



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

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

City of Revere

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

Robert O'Brien, Director
Department of Strategic Planning & Economic Development

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

Robert O'Brien, Director
Department of Strategic Planning & Economic Development

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

City Hall
281 Broadway
Revere, MA 02151

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

(781) 286-8184
robrien@revere.org

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

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

Brian Arrigo, Mayor

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

City Hall
281 Broadway
Revere, MA 02151

(781) 286-8111
barrigo@revere.org

9. NAME OF GAMING LICENSEE

Encore Boston Harbor Casino (Everett)

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.

Prior MGC non-transportation planning grants have given the city the resources to engage a consultant to work closely with the Mayor, his Chief of Staff, and the City's Director of Strategic Planning and Economic Development to devise and assist in implementing actions aimed at better positioning the city to realize economic development opportunities associated with the Encore Casino in neighboring Everett. This involved strategic efforts to advance several key economic development initiatives which are expected to grow the City's emerging hospitality industry and link it to the Everett casino and to devise a strategy for marketing/promoting travel and tourism. The City of Revere now has over 800 hotel rooms and as a result of its economic development focus, another 902 hotel rooms are in construction or advanced planning stages, more than doubling the City's hospitality capacity. Clearly, hospitality is Revere's growth industry.

The City of Revere proposes to use a 2019 MGC Non-transportation Planning Grant of \$50,000 to further advance its economic development goals by taking the City's casino-hospitality linkage to the next level.

2. PROPOSED USE OF PLANNING FUNDS

a) Please identify the amount of funding requested.

\$50,000

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

The City of Revere will utilize \$40,000 of this \$50,000 grant to produce and distribute a tourism video that will feature the Encore Boston Harbor Casino as a major attraction and reason for a stay in Revere with all of its other attributes. The City acting through its economic development consultant will collaborate with media and marketing professionals to produce a video that highlights the hospitality and entertainment interests and amenities throughout the city and all along historic Revere Beach, capitalizing on the linkage opportunities with the highly anticipated opening of the Encore Casino in Everett in summer 2019. The video will promote Revere's hotels, shops, restaurant, nightlife, parks, open spaces, the revitalization of America's first public beach, and other attractions for the guests staying at Greater Boston's first luxury resort and casino to experience. The balance of the grant, \$10,000, will be used to undertake marketing and promotional efforts about the video content and purpose and the linkage with the Encore Casino.

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.

The City of Revere has estimated the cost of this planning effort at an annualized level of \$50,000. This includes \$40,000 for video production and distribution, as well as an additional \$10,000 to support marketing directly associated with the initiative. The City consulted with media experts as to both the approach and cost to create this touristed focused video. The video will promote Revere's hotels, shops, restaurant, nightlife, parks, open spaces, the revitalization of America's first public beach, and other attractions for the guests staying at Greater Boston's first luxury resort and casino to experience. The joint effort will oversee and produce every aspect of the process, and the grant funds will be allocated into the following three phases.

Phase I: Pre-Production

- 40 hours at \$250/hour = \$10,000

Phase II: Production:

- 16 days of shooting w/ 2 cameramen at \$1,000/day = \$16,000
- Travel and expenses = \$1,000

Phase III: Post-Production

- 3 days of shooting w/ 2 cameramen at \$1,000/day = \$3,000
- 10 days of editing at \$500/hour = \$5,000
- All DVD-related costs to produce 500 DVDs, cases, and artwork = \$5,000

The total projected video production costs amount to \$40,000.

The balance of the grant, \$10,000, will be used to undertake marketing and promotional efforts about the City's intent to emphasize its growing hospitality industry's synergies with the new Encore Casino.

The City proposes this 2019 Non-Transportation Planning Grant as the source of funding for the third phase marketing/promotion and planning effort to position its significant hospitality sector to take full advantage of the opportunities presented by the opening of the Encore Boston Harbor Casino.

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

Revere is advancing comprehensive planning for the major development opportunities at the 160-acre Suffolk Downs and the 35-acre Wonderland Park site, and as it continues to implement the major Waterfront Square Transit Oriented Development at Wonderland station and Revere Beach. The City has focused considerable attention to growing its emerging hospitality sector and has actively encouraged the inclusion of new hotels in the master plans of these three major development centerpieces. Revere believes its coming inventory of at least 1700 hotel keys, its restaurants, and its visitor attractions – including the first public beach in the United States – make Revere an attractive add-on for visitors to the new Encore Casino. Revere and the casino can both benefit from the presence of the other with respect to visitor destination options. The City hopes to take full advantage of the various opportunities presented by the Encore Boston Harbor Casino including business to business linkage, hospitality growth, and with job training programs funded by The Massachusetts Gaming Commission under MGC’s Workforce Development Pilot Program Grants in Region A.

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

The impact of the Boston Harbor Encore Casino upon Revere is quite positive as far as support for the City’s growing hospitality sector is concerned. The tourism video to be produced will be aimed at leisure travelers and is intended to encourage hotel quests to visit the region’s tourist venues and attractions including the Encore Casino. Similarly, the video will be aimed at Encore guests to highlight Revere’s magnificent revitalized public beach, places of interest, and great variety of restaurants as additional reasons to visit the casino.

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

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 a result of the City's ongoing economic development initiatives, including those focused on Revere Beach and of course Suffolk Downs, Revere is experiencing rapid growth in its emerging hospitality industry. Revere currently has some 800 hotel rooms in five properties and another 902 keys in the pipeline. Even more are anticipated in the near future. Engaging the services of marketing professionals, the City will produce a promotional video aimed at predominantly leisure, but also some business travelers. The City plans to have this video highlight Revere's many old and new attractions, restaurants and events, including its widely acclaimed International Sand Sculpting Festival. With an amazing supply of 1700+ hotel rooms in the near future, the City intends to capitalize on natural linkage opportunities in the opening of the Encore Casino in nearby Everett. Guests staying at the Boston region's new luxury gaming facility will be encouraged to travel the very short distance to neighboring Revere and all this seaside city has to offer; conversely, guests in Revere's five existing and six hotels in development will be encouraged to patronize the Encore Casino. The impact of these MGC funds will be to create and support a synergism between Revere's expanding hospitality industry and the Encore Boston Harbor Casino and is intended to mutually benefit both.

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 of Revere's Department of Strategic Planning and Economic Development will act as Administrative agent for this non-transportation planning effort. The sole purpose of the combined 2015/1206 Reserve Fund, the 2018 Non-Transportation Planning Grant, and the 2019 Non-Transportation Planning Grant is aimed at capitalizing on linkage opportunities expected to be presented with the opening of the Encore Boston Harbor Casino in the second half of 2019. The City of Revere will adhere to all applicable state and local procurement policies and administrative/fiscal controls. No non-governmental entities will receive any of these funds directly or indirectly.

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 of Revere is fully engaged with the Metropolitan Area Planning Council as it projects growth and seeks to capitalize on its potential for larger scale development at key sites. In fact, the City in cooperation with MAPC has recently launched a year-long community-based master-planning effort, whose economic development considerations will in part focus of linkage opportunities in the areas of leisure and business travel hospitality, as well as business to business opportunities that are expected to emerge as the casino opens in the neighboring City of Everett later this year. The City is also a strong supporter of the regional employment board's use of workforce development funds from MGC. The City expects this program will aid unemployed and underemployed Revere residents to avail themselves of new employment opportunities. Hospitality management training for local high school and college students is of keen interest to the City particularly.

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.

Once the City secures a professional video production firm through a procurement process consistent with MGL Chapter 30B requirements, the firm performing these services will be supervised and supported by the City's Department of Strategic Planning and Economic Development. The SPED department and the firm will select themes and specific elements that will serve to effectively deliver the message that Revere's offerings are enhanced by its proximity to Encore. SPED staff and management will guide the production and rollout of the marketing effort, including working to ensure Revere and the casino are prominently highlighted in marketing campaigns of the Massachusetts Office of Travel and Tourism, as well as the North of Boston and Greater Boston CVBs. The SPED Department's management and staff will be providing a substantial in-kind match to the MGC Community Mitigation Fund allocation.

Further, Vanasse Associates has recently delivered a \$100,000 traffic study commissioned by the city. This study examined various challenges and opportunities for traffic improvements associated with the City's major imminent developments, as well as general connectivity to surrounding areas including the Encore Casino. The locally appropriated funds for that study should be considered in part matching funds for the MGC grants to Revere.

Finally, the City of Revere will provide significant in-kind services beyond the efforts of the SPED department and its consultants to support this initiative. This includes involvement of

other municipal personnel such as public safety, public works, engineering, and the Mayor's staff.

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.

N/A

There is no Host or Surrounding Community Agreement between the encore Casino and the City of Revere

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.

These MGC funds will be used for purposes beyond those required as mitigation under MEPA.

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.

Brian Arrigo—Mayor of Revere



January 30, 2019

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

Date: