



21

COMMUNITY
MITIGATION
FUND

___ check if joint application

APPENDIX F - 2021 Community Planning Grant Application

(formerly known as Non-Transportation Planning)

BD-21-1068-1068C-1068L-56499

Please complete entire the Application

1. PROJECT INFORMATION

a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT
City of Lynn, MA

b) PROJECT NAME (LIMIT 10 WORDS)
Look at Lynn Marketing Campaign

c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)
The City of Lynn is seeking funds through this application to initiate a marketing campaign designed to mitigate the adverse effects on the City of Lynn, its businesses and our newly instituted cultural district as a result of the operation of the Encore, Boston casino.

d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)
James Marsh - Community Development Director

e) PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)
781-586-6770 JMarsh@LynnMA.Gov

f) MAILING ADDRESS OF CONTACT PERSON(S)
Lynn City Hall - 3 City Hall Square - Room 311 Lynn, MA 01901

2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY

a) Please describe in detail the impact that is attributed to the operation of a gaming facility.

Encore, Boston attracts hundreds of thousands of visitors seeking the variety of entertainment attractions the casino offers from all over the New England Region and beyond. The casino offers not only gaming, but also a multitude of additional attractions including live performances, fine dining and a host of shopping options within the casino and the immediate area. People from all over travel to Encore to enjoy gambling, shows, restaurants and the retail options it provides.

Gaming aside, cities and towns like Lynn offer similar consumer options to visitors. For municipalities, the funds derived from these options not only keep business afloat, but are also essential tax revenue generators. In Lynn, we are fortunate to be in the midst of a rebirth. Signature restaurants have opened, our waterfront is developing with high-end housing options, and we continue to nurture our new cultural district with a variety of entertainment and artistic offerings. Maintaining this momentum is essential to the continued rebirth and advancement of The City of Lynn.

Unfortunately, the host of high-end attractions at and around Encore are drawing would be visitors and their discretionary income from Lynn to the casino. The resulting impact on both business viability and revenue generation for the City of Lynn is adversely affecting our ability to maintain the gains we have recently made.

Exacerbating the issue, not only does Encore offer higher quality consumer options, the casino has the marketing power to draw people away from City's like Lynn and maintain these customers through high powered, expensive media campaigns. These campaigns are also implemented in and around Lynn and the North Shore targeting local consumers that have, up until the opening of Encore, been loyal local customers. In addition, it is well documented that the gaming Encore offers acts as a built-in crowd gathering generator from which their restaurants, performance halls and retail outlets can easily draw. Cities and towns like Lynn do not have this advantage and cannot compete. The playing field is not level on a variety of levels. Businesses are losing revenue and as a result, the city is losing taxes.

b) Please provide documentation, specificity or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).

It is a well-established fact that casinos create positive economic spin-off on communities where these facilities are built and run. Much like the siting of an Amazon facility, this spin-off is one of the biggest factors why communities compete for and encourage casinos to site these establishments within their borders. As these casinos attract visitors, these communities see an increase in economic activity. Conversely, other communities experience a loss as visitors and associated disposable income begins to leave municipalities like Lynn.

A documented example of this effect can be demonstrated through ticket sales at the Lynn Auditorium. Through a similar grant application the Lynn Auditorium established that Encore Boston was now a direct competitor for the booking of shows. The Lynn Auditorium attempted to book, however lost out on a variety of shows in 2019 such as Tony Bennett and the B52s. Just five lost shows translate into a loss of over 10,000 visitors to Lynn’s downtown or approximately \$1,000,000 in ticket sales. The Massachusetts Office of Travel and Tourism indicates in their annual report that every \$1.00 spent by a visitor equates to 2.5 cents in local taxes. This example merely demonstrates the impact on local taxes due to the loss of five shows. Add to this the number of lost visitors Encore is taking from our food service, retail and other local industries, and the tax number grows exponentially. Local taxes aside, losses are further exacerbated when you take into consideration the direct loss in revenue to these industries, and multiplier effects.

c) How do you anticipate your proposed remedy will address the identified impact.

Although the City of Lynn may never match the casino’s marketing budget nor the significant economic spinoff through their ability to crowd gather, this marketing funding will help to begin leveling the playing field by affording us the opportunity to showcase Lynn’s offerings to the general public. The Casino’s artistic, food establishment and retail outlets enjoy the advantage of both a large marketing machine and built-in crowd. Through the use of these funds, the city would be able to attract more entertainment seekers, shoppers and restaurant patrons to Lynn. We would showcase all of what Lynn has to offer in an attempt to keep local visitors and customers in Lynn, and perhaps even attract regional casino patrons to visit to Lynn.

3. PROPOSED USE OF COMMUNITY PLANNING FUNDS (Please attach additional sheets/supplemental materials if necessary.)

a) Please identify the amount of funding requested.

\$100,000

b) Please identify below the manner in which the funds are proposed to be used. Please provide a detailed scope, budget and timetable for the use of funds.

The City of Lynn intends to utilize the services of a marketing professional / consultant to A) work with the City to draft a marketing plan designed to mitigate the issues contained herein and B) implement the recommendations.

The City's goal is to implement the initial marketing plan for a one-year period, with the anticipation of sustaining the plan over a multi-year period. It is intended to be a flexible plan, designed to grow with the City, consisting of general marketing development, website optimization, branding, visitor and consumer outreach, digital advertising, language translations, posters, banners, signage, billboard and video footage.

This plan is currently budgeted at \$125,000. \$100,000 from this mitigation grant and \$25,000 from the City of Lynn. Additional funding may be made available from the MA Office of Travel & Tourism.

Please see attached for more information on SCOPE and TIMELINE.

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.

The City of Lynn has contacted a variety of area marketing firms and as this proposal exceeds the quote threshold, will be bid. Please see attached for estimate.

d) Please describe how the planning request will address the impact indicated. Please attach additional sheets/supplemental materials if necessary.

As outlined in question 2c, this request will provide the City with the resources to effectively promote a variety of amenities and businesses the City of Lynn has to offer to the general public. It will attempt to level the unfair playing ground and assist the City and its businesses in recouping lost revenue and taxes due to the operation of the Casino.

e) For joint grant requests, please state the amount requested for the joint request. Please also state the amount of any Regional Planning Incentive Award requested and provide separate detail on the use of these additional funds.

N/A

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

a) 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 Massachusetts Area Planning Council (MAPC) has been contacted relative to this effort. We specifically asked the agency for a list of companies engaged in marketing / consulting and recommendations on items to include in a potential request for proposals. We intend to involve the MPAC as we move forward with this initiative.

5. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY

a) 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.

The City of Lynn’s Office of Economic & Community Development will match 25% of any award. In addition, the City will be applying for matching funds from the Massachusetts Office of Travel and Tourism’s FY 2021 Travel & Tourism Recovery Grant for up to \$50,000.

b) Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

As referenced above the City intends to provide matching funding for the proposed marketing initiative. In addition, the City’s Office of Community Development and Cultural District Staff will provide in-kind staff time to assist in the creation, rollout and implementation of the marketing plan. It will also be necessary for City of Lynn procurement staff to oversee and manage any bidding requirements relative to this proposal.

6. 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.

N/A

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.

N/A

c) Please explain how this impact was either anticipated or not anticipated in that Agreement or such MEPA decision.

N/A

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.

N/A

7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

a) Please provide detail regarding the controls that will be used to ensure that funds will only be used to address the impact.

These funds will be managed and disbursed through normal City of Lynn fiscal practices including review and sign off by the Mayor, CFO, City Attorney and Community Development Department. They will also be subject to the City's normal annual auditing practices.

b) Will any nongovernmental entity receive funds? If so, please describe. 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.

No nongovernmental entities will receive funds.

NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE COMMUNITY PLANNING REGIONAL PLANNING INCENTIVE AWARD.

8. 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.



By: _____

Date: 1/29/21 _____

**Signature of Responsible Municipal
Official/Governmental Entity**

James M. Marsh

(print name)

Community Development Director

Title:

Look at Lynn Now Estimated Budget

<u>Brief Description</u>	<u>Estimates</u>
Planning / Branding / Meetings	\$ 25,000.00
Website creation	\$ 10,000.00
Video creation	\$ 10,000.00
Print Ad creation	\$ 5,000.00
Social Media Ad Creation	\$ 10,000.00
TOTAL PLANNING	\$ 60,000.00
Billboard Buys	\$ 15,000.00
Social Media Buys	\$ 30,000.00
Print Buys	\$ 20,000.00
TOTAL BUYS	\$ 65,000.00

TOTAL BUDGET \$ 125,000.00

* This budget is based on various conversations with marketing professionals and firms

* We have been advised that Television advertising is not possible within this budget

* Proposals will be submitted when bid.

SCOPE OF SERVICES:

The City of Lynn will initiate a bid and engage the services of a marketing firm to organize and implement a full-scale marketing plan. The principal objectives of this marketing initiative will be designed to support economic development, solidify an identity and brand concept, develop a sustainable marketing strategy, and plan and create promotion strategies for the City of Lynn, Massachusetts. Specific desired outcomes include support of visitor retention efforts, elevated awareness and enhancement of the City of Lynn's image to its target audiences, an increase in customer traffic to Lynn's business and shopping districts and increase visits and customer retention to the city on a whole.

THE PROJECT SHALL INCLUDE:**Planning marketing and branding campaign for the City of Lynn**

- Identification of City Assets to Market / What sets us apart?
- Identification of SWOT (Strengths, Weaknesses, Opportunities and Threats)
- Identification of Target Audience / Who do we want to attract?
- Stakeholder identification
- Branding ideas and opportunities

Implementation

- Website creation
- User-Generated Content
- Virtual Reality and Video
- Social Media / You Tube Advertisements
- Utilization of Social Media Influencers
- Online Advertising Plans
- Offline Advertising / newspapers, billboards, travel publications.
- Budget does not include television.

Look at Lynn Implementation Timeline

