



FY 2025 Municipal Community Mitigation Fund Grant Application

Application Instructions:

- I. All applications **must** be received by the Massachusetts Gaming Commission by January 31st, 2024, at 11:59 p.m. to be considered for funding for the FY 2025 grant round.
- II. Each Municipality may only submit **ONE** application as a Word Document.
- III. Each project must have its own form within the appropriate category. Forms can be found below as Parts A-E. If there is more than one project in a category, please copy the form. Provide a form and attachments for each project. All attachments should directly follow the relevant project form.
- IV. Be sure to fill in **all** the information requested on the application. Applications that are left incomplete will not be accepted.
- V. The application must be signed by the municipal administrator or an individual with signatory authority.
- VI. **Submit this completed form as well as any relevant attachments to MGCCMF@Massgaming.gov or as a response to the COMMBUYS BID BD24-1068-1068C-1068L-95061**

For more detailed instructions as well as the full FY 2025 Application Guidelines visit <https://massgaming.com/about/community-mitigation-fund/>

Municipal Grant Manager Information:
Applicant: Town of Foxborough
Vendor Code: VC6000191792
Name: Paige Duncan
Title: Town Manager
Email Address: pduncan@foxboroughma.gov
Telephone: 508-543-1258
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Grant Budget Summary

Your community's FY 2025 proposed allocation can be found at <https://massgaming.com/about/community-mitigation-fund/>. Use the space below to total all requests by category. Please clarify how many discreet projects your community plans to undertake per category.

Total FY 2025 Allocation:		
Application Totals by Category	# of Projects	Requested Amount
A. Community Planning	1	\$64,500 – Foxborough, \$25,300 – Plainville, \$56,800 – Wrentham
B. Public Safety		
C. Transportation		
D. Gambling Harm Reduction		
E. Specific Impact		
TOTAL		\$146,600

- I. Are you requesting a waiver for any program requirement?
 Yes
 No
- II. **If yes**, you must fill out a CMF Municipal Waiver Form. The Waiver form can be found as Appendix E to the RFR on COMMBUYS or online at <https://massgaming.com/about/community-mitigation-fund/forms/>. Applications without a completed waiver form will not be considered for a waiver.

Budget Category Summary

Use the below space to provide an overview of all projects to be covered by this funding. You may add as many items as is pertinent to your application (you can add rows by right clicking on the row and selecting "add row"). Please provide a category, name, brief description, and amount for each item.

Category	Project Name	Description	Amount
A. Community Planning	Regional Destination Marketing Initiative	Regional Destination Marketing Initiative to continue the marketing and promotion of VisitFPW to target audiences in an effort to increase visitation and branding leading up to FIFA World Cup 2026.	\$146,600
B. Public Safety			

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

C. Transportation			
D. Gambling Harm Reduction			
E. Specific Impact			

Applicant Certification

On behalf of the aforementioned applicant, I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this application.



Signature: _____

2/15/24

Date: _____

Paige Duncan, Foxborough Town Manager

Name and Title of Signatory: _____

Part A-Community Planning

Project Name:	
Please provide below the contact information for the individual managing this aspect of the grant.	
Project Contact	Additional Project Contact (if applicable)
Name: Paige Duncan	Name:
Title: Town Manager	Title:
Department: Town of Foxborough	Department:
Email Address: pduncan@foxboroma.gov	Email Address:
Telephone: 508-543-1205	Telephone:
Address: Foxborough Town Hall, 40 South, Street, Foxborough, MA 02035	Address:
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. You may use the impacts identified in the FY 2025 Guidelines relevant to this category (Page 8-9). If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>	
<p>*** PLEASE NOTE THIS IS A REGIONAL CAMPAIGN THAT IS SUPPORTED BY FOXBOROUGH, WRENTHAM, AND PLAINVILLE, WHO HAVE COMMITTED TO ALLOCATING THEIR FULL MITIGATION AMOUNT LESS ANY SPECIAL PROJECTS***</p>	
<p>The towns of Foxborough, Plainville, and Wrentham have long recognized the significant draw of Plainridge Park Casino, attracting patrons who might not otherwise visit the area. That said, each town in our tri-town region boasts a unique attraction – Foxborough is home to Gillette Stadium/Patriot Place, and Wrentham hosts the Wrentham Village Premium Outlets. These three small towns house world-class venues, providing local communities and businesses with opportunities to attract a diverse clientele. By collaborating, we aim to ensure that the casino's presence leads to economic development for the entire region rather than a mere shift in spending. Further, we believe the tremendous draw of Wrentham Village Premium Outlets and Gillette Stadium can benefit Plainridge Park Casino if marketing efforts are coordinated.</p> <p>Since 2019, the towns have been taking incremental and foundational steps towards implementing an integrated and comprehensive Regional Destination Marketing Strategy. This ongoing initiative has achieved several milestones, including:</p> <ul style="list-style-type: none"> • Publication of a detailed Regional Destination Marketing Strategy report. • Development and launch of a dedicated website (www.VisitFPW.com). • Ongoing maintenance of the website and marketing services. • Creation of a distinctive brand and a repository of assets, encompassing photography and three commercials (funded by the Massachusetts Office of Travel and Tourism "MOTT"). 	

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

- Provision of strategic planning, account management services, content management, and communications.
- Additional photography services, development of promotional flyer, animation of the logo, and ongoing support for the website and associated services.
- Production of a virtual Visitor's Guide (funded by Meet Boston).
- Creation of a promotional video.
- Implementation of a comprehensive advertising campaign for the upcoming spring/summer, incorporating digital, print, and television ads (currently in process).

Our framework is well established, and we have incrementally been implementing the strategies outlined in the original marketing strategy, including stakeholder engagement, public relations, social media, newsletters, itinerary development, consumer surveys, and creation and tracking of measurement tools. The results of these efforts include:

- Over the past three months, there have been 6915 users to the website, mostly through organic search. During a three-month ad campaign in summer 2022, we saw almost 14,000 users, indicating that advertising works to build awareness and traffic to the website.
- Digital marketing and social metrics and engagement – the ad that was placed in the Boston Globe Army Navy Supplement (both print and digital) generated 103,002 impressions over a five-day period with a click-through rate (CTR) of 7%, higher than the benchmark average of 5% for a comparable campaign.
- According to the Massachusetts Department of Revenue, Hotel Tax Collections in Foxborough, Plainville & Wrentham for FY2018 was \$1,883,349. In FY2023, it increased to \$2,410,308.

With the assets developed and implementation of strategies and tactics starting to take place and generating positive results, in this next phase, we are seeking financial support for a comprehensive marketing, sales, and advertising campaign that includes:

- Marketing Implementation
- Development and implementation of a sales strategy, including industry association and tradeshow participation
- Targeted fall/winter advertising campaign that would promote local businesses, recreational and entertainment opportunities and leverage the marketing efforts of community businesses to raise the profile and increase business to VisitFPW
- Search Engine Marketing
- Geofencing
- Asset Development- collateral, banners, tradeshow booth, VisitFPW Discount Card
- Graphic Design

This initiative aims to boost economic activity in the vicinity of Plainridge Park Casino, encompassing Foxborough, Plainville, and Wrentham. We aim to promote bookings and stays in the destination market area, focusing on attracting visitors not only during the upcoming World

Cup in 2026 but also those who may explore the area before or after the event due to their interest in the key destinations associated with the games.

II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.

As the FIFA World Cup approaches in just two years, the effectiveness of our regional destination marketing efforts rely on a comprehensive strategy that integrates marketing, sales, and advertising. Our goal is to cast a wide net and build awareness among domestic and international visitors. Advertising will focus on visitors from the Northeast, sales & tradeshow efforts will help us drive business from domestic and international group tour markets, and search engine marketing, geofencing and other digital efforts will expand our reach as far as budget allows.

We have outlined various strategies and tactics that when implemented collectively, contribute to attracting visitors to businesses in our communities. The scalability of these efforts depends on the available funding for this regional marketing endeavor.

Collaborating with local businesses, we will offer special rates and promotions as part of our advertising campaign. Additionally, a VisitFPW Discount Card will be introduced, providing discounts and value-added opportunities across businesses in Foxborough, Plainville, and Wrentham. The marketing efforts will focus primarily on digital and social media platforms during the fall/winter period. Targeted media outlets include Boston.com, NETravel.com, NYTimes.com, iHeart Media, as well as prominent platforms like Facebook, Instagram, YouTube, and others. To enhance the campaign, paid search, geofencing, and SEM (Search Engine Marketing) will be incorporated. This multifaceted approach aims to educate, invigorate, and offer adventurous experiences while supporting local businesses.

The call to action on all campaign elements will be to drive people to the website for more information and to book their stay.

The marketing efforts focus on residents from New England, New York, New Jersey, and Pennsylvania, specifically those with a household income exceeding \$100,000. Our target demographic includes couples, families, and friends with diverse interests such as outdoor activities, arts and culture, shopping, dining, and more. MOTT (Massachusetts Office of Travel and Tourism) is initiating a new advertising campaign tailored to this audience, and we aim to capitalize on their investments to broaden our outreach and impact. Because this is a very fluid and primarily digital campaign, throughout the campaign we will be monitoring the results in order to modify the program as needed to generate the greatest return on investment by the end of the campaign.

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

In addition to our advertising and marketing initiatives, a targeted sales strategy will be formulated to attract both bus tour and group tour businesses, as well as domestic and international independent travelers to the area. The overarching objective is to increase visitors to Plainridge Park Casino. Targeting these market segments through consumer advertising would be cost-prohibitive, but a targeted sales approach will raise awareness for the destination and allow for direct bookings with groups already traveling in New England and/or those looking to add new products to the region.

Moreover, we will continue to enhance collaboration with the "Big 3" through cross-promotions and expanded advertising initiatives. These endeavors will involve active participation in tradeshows, including Discover New England (focused on international tour operators catering to individual and group international travelers), Destination East Trade Show (geared towards meeting planners bringing conferences to the northeast region of the United States), and the Boston Concierge Tradeshow (aimed at educating concierges about the attractions in Foxborough, Plainville, and Wrentham). Participation in these shows and events allows us to sell our destination and build partnerships that will allow us to leverage our resources by posting itineraries and other planning information on partner websites.

With the ability to participate in shows and sales activities, we will be able to coordinate our efforts with MOTT and Meet Boston, who have aggressive sales efforts not only domestically but also internationally with overseas representatives in several key countries (Ireland, UK, Italy, Germany, and soon to add France and Canada among others). With funding for collateral, we will not only be able to produce collateral that targets our various market segments, including group tours and meetings, but we will also be able to target the international traveler with translated itineraries and other pieces.

We will continue to develop additional assets as needed, including ads, and we will also create pull up banners and tradeshow booth elements to use for the sales efforts of the region. Leads generated from these efforts will be sent directly to the private-sector tourism businesses in the three communities and will be tracked for conversion.

We have also requested funding for professional graphic design services to help create all of these marketing and promotional elements and funds for website maintenance.

The success of the program will continue to be measured based on a number of metrics, including:

- Number of local businesses participating in collaboration with Foxborough, Plainville & Wrentham
- Traffic to VisitFPW website
- Click-throughs on VisitFPW Website
- Digital marketing and social metrics and engagement
- Increases in lodging occupancy
- Increases in lodging and restaurant tax collections

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

- Number of leads generated & converted business

The proposed program is a comprehensive, integrated campaign that can be scaled based on the resources available. The elements proposed should be implemented to achieve the greatest success. The main difference between the two budgets is the amount of money allocated towards advertising for the fall/winter and search engine marketing & geofencing. If the higher amount were available, increased funds would also be allocated to the sales effort to drive direct business to the private sector.

Proposed MGC Grant Budget

Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation

Description of Purchase/Work	Timeline	\$352,000	\$146,600
Visit FPW Fall/Winter Advertising Campaign – Includes digital, print, TV, targeted display advertising to curated audiences	Fall/Winter Focus	101,000	25,100
Visit FPW Search Engine Marketing	12 months	48,000	18000
Visit FPW Geofencing	12 months	24000	0
Visit FPW Marketing Implementation	12 Months	60000	42,000
Visit FPW Sales Strategy Development & Implementation	12 Months	36000	12000
Visit FPW Asset Development -			
Pull up banners/booth	September	10,000	5000
Collateral (leisure, group & meetings sell materials)	September - January	25000	12500
VisitFPW Discount Promotion Card	October – December	15000	10,000
Graphic Design	12 months	15,000	10,000
VisitFPW Participation in industry tradeshow and events			

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Discover New England	March	3,500	3,500
Destinations East	Fall	6000	0
Boston Concierge Assn.	April	1500	1500
Visit FPW Website Maintenance	12 months	7000	7000
	TOTAL:	352,000	146,600

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Part B- Transportation

Project Name:	
Please provide below the contact information for the individual managing this aspect of the grant. If there are multiple people involved in the grants management, please add more lines to accommodate their information.	
Project Contact	Additional Project Contact (if applicable)
Name:	Name:
Title:	Title:
Department:	Department:
Email Address:	Email Address:
Telephone:	Telephone:
Address:	Address:
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. You may use the impacts identified in the FY 2025 Guidelines relevant to this category (Page 10-11). If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>	
<p>II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.</p>	

Proposed MGC Grant Budget			
Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation.			
Description of Purchase/Work	Timeline	QTY	Budget
	TOTAL:		

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Part C- Public Safety

Project Name:			
Please provide below the contact information for the individual managing this aspect of the grant			
Project Contact		Additional Project Contact (if applicable)	
Name:		Name:	
Title:		Title:	
Department		Department:	
Email Address:		Email Address:	
Telephone:		Telephone:	
Address:		Address:	
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. You may use the impacts identified in the FY 2025 Guidelines relevant to this category (Page 12-13). If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>			
<p>II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.</p>			
Proposed MGC Grant Budget			
Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation.			
Description of Purchase/Work	Timeline	QTY	Budget
	TOTAL:		

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Part D- Gambling Harm Reduction

Project Name:			
Please provide below the contact information for the individual managing this aspect of the grant			
Project Contact		Additional Project Contact (if applicable)	
Name:		Name:	
Title: Senior Project Manager		Title:	
Department:		Department:	
Email Address:		Email Address:	
Telephone:		Telephone:	
Address:		Address:	
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. You may use the impacts identified in the FY 2025 Guidelines relevant to this category (Page 14-15). If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>			
<p>II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.</p>			
Proposed MGC Grant Budget			
Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation.			
Description of Purchase/Work	Timeline	QTY	Budget
	TOTAL:		

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/

Part E- Specific Impact

Project Name:			
Please provide below the contact information for the individual managing this aspect of the grant.			
Project Contact		Additional Project Contact (if applicable)	
Name:		Name:	
Title:		Title:	
Department:		Department:	
Email Address:		Email Address:	
Telephone:		Telephone:	
Address:		Address:	
<p>I. Please use the space below to identify the impact of the gaming establishment on your municipality. This category is for projects that do not fit in any other category but may use any impacts identified in the FY 2025 Guidelines that are relevant. If you are using an impact not identified in the guidelines, please use the space below to identify the impact. Please provide documentation 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, etc.)</p>			
<p>II. Please describe the project in detail and how the proposed project will address the impact indicated above. Please include a breakdown of the proposed scope of work, the scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.</p>			
Proposed MGC Grant Budget			
Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation.			
Description of Purchase/Work	Timeline	QTY	Budget
	TOTAL:		

For full guidelines please see www.massgaming.com/about/community-mitigation-fund/application-guidelines/



MUNICIPAL BLOCK GRANT FY 2025 WAIVER FORM

Applicants may request a waiver of a condition set forth in the Application for the Commission’s consideration. All requests for waivers or variances shall be submitted with the Application. The Commission may in its discretion waive or grant a variance from any provision or requirement contained in the FY 2025 Guidelines.

Applicant: Town of Foxborough (on behalf of Foxborough, Plainville & Wrentham)
Program Manager: Paige Duncan, Town Manager
Email: pduncan@foxboroughma.gov
Telephone: 1-508-543-1258
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035

I. Financial Variance Request:
If your municipality’s proposed allocation is insufficient to mitigate identified casino related impacts, you may use the space below to request additional funds. Municipal waivers will be evaluated on a case-by-case basis and award decisions will be based on available funding.

Please Note: The intent of this waiver is not to fund routine expenses but to fund significant projects that would not otherwise be able to be funded under a municipality’s annual CMF allocation.

CMF Designated FY 2025 Grant Amount: \$64,500 – Foxborough, \$25,300 – Plainville, \$56,800 – Wrentham

Requested Amount Over Designated: \$435,500 over Foxborough amount(\$352,400 over if Wrentham & Plainville allocations are approved)

Basis of Waiver Request:

*** PLEASE NOTE THIS IS A REGIONAL CAMPAIGN THAT IS SUPPORTED BY FOXBOROUGH, WRENTHAM, AND PLAINVILLE, WHO HAVE COMMITTED TO ALLOCATING THEIR FULL MITIGATION AMOUNT LESS ANY SPECIAL PROJECTS***

The towns of Foxborough, Plainville, and Wrentham have long recognized the significant draw of Plainridge Park Casino, attracting patrons who might not otherwise visit the area. By collaborating, we aim to ensure that the casino's presence leads to economic development for the entire region rather than a mere shift in spending. Further, we believe the tremendous draw of Wrentham Village Premium Outlets and Gillette Stadium can benefit Plainridge Park Casino if marketing efforts are coordinated.

As the FIFA World Cup approaches in just two years, the success of our regional destination marketing hinges on a comprehensive strategy that seamlessly integrates marketing, sales, and advertising. Our primary target audience consists of visitors from the northeast, and we have delineated various strategies and tactics that, when executed collectively, will contribute to drawing visitors to businesses in our communities.

Evidence from hotel tax collections provided by the Massachusetts Department of Revenue indicates that our limited yet incremental programs have been effective. Hotel tax collections in FY2018 amounted to \$1,883,349, and by FY2023, it had risen to \$2,410,308.

With the impending arrival of the FIFA World Cup, time is of the essence to elevate the profile of Foxborough, Plainville, and Wrentham. Therefore, we are seeking a Waiver to secure appropriate funding, amounting to \$500,000, to generate a significant impact for our region.

The Towns of Plainville and Wrentham have committed part or all of their funds towards this initiative, totaling \$146,600, which brings down the requested amount over designation to \$352,400.

II. Programmatic Requirement Variance Request:

A municipality may request a waiver from any application requirement. Municipal waivers will be evaluated on a case-by-case basis and applicants will be notified of the Commission's decision.

Basis of Waiver Request:

The program in the application can be scaled, depending on the funds available. Should the full funds be available, we can invest more funds in advertising, Search Engine Marketing, GeoFencing and other digital efforts. We will also be able to enhance sales efforts in order to drive more business to the region. The following budget outlines how the funds would be used, based upon funding available.

Proposed MGC Grant Budget

Please use the following table to outline the project budget. Please include as an attachment any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation

Description of Purchase/Work	Timeline	\$352,000	\$146,600
Visit FPW Fall/Winter Advertising Campaign	Fall/Winter Focus	101,000	25,100
Visit FPW Search Engine Marketing	12 months	48,000	18000
Visit FPW Geofencing	12 months	24000	0
Visit FPW Marketing Implementation	12 Months	60000	42,000
Visit FPW Sales Strategy Development & Implementation	12 Months	36000	12000
Visit FPW Asset Development -			
Pull up banners/booth	September	10,000	5000
Collateral (leisure, group & meetings sell materials)	September - January	25000	12500
VisitFPW Discount Promotion Card	October – December	15000	10,000
Graphic Design	12 months	15,000	10,000
VisitFPW Participation in industry tradeshow and events			

Discover New England	March	3,500	3,500
Destinations East	Fall	6000	0
Boston Concierge Assn.	April	1500	1500
Visit FPW Website Maintenance	12 months	7000	7000
	TOTAL:	352,000	146,600