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COMMUNITY
MITIGATION
FUND

APPENDIX F

2020 Non-Transportation Planning Project Application
BD-20-1068-1068C-1068L-46130

Check if joint application

Please complete the entire application

1.	NAME OF MUNICIPALITY(IES)/GOVERNMENT ENTITY(IES)/DISTRICT(S) City of Revere
2.	PROJECT NAME (Limit 10 words) Hospitality Advocate
3.	BRIEF PROJECT DESCRIPTION (Limit 50 words) With MGC NTP funds the City of Revere will a establish and sustain for 18 months, a new position in the Department of Strategic Planning and Economic Development to coordinate and facilitate business to business connections between Revere hospitality venues, regional travel and tourism and the Encore Boston Harbor Casino.
2.	NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER) Robert O'Brien, Director Dept. 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 Dept. 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 781-286-8181 Robrien@revere.org
6.	NAME AND CONTACT INFORMATION OF JOINT APPLICANTS – MUNICIPALITIES/GOVERNMENTAL ENTITIES/DISTRICTS

2020 NON-TRANSPORTATION PLANNING PROJECT APPLICATION

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

Mayor Brian Arrigo

- 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

• IMPACT DESCRIPTION

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

The Massachusetts Gaming Commission has previously awarded the City of Revere planning grants providing the financial 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 was recently awarded 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. This grant is financing the professional production marketing and distribution of a tourism video touting the City's hospitality venues (hotels and restaurants), Revere Beach and other local attractions and highlighting the City's proximity and accessibility to regional attractions in downtown and Greater Boston as well as the North Shore. The Encore Boston Harbor Casino is to be prominently featured.

The City believes that the dramatic growth in the local hospitality industry merits a concentrated and focused effort to organize and nurture our emerging travel and tourism businesses. The presence of the Encore Boston Harbor Casino on the regional scene and the resources offered by this grant program offer the City a unique opportunity to seek to capitalize on new hospitality opportunities.

• PROPOSED USE OF PLANNING FUNDS

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.

MGC 2020 Planning Grant funds will enable the City to establish a Hospitality Advocate position within the Department of Strategic Planning and Economic Development at a base salary of \$64,000 for a period of 18 months. A primary function of this new position will be the organization of the City's hotels, restaurants and entertainment venues into a Revere Travel and Tourism Council (RTCC). The balance of the grant, \$4,000, will assist the newly formed RTCC to become actively engaged in state and regional efforts to promote tourism by providing the first years of membership fees in two key industry organizations: the Greater Boston Convention and Visitors Bureau (GBCVB) and the North of Boston Convention and Visitors Bureau (NBCVB); the remaining \$2,150 in MGC grant funds will enable to the Hospitality Advocate to attend trade shows and conferences on behalf of the RTCC. The City of Revere will provide the Hospitality Advocate with its standard benefit package and intends to continue the position after the launch period with municipal and private funds.

Budget: July 1, 2020 – December 31, 2021

- Base annual salary: \$64,000 x 1.5 = \$96,000
 - GBCVB annual membership fee (2) = \$1,350
 - NBCVB annual membership fee (2) = \$500
 - Attendance at conferences/trade shows = \$2,150
- TOTAL \$100,000

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 operation of a gaming establishment.

The City has established the salary level for this vital new position based on generally comparable positions in other municipal departments and in other municipalities as well as not-for-profit organizations. The position will carry full municipal benefits. The balance of the grant will secure established one-year memberships for the fledgling local tourism promotion council in the GBCVB and NBCVB for the critical first year of operation.

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

Construction will commence this year on the first phase of the major mixed-use development at the 160-acre Suffolk Downs on the Revere side of the site with a new hotel and business incubator. Plans are beginning to gel for the vacant 35-acre Wonderland Park site which the City desires to contain some major entertainment and hospitality features. A new hotel is now in construction as the major Waterfront Square Transit Oriented Development at Wonderland station and Revere Beach continues at a rapid pace; a new destination ocean-view restaurant, Dryft, opened in the complex recently; other restaurants along the shore and other sections of Revere are in planning. As we have reported, the City has focused considerable attention to growing its emerging hospitality sector and has actively encouraged the inclusion of new hotels in other locations along the shore and major traffic arterials. Revere believes in a short period of time its hotel inventory will exceed 2000 rooms, giving the City the largest concentration by far of hotel rooms north of the City of Boston. Add to this its visitor attractions, including of course the first public beach in the United States with its many festivals and Revere is obviously an attractive add-on for visitors to the Encore Boston Harbor Casino. Revere and the Encore Boston Harbor Casino both stand to benefit from the type of cross-marketing and promotion efforts that the City expects the Hospitality Advocate to advance. The Revere Travel and Tourism Council, facilitated by the Hospitality Advocate, will seek to raise the profile of hospitality venues in Revere and their connectivity to Encore Boston Harbor with respect to state marketing and promotion efforts through the Massachusetts Office of Travel and Tourism (MOTT). Through the Hospitality Advocate, the City will position the Revere Travel and Tourism Council to participate more actively in the various and varied opportunities presented by the Encore Boston Harbor Casino: business to business linkage, hospitality expansion, and of course 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 impact indicated.

The 2020 MGC NTP grant will allow the City of Revere and its new growth sector, hospitality, to capitalize on the great potential presented by the substantial economic power and draw of the Encore Boston Harbor Encore Casino. A viable focal point is needed to achieve this however and the City believes that needs to be a specific dedicated trade-City partnership – the Revere Travel and Tourism Council. That organization can only succeed if it is organized and advanced by a dedicated staff position, the new Hospitality Advocate whose responsibilities will include:

- Communication and coordination among the membership, City government and other interested parties**
- Liaison and advocacy with the GBCVB, NBCVB and MOTT**
- Periodically managing updates and disseminating the City’s new Mass Gaming Commission funded tourism video**
- Creating new promotional efforts, events and campaigns**
- Interaction with city staff, consultants and public entities as pertains to traffic and transportation improvements particularly those linking Revere to the Encore Boston Harbor Casino**

The net result of these action will benefit all concerned: local employers and businesses, workers and those seeking employment opportunities, the City of Revere, the Encore Boston Harbor Casino, and state tourism – a significant segment of the Commonwealth’s economy.

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.

Flowing from Revere's economic development initiatives, especially those focused on Revere Beach, Suffolk Downs, and the former Wonderland Park, Revere is experiencing rapid and dramatic growth in its hospitality industry. Revere currently has some 800 hotel rooms in five properties and another at least 902 keys in the pipeline. Even more are anticipated in the near future as hospitality continues to emerge as Revere's dominant new industry. With MGC grant assistance, the City is about to 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 annual Arts Festival and widely acclaimed International Sand Sculpting Festival. With an amazing supply of 1700+ hotel rooms on the near horizon, 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.

This 2020 MGC NTP grant will provide the City with the means to create a mechanism that takes the concentration of effort on the emerging local hospitality sector to a higher level. By providing staff support focused on hospitality, the City and its local partners can create a working organization to nurture and promote hospitality in Revere and realize natural synergies between Revere's growth industry, hospitality and the nearby major entertainment venue of Encore Boston Harbor Casino.

• INTERNAL CONTROLS/ADMINISTRATION OF FUNDS

Please provide detail regarding the internal controls that will be used to ensure that funds will only be used in planning to address the 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 (DSPED) will continue to 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 have been aimed at capitalizing on linkage opportunities presented by the opening of the Encore Boston Harbor Casino this year. The City of Revere will adhere to all applicable state and local personnel procedures and procurement policies and administrative/fiscal controls. No non-governmental entities will receive any of these funds directly or indirectly; funding will remain within the budget of and control of the DSPED. Though the funds will enable a partnership with private hospitality interests, the sole intent of this initiative is to promote the tax and job generating potential that will come with growth of this critical local economy sector; as such the public purpose and public benefit are clear.

• 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 engaged with the Metropolitan Area Planning Council on multiple levels. MAPC seeks to capitalize on Revere's potential for larger scale development at key sites to strengthen the fabric of the regional economy. MAPC recognizes Revere's hospitality sector as a regional economic engine and encourages efforts to stimulate growth in this sector.

The City is currently mid-way through a year-long community-based master-planning effort with substantial research and facilitation assistance provided by MAPC. Economic development considerations in this effort are partly focused on linkage opportunities in the areas of leisure and business travel hospitality, as well as employment business to business opportunities with the casino now fully operational in the neighboring City of Everett. One key outgrowth of recommendations expected in the final Master Plan is the formation of a mutually beneficial working partnership between the City and the local hospitality industry which will aim to strengthen and grow that industry.

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.

- **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 City of Revere will provide the Hospitality Advocate with its standard benefit package with a cash value of some \$58,839 over the 18 month term of this grant. Significantly, the City and intends to continue the position and support the RTTC after the launch period with municipal and private funds.

The City has established the salary level for this vital new position based on generally comparable positions in other municipal departments and in other municipalities as well as not- for-profit organizations. The position will carry full municipal benefits. The balance of the grant will secure established one-year memberships for the fledgling local tourism promotion council in the GBCVB and NBCVB for the critical first year of operation.

The City will of course provide the Hospitality Advocate with space, equipment, and staff support within the offices of the department of Strategic Planning and Economic Development. 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.

- **RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA") DECISION**

N/A

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

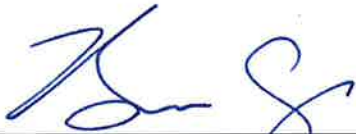
d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.

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.



1.30.200

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

Date:

