



19

COMMUNITY MITIGATION FUND

APPENDIX F

Non-Transportation Planning Application

BD-19-1068-1068C-1068L-33629

Please complete the entire application.

Check if a joint application

	City of Northampton, MA
1. NAME OF MUNICIPALITY(IES)/GOVERNMENT ENTITY(IES)/DISTRICT(S)	
David J. Narkewicz, Mayor	
2. NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)	
David J. Narkewicz, Mayor & Terence Masterson, Director of Economic Development	
3. LEAD APPLICANT – NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)	
210 Main Street, City Hall Northampton, MA 01060	
4. ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)	
Terence Masterson: (413) 587- 1253 EM: tmasterson@northamptonma.gov	
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	
David J. Narkewicz, Mayor	
7. NAME AND TITLE OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)	
210 Main Street, Northampton MA 01060 (413) 587-1253 tmasterson@northamptonma.gov	
8. ADDRESS, PHONE # AND EMAIL ADDRESS OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)	
MGM Springfield	
9. NAME OF GAMING LICENSEE	

● **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.

Background: The opening of the MGM Springfield casino is projected to attract thousands of visitors to the Pioneer Valley seeking gaming as well as dining, shopping, entertainment, and other tourism offerings. The City of Northampton located less than 20 miles north of Springfield, is a nationally known recognized arts and entertainment destination supporting over 200 retail businesses, 5 musical entertainment venues, and 331 hotel rooms. These businesses employ hundreds of local residents and Northampton restaurants and hotels generate over \$7.8 million annually in meals and hotel tax revenues for the City and Commonwealth.

Potential Casino Impacts: The primary potential impact of MGM Springfield is that its entertainment offerings may divert commerce and consumer spending from Northampton. Many local businesses in Northampton operate on narrow margins so any potential incremental decline in patronage could have a serious impact. In December 2013, the City commissioned an analysis by Camoin Associates that determined there could be a 4% to 8% loss of "recreational spending" once the MGM Springfield casino began operating.

● **PROPOSED USE OF PLANNING FUNDS**

a) Please identify the amount of funding requested.

\$29,000 is requested. A detailed monthly budget for 2020 is attached in order to demonstrate how these funds will be expended.

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

The funding will be used to permit Rhyme Digital of Easthampton MA, the City's Marketing Plan author and implementer to plan the best marketing practices for 2020.

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.

As noted earlier, a detailed monthly "2020 Planning Breakdown" outline has been submitted with this application in order to show how the grant funds will be used.

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

The planning process will accomplish the following:

- + Provide for a review of how well the 2019 Plan has been doing
- + Assess if consumer impacts can be measured by merchant interviews, tax revenue reporting and downtown retail occupancy/vacancy data.
- + Continue communications, meetings and focus groups with downtown businesses to hear their views.

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

See question (d) above.

f) 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

• **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.

The requested funds will support planning for the 2020 Marketing Plan which includes monitoring and evaluating the 2019 Plan's impacts and outcomes. Additionally, focus group sessions with Northampton stakeholders will be held to hear their impressions of how the plan has generated consumer spending for their businesses and if they can measure any impacts from the casino.

The potential impact directly related to the gaming facility is whether consumer spending at the MGM Casino detracts from discretionary spending at Northampton's arts, entertainment, restaurant and retail offerings.

• **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.

Activity Controls:

- (a) There are several controls in place which include the participatory role of the City's Economic Development Director who has worked closely with the consultant on a weekly basis throughout this process.
- (b) Detailed Minutes are taken for all meetings.
- (c) There is a Marketing Committee of Northampton residents with backgrounds in marketing who have guided the selection process for the marketing consultant and they are now working with the consultant and the Northampton Chamber of Commerce on plan implementation.
- (d) The Greater Northampton Chamber of Commerce (GNCC) also works as the Hampshire County Tourism agency. The GNCC along with the Citizens Marketing Committee are and will be meeting with the consultant monthly.

Funding Controls:

- + The 2020 Planning Breakdown details activities and monthly costs together so that operations can be guided by this and monthly payments to the consultant can be tied to specific services each month.
- + Misuse of funds can be avoided since payments are made after services are rendered and detailed.

- **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.

Pioneer Valley Planning Commission (PVPC): The PVPC has been consulted on this proposal. We are interested in exploring any ways that they can assist this effort.

- **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.

City Contribution (In-Kind):

The City's Economic Development Director has been and will continue to contribute at least 5 hours per week for implementation of the 2019 Plan. This involves working with the consultant in various ways and also serving as staff and secretary to the Casino Marketing Committee as it works with consultant on implementing the 2019 plan and planning for 2020. This time allotment equates to 9% of annual time and approximately \$6,000 to \$8,000 in salary and benefits.

Matching or Partial Contributions:

The City will work with local organizations such as the Downtown Northampton Association (DNA), the Greater Northampton Chamber of Commerce, the Hampshire County Tourism Council and the Florence Civic and Business Association to leverage in-kind support and/or matching or partial funds.

- **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. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.

N/A

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)

FEB 1, 2019

Date:

Project:

Northampton Marketing - 2020 Planning Breakdown

Overview:

A breakdown of monthly tasks for the entire 2020 year.

TASKS

Month	Tasks	Est. Cost
January	<ul style="list-style-type: none"> Evaluate Campaign Performance from 2019/Plan for 2020 Campaign planning meetings Conduct Focus Groups with Businesses Strategize On How to Expand Campaign to Include Other Business Segments 	\$7,500
February	<ul style="list-style-type: none"> Complete detailed 2020 campaign calendar/plan 	\$7,500
March	<ul style="list-style-type: none"> Campaign execution begins, ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations 	\$1,000
April	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations 	\$1,000
May	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations 	\$1,000
June	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations 	\$1,000
July	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations Mid-year campaign report with recommendations 	\$2,500
August	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding communities/organizations 	\$1,000
September	<ul style="list-style-type: none"> Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month Ongoing research and outreach to surrounding 	\$1,000

	communities/organizations	
October	<ul style="list-style-type: none"> • Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month • Ongoing research and outreach to surrounding communities/organizations 	\$1,000
November	<ul style="list-style-type: none"> • Ongoing campaign monitoring, data/analytics evaluation/reporting, and recommendations for next month • Ongoing research and outreach to surrounding communities/organizations 	\$1,000
December	<ul style="list-style-type: none"> • Final summary report with full set of data/analytics from 2020 	\$3,500

TOTAL \$29,000