



FY 2027 Municipal Community Mitigation Fund Grant Application

Application Instructions:

- I. All applications must be received by the Massachusetts Gaming Commission by January 31, 2026, at 11:59 p.m. to be considered for funding for the FY 2027 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 BD-26-1068-1068C-1068L-121911**.

For more detailed instructions as well as the full FY 2027 Application Guidelines visit

<https://massgaming.com/about/community-mitigation-fund/>

Municipal Grant Manager Information (Person for filing all Quarterly Reports, etc.):
Applicant: Town of Foxborough
Vendor Code: VC6000191792
Name: Paige Duncan
Title: Town Manager
Email Address: pduncan@foxboroughma.gov
Telephone: 508-543-1205
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035

Grant Budget Summary

Your community’s FY 2027 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 2027 Allocation:		
Application Totals by Category	# of Projects	Requested Amount
A. Community Planning	1	\$16,500
B. Public Safety		
C. Transportation		
D. Gambling Harm Reduction		
E. Specific Impact		
TOTAL	1	\$16,500

(Applicants should indicate administrative costs by project where necessary and under specific impact when the funds will be directed across multiple projects.)

Are you requesting a waiver for any program Requirement?

Yes _____

No X

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 & promotion of VisitFPW to target audiences in an effort to increase visitation and branding post FIFA World Cup 2026.	\$16,500
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:

1/30/26
Date:

Paige Duncan Town Manager
Name and Title of Signatory:
Paige Duncan, Town Manager

January 30, 2026

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: <u>Visit FPW Regional Destination Marketing Initiative</u>	
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: Catherine Feerick
Title: Town Manager	Title: Director of Land Use & Economic Development
Department: Town of Foxborough	Department: Land Use & Economic Development
Email Address: pduncan@foxboroma.gov	Email Address: cfeerick@foxboroughma.gov
Telephone: 1-508-543-1205	Telephone: 508-543-1250
Address: Foxborough Town Hall, 40 South Street, Foxborough, MA 02035	Address: 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 2027 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 supports the determination that the operation of the gaming facility caused or is causing the impact (i.e., surveys, data, reports, etc.)</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 taken 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 in the summer/fall 2025
- Continuation of the comprehensive advertising campaign for the spring/summer/fall 2026 incorporating digital, print, and television ads (planning 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 48,000 new users to the website. This is a 60% increase in traffic over 2024. The majority of these users are from the United States, followed closely by China, India and Canada. However, we are seeing increasing traffic from European countries, as well.
- Since the SEO program was implemented in December 2024, we have seen our active users on the website double and there is more engagement. Top pages on the website continue to be Visit Foxborough, Wrentham Outlets, Where to Eat, Where to Shop and Itineraries.
- The average click through rate on the SEO campaign is 8.26% which is well above the benchmark of 2.0 and a significant increase from the 3.04% CTR that we saw last year at this time. We have doubled the impressions and clicks from last year, with 227,477 impressions with 5,482 clicks in 2025.
- The cost per click is \$2.18 which is performing much better than the benchmark of \$3.49.
- According to the Massachusetts Department of Revenue, Hotel Tax Collections in Foxborough, Plainville & Wrentham for FY2018 was \$1,883,349. In 2025, it increased to \$2,483,357. Additionally, the Meal Tax Collections in the three towns increased from \$973,326 in FY2021 to \$1,180,436 in FY2025. For FY2026, although we're only halfway into the year, the hotel tax collections to date are: \$1,667,546 and the meals tax collections are \$1,248,284.
- 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. Although there is limited funding available, every penny put towards promoting the region to visitors will help drive more business to the private sector and more taxes to the towns and the Commonwealth.

The funds available to Foxborough would be used to extend the search engine marketing and social media advertising campaign beyond August when it is scheduled to end. The funds would allow us to continue our Search and Social Media advertising through the fall and holiday season, to help drive more business after the communities see post-FIFA decline in visitors and through the important holiday shopping and dining period.

We continue to meet with our private sector partners to find ways to leverage the resources that we have been putting into the campaign as we work towards building a true public-private partnership to boost economic activity in the vicinity of Plainridge Park Casino, encompassing Foxborough, Plainville, and Wrentham.

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 a few months, the effectiveness of our regional destination marketing efforts have relied on a comprehensive strategy that integrates marketing, sales, and advertising to build awareness of Foxborough, Plainville & Wrentham. Our goal has been to cast a wide net and build awareness among both domestic and international visitors.

Our strategies and tactics over the past few years have been 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.

The proposed search engine marketing and social media advertising will allow us to expand our reach as far as budget allows.

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.

Social Media Advertising Campaign: VisitFPW is active on social media and has been working on building followers and engagement through 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 through the end of the year.

Implementation: Implementation funds allow us to implement 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.

Our 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 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. 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

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
VisitFPW Search Engine Marketing	Sept – Dec 2026		\$8,000
VisitFPW Social Media Campaign	Sept – Dec 2026		\$4,000
VisitFPW Implementation	Ongoing		\$4,500
	TOTAL:		\$16,500

Part B- Transportation 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, etc.

Project Name: [REDACTED]	
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 2027 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 supports the determination that the operation of the gaming facility causes 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:		

Part C- Public Safety - The application should include sufficient backup information for the review team to fully understand the project(s). This information could include locus maps, catalog cuts of proposed equipment purchases, quotes, training course syllabus, etc.

Project Name: _____			
Please provide below the contact information for the individual managing this aspect of the grant.			
Project Contact:		Additional Project Contact <i>(if applicable)</i>	
Name:		Name:	
Title:		Title:	
Department:		Department:	
Email Address:		Email Address:	
Telephone:		Telephone:	
Address:		Address:	
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 2027 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.)			
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.			
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:		
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Part D- Gambling Harm Reduction- The application should include sufficient backup information for the review team to fully understand the project(s). This information could include other relevant research, Requests for Proposals, 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:		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 2027 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>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:		
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Part E- Specific Impact (“SI”) If you are applying for a SI grant you should reach out in advance to MGC Staff to ensure project eligibility. A community may also use this Specific Impact Grant to break out administrative and staffing costs associated with the grant as a whole.

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 2027 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:		