent public display inside the Leo A. Roy Garage on Market Street by the end of 2017.

Lowell Pocket Informational Guide: COOL is working to design and release a Lowell Pocket Informational Guide, a mobile app designed to showcase arts, culture, and history in the city of Lowell. Preliminary plans for content include maps of arts & cultural institutions in downtown and beyond, a calendar of upcoming events, and walking tours of key cultural assets within our community. COOL is looking at Spring/Summer 2018 for the initial release of the app.



Collaboration & Support: You may not be aware that COOL supports many organizations behind the scenes with administrative support, advice, and development. This is one of COOL's core functions and we are organizing several meetings with arts and cultural organizations throughout the city to discuss important issues and to collaborate on how to strengthen the community. Our next meeting is scheduled for the first quarter of 2018.

COOL was incorporated in 2001 and serves the creative community by fostering communication, collaboration, advocacy and promotion. While we work closely with the City of Lowell, as well as other local and state agencies, COOL is an independent 501(c)3 non-profit organization and is responsible for its own program funding. I ask you for your assistance and financial support to help us create a vibrant and prosperous Arts and Culture economy in Lowell. We have exciting and important programming scheduled for this year and your support will help make it a success!

You can make your donation at cultureiscool.org, or make your check payable to Cultural Organization of Lowell and send it to 100 Merrimack Street, Suite 305, Lowell, MA 01852. We appreciate any support that you can give us.

Again, thank you for your support and for helping us to strengthen the vitality & economic growth of arts & culture in Lowell.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Bolton". The signature is stylized and fluid, with a large initial "R" and "B".

Richard Bolton
COOL Executive Director