



Massachusetts Gaming Commission
 101 Federal Street, 12th Floor,
 Boston, MA 02110

Appendix F

**2018 COMMUNITY MITIGATION FUND
 Non-Transportation Planning Application
 BD-18-1068-1068C-1068L-22137**

Please complete the entire application.

Check if a joint application

City of Everett

1. NAME OF MUNICIPALITY (IES) /GOVERNMENT ENTITY (IES) /DISTRICT (S)

Tony M. Sousa - Executive Director of Planning and Development

2. NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

Tony M. Sousa - Executive Director of Planning and Development

3. LEAD APPLICANT – NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

484 Broadway, Room 25, Everett, MA 02149

4. ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

617-394-2245, tony.sousa@ci.everett.ma.us

5. PHONE # AND EMAIL ADDRESS OF INDIVIDUAL AUTHORIZED TO HANDLE FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY

N/A

6. NAME AND CONTACT INFORMATION OF JOINT APPLICANTS – MUNICIPALITIES/GOVERNMENTAL ENTITIES/DISTRICTS

Carlo DeMaria, Mayor - Everett

7. NAME AND TITLE OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)

484 Broadway, Room 25, Everett, MA 02149

Mayorcarlo.demaria@ci.everett.ma.us (617-394-2270)

8. ADDRESS, PHONE # AND EMAIL ADDRESS OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)

Wynn Boston Harbor

9. NAME OF GAMING LICENSEE

1. IMPACT DESCRIPTION

Please describe in detail the related impact that is attributed to the construction or operation of a gaming facility. Please provide support for the determination that the construction or operation of the gaming facility caused, is causing or may cause the impact.

The Wynn Resort Casino will be a major tourist generator for the region. Despite being within Everett, there is not a comprehensive wayfinding system to guide visitors to explore and enjoy other parts of the community. The lack of a system will be a lost opportunity to retain visitor dollars within the city. This impact was not significantly highlighted nor thoroughly planned previously.

Wayfinding is a natural extension of existing city and regional efforts to encourage more walking and bicycling by creating a clear and attractive system that is easy to navigate. Whether advertising directly to people traveling by foot, bicycle or indirectly to passing vehicles, the system will encourage use by being both attractive and effortless to follow and understand.

Effective wayfinding assists users alike in traveling between destinations, and will help them discover new destinations and services on foot and by bicycle, car and transit. Wayfinding has the capacity to improve local economic wellbeing by encouraging users to utilize services within their own neighborhood or community. By reflecting local values, wayfinding can also cultivate a sense of pride in one's community, resulting in a deeper connection to place.

Wayfinding signage should not only help visitors find their way around the community, it will also serve as marketing for the community's assets and amenities. Pointing the way to different attractions not only helps people find them - it helps newcomers to the community learn that they exist in the first place. Additionally, the design of wayfinding signage will reflect the character and aspirations of the community, so that the signs themselves become instruments of place-making. Furthermore, we will give careful consideration to the routes chosen to be indicated by signage, in order to present themselves in the best light and promote our neighborhoods and business districts.

2. PROPOSED USE OF PLANNING FUNDS

a) **Please identify the amount of funding requested.**

\$50,000 (grant request) to cover planning and a portion of design.

b) **Please identify below the manner in which the funds are proposed to be used.**

Planning:

The cost of initial planning includes the design brief, planning scope and conceptual design.

Design:

The cost of designing the full program including prototype development, approvals, documentation and bidding.

c) **Please provide documentation (e.g. - invoices, proposals, estimates, etc.) adequate for the Commission to ensure that the funds will be used for the cost of planning to mitigate the impact from the construction or operation of a proposed gaming establishment.**

Generally the financing of wayfinding systems is divided into four major areas: Planning, Design, Fabrication/Installation, Ongoing Management.

The costs below are provided by the Sign Research Foundation's Urban Wayfinding Planning and Implementation Manual (2013).

Planning: the cost of initial planning includes the design brief, planning scope and conceptual design. The estimated cost for similar sized communities is approximately **\$30,000**.

Design: The cost of designing the full program including prototype development, approvals, documentation and bidding. Typical design fee **\$150,000**.

Fabrication and Installation: The final cost of shop drawings, fabrication and installation for a community of similar size is approximately **\$300,000**.

Ongoing Management: Wayfinding systems require changes, maintenance and expansion. Management is typically financed through a range of approaches including destination fees, business levies, city capital budgeting, financing districts, community development block grants, institutional and corporate grants.

As a general rule, maintenance for the system will usually cost the city 10 percent of the total project cost annually - this is only to maintain what is in place. If the city considers future phases, it is likely that these will be planned for at the outset; however, enacting the subsequent steps requires more than planning. Just as all of the city's planning projects have a linear connection to the ensuing stages of development, subsequent phases of the wayfinding system need to consider changes in the city's branding and economic development vision.

d) Please describe how the planning request will address the specific impact indicated.

This request will give us a comprehensive plan and design guide to construct the signage, site locations and long-term framework for expansion and revisions.

e) Please attach additional sheets/supplemental materials if necessary.

Project Source:

Sign Research Foundation - assists communities by supplying academic research on vibrant and effective sign strategies, systems, and codes. They facilitate dialogue with architects, urban planners, developers, code officials, businesses, and designers to create more navigable cities, thriving businesses, and strong urban identities.

Below is the link to the implementation manual cited above. The manual includes cost estimates and project samples.

www.signresearch.org/wp-content/uploads/Urban-Wayfinding-Planning-and-Implementation-Manual.pdf

3. CONNECTION TO GAMING FACILITY

Please provide specificity/evidence that the requested funds will be used to address issues or impacts directly related to the gaming facility.

As stated, the Wynn Resort Casino will generate thousands of visitors each day. This request will assist the City to expand tourist dollars beyond the boundaries of the gaming facility and into the small businesses and destinations within the community. Presently, there is not a comprehensive wayfinding system to guide visitors beyond lower Broadway.

4. IMPACT CONTROLS/ADMINISTRATION OF IMPACT FUNDS

Please provide detail regarding the controls that will be used to ensure that funds will only be used in planning to address the specific impact. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.

The City's internal control structure regarding all grants have been designed to ensure compliance with the federal Office of Management and Budget circulars A-87 "Cost Principles for State, Local, and Indian Tribes", and A-102 "Grants and Cooperative Agreements with State and Local Governments" regardless if the grants are not federal. The control structure ensures all transactions are properly recorded and accounted for, and all transactions are executed in compliance with Laws, regulations, and the provisions of contracts and grant agreements. Some examples of these controls include, but are not limited to: The City's accounting system records all grants and the related grant activity in separate funds, and does not comingle grant activity between grants.

The City utilizes a requisition and purchase order system within the accounting system to ensure expenditures are sufficiently authorized for their intended purpose and adequate funding exists prior to procuring goods or services.

The City individual responsible for the management of the grant will be the only individual allowed to authorize expenditures to the grant, ensuring that only legitimate grant activity is charged to the grant. The City's accounting system automatically controls this process, which is then manually reviewed by the City Auditor's office during the payment processing.

Grant records maintained by the City individual responsible for the management of the grant will be reconciled with the City Auditor's office on a quarterly basis. Any discrepancies identified during this process will be researched and corrected within 15 days from the date identified.

5. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

Please provide details about the Applicant's consultation with the Regional Planning Agency serving the community and nearby communities to determine the potential for cooperative regional efforts regarding planning activities.

The City will be working with the regional planning agency and a private consultant. We will utilize the agency's public art staff and outreach team to assist with the coordination of planning, design and outreach.

The City intends to apply for DLTA funds from the regional planning agency to assist with the creation of the system.

6. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

Please demonstrate that the governmental or other entity will provide significant funding to match or partially match the assistance required from the Community Mitigation Fund. Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

The Cities of Everett will partially match the assistance provided by the gaming commission by providing staff time, meeting space and other coordination and administrative time that will be required for a project of this magnitude.

As previously stated the City will seek DLTA funds from the regional planning authority to assist with the creation of the system.

7. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA) DECISION

- a) Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community's Host or Surrounding Community Agreement.
- b) Where applicable, please also briefly summarize and/or provide page references to the most relevant language included in the most relevant MEPA certificate(s) or comment(s) submitted by the community to MEPA.
- c) Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision.
- d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.

7. Relevant Excerpts

EEA#15060, SSFEIR Certificate, August 28, 2015

Offsite Improvements – Everett

Items 1-14 (pages 17, 18)

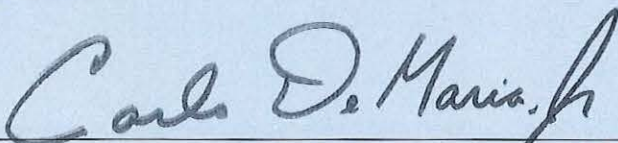
The Wayfinding System would complement the Offsite Improvements in Everett as detailed in the SSFEIR Certificate (dated August 28, 2015). The system would be included along with the required MEPA improvements around Santilli Circle: Revere Beach Parkway (Route 16)/Mystic View Road/Santilli Highway/Route 99 Connector, along Sweetser Circle, and Everett Square.

Host Community Agreement: Impact of tourism was not fully anticipated.

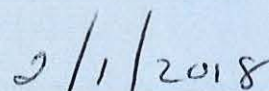
**NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE
NON-TRANSPORTATION REGIONAL PLANNING INCENTIVE AWARD.**

CERTIFICATION BY MUNICIPALITY/GOVERNMENTAL ENTITY

On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.



Signature(s) of Responsible Municipal Official(s)/
Governmental Entity(ies)



Date: