



FY 2026 Municipal Community Mitigation Fund Grant Application

Application Instructions:

- I. All applications must be received by the Massachusetts Gaming Commission by January 31st, 2025, at 11:59 p.m. to be considered for funding for the FY 2026 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. 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. All applications must submit a detailed scope of work and timeline for implementation for all projects identified in the application.
- VI. All applications must contain appropriate backup materials that support the application.
- VII. The Municipal Grant Manager will be the person responsible for compiling the information for the quarterly reports. The application must be signed by the municipal administrator or an individual with signatory authority. Submit this completed form as well as any relevant attachments to MGCCMF@Massgaming.gov or as a response to the COMMBUYS BID BD25-1068- 1068C-1068L-109685

For more detailed instructions as well as the full FY 2026 Application Guidelines visit <https://massgaming.com/about/community-mitigation-fund/>

Municipal Grant Manager Information:
Applicant: Town of Foxborough
Vendor Code: VC6000191792
Name: Catherine Feerick
Title: Director, Land Use & Economic Development
Email Address: cfeerick@foxboroughma.gov
Telephone: 508-543-1250
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035

Grant Budget Summary

Your community's FY 2026 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 2026 Allocation:		
Application Totals by Category	# of Projects	Requested Amount
A. Community Planning	1	\$64,500 Foxborough, \$20,000 Plainville, \$76,800 Wrentham
B. Public Safety		
C. Transportation		
D. Gambling Harm Reduction		
E. Specific Impact		
TOTAL		\$161,300

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 space below 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.	\$161,300
B. Public Safety			
C. Transportation			

D. Gambling Harm Reduction			
E. Specific Impact			

Applicant Certification

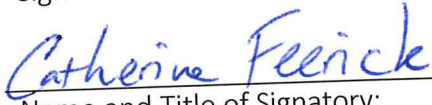
On behalf of the aforementioned applicant, I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this application.



Signature:

1/31/25

Date:



Name and Title of Signatory:

Catherine Feerick, Director of Land Use &
Economic Development

Part A-Community Planning - The application should include sufficient backup information for the review team to fully understand the project(s). This information could include locus maps, requests for proposals, detailed scopes of work, drawings etc.

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: Catherine Feerick	Name: Paige Duncan
Title: Director	Title: Town Manager
Department: Land Use & Economic Development	Department: Town of Foxborough
Email Address: cfeerick@foxboroughma.gov	Email Address: pduncan@foxboroughma.gov
Telephone: 1-508-543-1250	Telephone: 508-543-1205
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035	Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035
<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 2026 Guidelines relevant to this category. 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, it is our goal 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"). • 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 year, there have been 30,000 new users to the website, mostly through organic search. The majority of these users are from the United States, followed closely by Canada. However, we are seeing increasing traffic from European countries, as well.
- Since the SEO program was implemented in December, we have seen our active users on the website double and there is more engagement. Top pages on the website continue to be Events, Where to Eat and Where to Shop.
- The average click through rate on the SEO campaign is 3.04% which is above the benchmark of 2.00%. We have received 101,900 impressions in two months with 3,098 clicks.
- 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. And in FY2024 it increased to 2,771,966, even though a number of properties in the region were taken out of inventory for migrant housing during this time period. Additionally, the Meal Tax Collections in the three towns increased from \$973,326 in FY2021 to \$2,154,255 in FY2024. The main goal of the campaign, to drive travelers to the region to stay overnight and partake in the various activities in the three towns, is clearly being achieved.

With the assets developed and implementation of strategies and tactics underway and generating positive results, in this next phase, we are seeking financial support for additional marketing elements that will help us to build upon existing efforts. Many of these concepts were developed in collaboration with the "Big Three" – Plainridge Park Casino, Wrentham Village Premium Outlets and Patriot Place. Elements include:

- Search Engine Marketing
- A marketing campaign with TripAdvisor
- An influencer media campaign
- A Concierge Campaign
- A Social Media Advertising Campaign
- Marketing Implementation

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 a little over a year, the effectiveness of our regional destination marketing efforts relies on a comprehensive strategy that integrates marketing, sales, and advertising to build awareness of Foxborough, Plainville & Wrentham. Our goal is to cast a wide net and build awareness among both domestic and international visitors.

We have outlined various strategies and tactics, developed in collaboration with the “Big 3” – Plainridge Park Casino, Wrentham Village Premium Outlets and Patriot place. When implemented collectively, these activities contribute to attracting visitors to businesses in our communities. They have been designed to be scaled, depending upon available funding for this regional marketing endeavor. Search engine marketing and social media advertising will allow us to expand our reach as far as budget allows. A marketing campaign through TripAdvisor, as well as an influencer campaign, will help us build awareness as well as drive business from domestic and international markets. The concierge campaign will help us to educate Boston and Providence hotel concierges on all that the region has to offer visitors, encouraging them to help promote our destination to hotel guests.

Search Engine Marketing: We will continue to expand upon search engine marketing to drive more visitors to our website, www.VisitFPW.com. Traffic to the site has increased significantly since we began SEO in December 2024 and with additional funds we will be able to continue to program and expand the audience reach.

TripAdvisor Campaign: Additionally, we will undertake a marketing campaign with TripAdvisor. TripAdvisor is a well-known platform to travelers, who go to the site to help research and plan their trips. TripAdvisor offers destination marketing programs to regions, allowing them to make sponsored placements and landing pages to help drive more awareness. This 12-month campaign will help to increase visibility for VisitFPW during this critical period right before FIFA as people start to plan their visits.

Influencer Campaign: Influencers are people who have a large social media following and can influence their followers’ opinions, behaviors and purchases. There are a number of travel and lifestyle influencers in the northeast region (New England/New York) who will be invited to visit and post about the wide variety of things to see and do in the region. Budget will be used to host influencers for a stay, advertise on their platform when necessary, and help support the business community who will get more exposure to wider audiences by having these influencers visit.

Social Media Advertising Campaign: VisitFPW is active on social media, however, in order to build followers and engagement, we will implement a social media advertising campaign, targeting visitors from the northeast (New York/NJ/PA and southern NE). Ads will run on both Facebook and Instagram in targeted markets.

Concierge Campaign: There are a number of people on the front line who help to “sell” a destination – including hotel concierges. VisitFPW will put together a concierge campaign that will include providing concierges from Boston to Providence with updated information on a regular basis so they can know what’s going on in the region and help promote it. We will also invite them to visit the region, to see for themselves all that Foxborough, Plainville & Wrentham have to offer visitors. These visits will help them to sell and promote our region better to hotel guests.

Implementation: Sales & Marketing implementation funds will allow us to implement all of these programs, as well as coordinate regular meetings and communication with the key stakeholders and businesses in the three towns. We will also be able to keep the website and collateral updated, as well as communicate to the media about all of the great things happening in the region.

A targeted sales strategy will continue to be implemented to target 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. Marketing and sales implementation efforts will allow us to coordinate efforts with MOTT and Meet Boston, who have aggressive sales efforts not only domestically but also internationally with overseas representatives in key countries (Ireland, UK, Italy, Germany, France, Mexico, among others).

The marketing efforts focus on residents from Southern 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. This is the same audience that MOTT (Massachusetts Office of Travel and Tourism) is targeting, 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.

This multifaceted approach aims to educate, invigorate, and offer adventurous experiences while supporting both large and small 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.

Moreover, we will continue to enhance collaboration with the "Big 3" through cross-promotions and expanded initiatives. These endeavors will involve regular meetings to ensure that our efforts are leverage our resources and expand our reach. In addition to the programs outlined above that we are requesting funding for, we are also working in collaboration with our partners to develop a transportation program. This program will help to address the need to move visitors around between the big three businesses, as well as between the town centers and other businesses. It's important for visitors to have an easy experience – if it's too hard to get to and around the region, they'll choose to visit someplace else. As we are targeting beyond the drive market (travelers to Boston or Providence, international travelers, those without cars) this is an important element of making the visit easy. We are also working with our partners to develop a discount/value program to encourage more travelers to shop, dine and stay in the three towns. Finally, we continue to seek out other grants and opportunities to help leverage our efforts and extend our resources to build awareness for Foxborough, Plainville & Wrentham as an exciting and vibrant visitor destination.

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
- 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.

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
Visit FPW Search Engine Marketing	12 Months		\$36,000
Visit FPW Trip Advisor Campaign	12 Months		\$36,000
Visit FPW Influencer Campaign	May – October		\$20,000
Visit FPW Social Media Campaign	June – August & October – December		\$8,800
Visit FPW Concierge Campaign/Visits	June & October		\$9,500
Visit FPW Sales & Marketing Implementation	12 Months		\$51,000
	TOTAL:		\$161,300



APPENDIX E – RFR 1068-1068C-1068L-109685
MUNICIPAL BLOCK GRANT FY 2026 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 2026 Guidelines.

Applicant: Town of Foxborough (on behalf of Foxborough, Plainville & Wrentham)
Program Manager: Catherine Feerick
Email: cfeerick@foxboroughma.gov
Telephone: 1-508-543-1250
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 2026 Grant Amount: \$64,500 Foxborough; \$20,000 Plainville; \$76,800 Wrentham

Requested Amount Over Designated: \$433,000 over Foxborough amount (\$336,200 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 a little over a year, 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. Additional funding would allow us to expand our audience reach through additional search engine optimization, geofencing, advertising at airports and on the MBTA, and to have a larger digital advertising presence in additional markets.

Evidence from hotel and meals tax collections provided by the Massachusetts Department of Revenue indicates that our limited yet incremental programs have been effective. Hotel Tax Collections in Foxborough, Plainville & Wrentham for FY2018 was \$1,883,349. In FY2023, it increased to \$2,410,308. And in Fy2024 it increased to 2,771,966, even though a number of properties in the region were taken out of inventory for migrant housing during this time period. Additionally, the Meal Tax Collections in the three towns increased from \$973,326 in FY2021 to \$2,154,255 in FY2024. The main goal of the campaign, to drive travelers to the region to stay overnight and partake in the various activities in the three towns, is clearly being achieved.

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 \$497,500, 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 \$161,300, which brings down the requested amount over designation to \$336,200.

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 digital, airport & MBTA advertising, Search Engine Marketing, Geofencing and other digital efforts. 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	\$497,500	\$161,300
Visit FPW Search Engine Marketing	12 Months	60,000	36,000
Visit FPW Geofencing	12 months	36,000	0
Visit FPW TripAdvisor Campaign	May – October	36,000	36,000
Visit FPW Influencer Campaign	June – August & October – December – addt'l amount allows more influencers to be invited	32,000	20,000
Visit FPW Concierge Campaign	June & October	9,500	9,500
Visit FPW Social Media Campaign	June – August & October – December – addt'l amount allows for additional markets to be added allowing for a larger reach	18,000	8,800
Visit FPW Sales & Marketing Implementation	12 Months	51,000	51,000
Visit FPW Airport Advertising	Fall 2025/Spring 2026	60,000	0
Visit FPW MBTA Advertising	Fall 2025/Spring 2026	50,000	0
Visit FPW Digital Advertising	Fall 2025 – Spring 2026	145,000	0
	TOTAL:	497,500	161,300