



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 Hampden
Vendor Code: 60000191815
Name: Brian Domina
Title: Town Administrator
Email Address: townadmin@hampdenma.gov
Telephone: 413-566-2151
Address: 625 Main Street, Hampden, MA 01036

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	\$75,000
B. Public Safety		
C. Transportation		
D. Gambling Harm Reduction		
E. Specific Impact		
TOTAL	1	\$75,000

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	Hampden Outdoor Marketing Plan	To develop and implement an identity/branding/marketing plan to promote Hampden's outdoor spaces and amenities as a means of attracting visitors to Hampden to enjoy the outdoors and support local businesses.	\$75,000
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.



01/31/25

Signature:

Date:

Brian Domina, Town Administrator

Name and Title of Signatory:

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: HIKE HAMPDEN Master Marketing Plan, Signage & Improvements	
Please provide below the contact information for the individual managing this aspect of the grant.	
Project Contact	Additional Project Contact (if applicable)
Name: Brian Domina	Name: Donald Davenport
Title: Town Administrator	Title: Selectboard Chairperson
Department: Selectboard	Department: Selectboard
Email Address: townadmin@hampdenma.gov	Email Address: ddavenport@hampdenma.gov
Telephone: 413-566-2151	Telephone: 413-566-2151
Address: 625 Main Street, Hampden, MA 01036	Address: 625 Main Street, Hampden, MA 01036
<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>Positive Impacts: MGM Springfield attracts a large group of patrons and employees to their establishment that would not otherwise be present in the area. This provides an opportunity for Hampden and its businesses to attract these patrons and employees to Hampden.</p> <p>Negative Impact: Competition from MGM Springfield negatively impacts local businesses in the hospitality and entertainment industries.</p> <p>The opening of the MGM Casino in Springfield attracts thousands of patrons and employees otherwise not present in the area. These visitors to the area are not only seeking gaming but dining, recreational, entertainment, and other tourism offerings. Hampden is located just 8 miles from the MGM casino and the primary impact of the casino’s presence in Springfield is that its dining, recreational, and entertainment offerings divert not only tourism dollars but local commerce and consumer spending away from restaurants and other local Hampden businesses.</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>	
<p>The funds requested from this grant will help promote the Town of Hampden’s extraordinary outdoor recreational spaces and amenities to casino visitors, employees, and the general public. The increased number of visitors to Hampden would be of benefit to many Hampden small businesses that already operate on small margins.</p> <p>The Town of Hampden is nearing the completion of a new ten (10) year Master Plan. The economic development goals in the Master Plan focus on defining the Town’s selling points, including</p>	

historical landmarks, natural beauty, recreational places, educational opportunities and local businesses. And further promoting these selling points through multiple channels (website, social media, print) to encourage visitors and to boost the visibility of these destinations in town.

The awarding of this grant will allow Hampden to engage a professional designer/strategist to help develop the project's identity/brand, to develop a strategic marketing plan (digital/print), to design a website for the project and to design a wayfinding system to help visitors easily locate destinations.

In more detail the project will include the development of the project's identity and branding. This will include the creation of an identity design to establish a distinct and practical identity system with style guidelines and templates. This will also include the development of a brand strategy and marketing plan for promoting the outdoor assets in Hampden based on the target audience.

The project will include the design of a dedicated project website focused on promoting the outdoor spaces and amenities in Hampden. The proposed website will be a resource for visitors to Hampden and include detailed information about the various outdoor spaces and amenities, similar to <https://www.ecga.org/> and <https://www.bnrc.org/>.

Along with the development of the website and marketing strategy comes the need for content development, including but not limited to print and interactive maps of the outdoor spaces with trails and other amenities, professional photographs for the website and print media, along with videos for the website and any other digital media promotions.

Last, there is a need for the design of signage for several of the properties along with the development of a wayfinding program to help visitors navigate through town. This task only covers the design of the signs and the development of a wayfinding program. The Town will look to use other funding, potentially Community Preservation Act funds, to pay for the fabrication and installation of the signs.

Taking a step back from the nuts and bolts of the grant request. Hampden has strong conservation ties with Mass Audubon and the Minnechaug Land Trust. Mass Audubon owns and operates the 369-acre Laughingbrook Sanctuary in Hampden, which is the former home of famed children's author Thornton W. Burgess. The Town owns and operates the 273 acre Minnechaug Mountain Conservation Area in Hampden along with the Goat Rock Ridge Trail. The Minnechaug Land Trust in partnership with the Town of Hampden operates the Mt. Vision Trail area. Within Hampden there are several other smaller outdoor recreational spaces such as Mill Pond. The Town will be looking to leverage these partnerships as part of this project and its partners are ready and willing to participate. (see attached emails from Mass Audubon and Minnechaug Land Trust)

In developing this project Town staff held virtual consultations with Paul Jahnige, Director, Massachusetts Office of Outdoor Recreation, [The Massachusetts Office of Outdoor Recreation | Mass.gov](https://www.mass.gov), Paul Hansen from Ecopixel <https://www.ecopixel.com/>, and Seth Gregory from Seth Gregory Design <https://sethgregorydesign.com/> to further develop the project concept and to confirm realistic budget amounts. A proposal from Excopixel is attached to this application. Verbal estimates were provided by Seth Gregory. Each consultant presented slightly different ideas on how to best complete the project.

Upon receipt of the grant funds the Town will finalize and publish a request for proposals consistent with the funding request and then select the most advantageous professional designer/strategist to work with to complete the project. The preferred project timeline is eighteen (18) months.

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
Identity Design/Brand Strategy/Marketing	Months 1 – 18	1	\$25,000
Website Development/Optimization	Months 12 – 18	1	\$36,000
Content Development (maps/photography/videography)	Months 1 – 12	1	\$9,000
Wayfinding & Welcome Signage Development	Months 12 – 18	1	\$5,000
	TOTAL:		\$75,000

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:	
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 <i>(if applicable)</i>
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 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 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: Hampden Public Safety – Automatic License Plate Reader			
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:	
<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>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 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 <i>(if applicable)</i>	
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 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>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 E- Specific Impact 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 <i>(if applicable)</i>	
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 2026 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:		
--	---------------	--	--