



**APPENDIX G – RESERVE PLANNING/TRIBAL GAMING TECHNICAL
ASSISTANCE PROGRAM APPLICATION**

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

Please complete entire Application

1. PROJECT INFORMATION

a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT

Town of Foxborough (on behalf of Foxborough and Wrentham)

b) PROJECT NAME (LIMIT 10 WORDS)

Phase 3 of Regional Destination Marketing Initiative

c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)

Retain marketing consultant to update website, implement a comprehensive social media program, develop outreach and connections, and look for future revenue generation and funding opportunities.

d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)

Paige Duncan, Planning Director

e) PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)

pduncan@foxboroughma.gov / 508-543-1250

f) MAILING ADDRESS OF CONTACT PERSON(S)

40 South Street
Foxborough, MA 02035

2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY

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

The Towns of Foxborough, Plainville and Wrentham are directly affected by the Plainridge Park Casino due to its location in Plainville, and its close proximity to the boundaries of Wrentham and Foxborough.

The three towns are unique in that each has a major regional destination located within its borders. Plainville has Plainridge Park Casino, Wrentham has the Wrentham Village Premium Outlet Mall and Foxborough has Patriot Place/Gillette Stadium, all located within seven miles of each other. These three major destinations collectively bring in an estimated twenty million plus visitors per year to the region (pre-Covid).

Fortunately, negative impacts from the Casino have been negligible to date. In fact, the Towns of Foxborough, Plainville and Wrentham see an opportunity to enhance visitation to the area, particularly to the Casino, by developing a strategy to establish our region as a tourist/visitor destination.

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).

Minimal negative impacts (from a planning perspective).

Seeking to create positive impacts for Casino and surrounding towns/area. See study: <https://tinyurl.com/FPW-Destination>

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

The goal is to convert the one-day travelers to our region (visiting one of our major destinations) into multi-day travelers who stay in our region and further contribute to the local economy. Conceivably, these visitors would patronize our major destinations as well as our downtowns, restaurants and other retail establishments. Establishing an advocate for group trip planners will ensure that visitors are fully aware of all our region has to offer.

Phase 3 of this project would be the first step in establishing a future dedicated sales/public relations and marketing staff that would be responsible for proactively marketing our region to attract conferences, group tours (local and from outside the region), senior citizen and other bus tours. For this phase, in order to kick off the effort, we propose hiring a marketing consultant to work closely with the Greater Boston Convention & Visitors Bureau and the Metro-West Visitors Bureau to ensure maximum coverage for attracting future visitors. The Greater Boston Convention & Visitors Bureau endorsed our initiative when first proposed, and has indicated a willingness to work with us. In the future, if successful, consideration could then be given to forming a new Visitors Bureau specifically serving this region (or joining an existing one).

3. PROPOSED MITIGATION (Please attach additional sheets/supplemental materials if necessary.)

a) Please identify the amount of funding requested

Wrentham	\$10,000
Foxborough	\$23,820
Total	\$33,820

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.

Phase 3 will include the following Scope, which will begin in January 2022 and run approximately 12 months:

1. Strategic Planning & Account Management Services. The consultant will:
 - a. Be tasked with implementing portions of the Regional Strategic Plan for Visitor Marketing, driving visits to the region with the ability manage, track and report all aspects of these activities.
 - b. Provide an experienced point of contact to serve as the primary contact to facilitate this project.
 - c. Maintain regular status reports and meetings with Towns of Foxborough, Plainville and Wrentham.
 - d. Manage and track project budgets, timelines and reports.
 - e. Attend all meetings and collaborative discussions, as required.
2. Content Management/Communications. The consultant will:
 - a. Ensure messaging and materials provide clear, coordinated effort to attract targeted audiences.
 - i. Maintain, update and expand content on website
 - ii. Develop and implement a Social Media strategy
 - b. Manage communication by:
 - i. Developing bi-monthly newsletters to promote the region to visitors (eventually these newsletters would be monthly and a quarterly meeting planner newsletter would be added to distribution).
 - ii. Maintaining regular communication to inform key stakeholders of activities and encourage collaboration among businesses.

- iii. Ensuring all activities in the region are being shared with destination marketing organizations, including the Regional Tourist Councils within which Foxborough, Plainfield and Wrentham sit, the Massachusetts Office of Travel & Tourism, and Discover New England, among others. Collaborate with these organizations to generate exposure for the region.
 - c. Develop and produce promotional collateral as needed for sales distribution
 - d. Respond to and facilitate media requests (eventually become more proactive soliciting media coverage for Foxborough, Plainville and Wrentham as a visitor destination).
3. The consultant shall explore and develop revenue generating ideas:
- a. Develop and implement revenue generating ideas to help fund these marketing efforts for the region and be able to expand upon them.
4. The consultant shall incorporate measurement tools into the process:
- a. Develop and implement measurement tools in order to track results and measure success of marketing programs. These figures will not only be used to track success and modify programs to make them more efficient and effective, but will also be used to apply for grants and additional funding.

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 mitigating the impact from the operation of a proposed gaming establishment.

See attached scope from Open the Door consultants (marketing consultant involved in Phases 1 and 2).

d) Please describe how the mitigation request will address the impact indicated.

Bringing on a marketing consultant to update and keep the regional website active, and to assist in promotion and awareness of our region as a destination will support Plainridge Park Casino by bringing more visitors to the region. Additionally, we aim to work with the Greater Boston Convention & Visitors Bureau and the Metro-West Visitors Bureau to ensure we have a "seat at the table" for conference and other planning in hopes of attracting conferences and other organized activities to be centered in our region.

During this time, the three towns will be working with the major destinations to figure out if there is an ability to continue the active marketing of the region through internal staffing or other. It is important that the website be continuously updated and improved, and this is not something any of the three towns could accommodate with existing staffing at this time. The marketing consultant can/may assist with this effort through the suggestion/creation of revenue generating strategies.

4. INTERNAL CONTROLS/ADMINISTRATION OF IMPACT FUNDS

a) 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.

The Town of Foxborough will manage the contracting of this effort. Through our procurement and finance offices, contracts will be developed and paid, consistent with this proposal. Foxborough will comply with MGL Chapter 30B.

b) 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.

N/A

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.

This is Phase 3 of a project that has been underway since 2019. In January 2019, both SRPEDD and MAPC indicated support for this multi-phase initiative.

6. 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.

No cash match is being offered by the three communities or major destinations at this time.

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

All three towns and major destinations offer in-kind services of time/expertise.

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

a) Please describe and include excerpts regarding the transportation impact and potential mitigation from any relevant sections of any 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 transportation 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 trip generation totals exceed projected estimates.

N/A

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.



Date: 10/21/2021

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

William G Keegan, Jr., ICMA-CM

(print name)

Town Manager

Title: