



## FY 2025 Regional Agency Mitigation Fund Grant Application

### Application Instructions:

- I. All applications must be received by the Massachusetts Gaming Commission by January 31<sup>st</sup>, 2024, at 11:59 p.m. to be considered for funding for the FY 2025 grant round.
- II. Each Agency may only submit ONE application as a Word Document.
- III. Each project must have its own form within the appropriate category. 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 agency's CEO or an individual with signatory authority.
- VI. The Regional Agency Grant is broken into three segments. Please only fill out the section relevant to your application.
  - a. Part A – Regional Planning
  - b. Part B – Regional Public Safety
  - c. Part C – Regional Workforce Development
- VII. Submit this completed form as well as any relevant attachments to [MGCCMF@Massgaming.gov](mailto: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/>

For full guidelines please see [www.massgaming.com/about/community-mitigation-fund/application-guidelines/](https://www.massgaming.com/about/community-mitigation-fund/application-guidelines/)

<b>Grant Manager Information:</b>
Applicant: Southeastern Regional Planning and Economic Development District
Vendor Code:
Name: Lizeth Gonzalez
Title: Director of Economic Development
Email Address: <a href="mailto:lgonzalez@srpedd.org">lgonzalez@srpedd.org</a>
Telephone:
Address: 88 Broadway, Taunton, MA 02780

### Budget 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. Please use the appropriate category below for your agency.

Category	Project Name	Description	Amount
A. Regional Planning	Arts and Culture Tourism Plan	SRPEDD will develop an arts and cultural tourism plan for the Category 2 region including the communities of Attleboro, Foxborough, Mansfield, North Attleboro, Plainville, and Wrentham.  The purpose of the Cultural Tourism Plan is to prioritize the creative sector by highlighting and celebrating existing assets in the region and to establish a greater vision for arts and culture in the select communities. This plan considers the activities that currently drive the arts, and identifies opportunities for growth. This plan will inform each of the communities’ planning and relationship to the arts, artists, and arts organizations.	233,725
B. Regional Public Safety			
C. Workforce Development			
Total Request			233,725

I. Are you requesting a waiver for any program requirement?

Yes ☐


No ☒

For full guidelines please see [www.massgaming.com/about/community-mitigation-fund/application-guidelines/](http://www.massgaming.com/about/community-mitigation-fund/application-guidelines/)

- II. If yes, you must fill out a CMF Regional Agency Waiver Form. The waiver form can be found as Appendix F 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.

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: \_\_\_\_\_

1/31/2024

\_\_\_\_\_  
Date:

Lizeth Gonzalez

\_\_\_\_\_  
Name and Title of Signatory:

## Part A-Regional Planning

Project Name: Arts and Culture Tourism Plan	
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: Lizeth Gonzalez	Name:
Title: Director of Economic Development	Title:
Department: Comprehensive Planning	Department:
Email Address: <a href="mailto:lgonzalez@srpedd.org">lgonzalez@srpedd.org</a>	Email Address:
Telephone: 508-824-1367	Telephone:
Address: 88 Broadway, Taunton, MA 02780	Address:
<p>I. Please use the space below to identify the impact of the gaming establishment on your region. You may use the impacts identified in the FY 2025 Guidelines relevant to this category. Please provide documentation or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact and that the issue is regional in nature (i.e., surveys, data, reports, etc.)</p> <p>Gaming establishments provide both economic benefits and drawbacks to their nearby communities. However, according to the communities surrounding Plainridge Park Casino (PPC), the casino serves as a magnet for patrons that may not otherwise visit the region. PPC arguably puts other competing local businesses at an advantage by attracting visitors and encouraging local spending. According to research undertaken by the Gaming Commission, the operation of PPC generated approximately \$176 - \$186 million annually, largely from Massachusetts residents who would have otherwise gambled out-of-state. Most of this revenue stayed in Massachusetts, resulting in 2,417 net new jobs, \$143.7 million in personal income, and \$362.4 million in economic activity. The nearby Category 2 Communities seek to harness the economic power of the Casino and build on existing marketing efforts in Plainville, Wrentham, and Foxboro. These communities are highlighting attractions, such as Gillette Stadium, Patriot Place, the Wrentham Outlets, as well as local shopping and dining, that will enhance the economic ecosystem bolstered by the Plainridge Park Casino.</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>SRPEDD, in collaboration with municipalities within the Category 2 region, would pursue an Arts and Culture Plan to highlight, celebrate, build upon, and enhance the current offerings around the main street, downtown, and cultural attractions in the region to harness and expand the positive economic impacts within and around the Category 2 region. Given historical efforts in Plainville, Wrentham, and Foxboro to build on the success of PPC, the Arts and Culture Tourism project considers the positive impacts of PPC and gives visitors additional reasons to explore and experience all nearby communities. In forging new partnerships across the Category 2 communities, this project prioritizes the creative sector by highlighting and celebrating existing assets in the region. Furthermore, it will establish a greater vision for arts and culture by considering the activities that currently drive the arts and identifies a future with</p>	

For full guidelines please see [www.massgaming.com/about/community-mitigation-fund/application-guidelines/](http://www.massgaming.com/about/community-mitigation-fund/application-guidelines/)

opportunities for growth. Local government plays a critical part in enabling the creative ecosystem and all the economic benefits that come with it. As such, this plan is also designed to inform each of the communities' planning and relationship to the arts, artists, and arts organizations. Through this project, the communities in the Category 2 Region will affect positive growth as a result of PPC by crafting an arts and culture plan that highlights and celebrates the reasons for which visitors and residents should patron local attractions and amenities, while identifying opportunities to expand the nexus of arts and culture offerings in the region. This expansion would include exploring opportunities not limited to placemaking innovations; town-wide strategies to encourage local business growth; highlighting market opportunities that can build from the current success of locations such as Patriot Place, PPC, and the Wrentham Outlets; and potential areas for economic diversification. By providing a comprehensive inventory of current arts and culture assets in town and a roadmap for future expansion, there is a healthy opportunity to build from the work already being done by PPC and others to recognize the potential of the communities in Category 2.

#### 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
Project Development and Administration	June 2024 – June 2026		42,000
Data Collection	June 2024 – June 2026		25,300
Mapping, Visualizations	June 2024 – June 2026		40,800
Cultural Planning Vision, Goals, and Implementation	June 2024 – June 2026		49,725
Public Engagement	June 2024 – June 2026		62,900
Direct Costs	June 2024 – June 2026		13,000
	TOTAL:		233,725

For full guidelines please see [www.massgaming.com/about/community-mitigation-fund/application-guidelines/](http://www.massgaming.com/about/community-mitigation-fund/application-guidelines/)



**SRPEDD**  
Southeastern Regional Planning  
& Economic Development District

## Scope of Work

**Project:** Arts and Culture Tourism Plan  
**Municipality:** Category 2 Region  
Attleborough, Foxboro, North Attleborough, Mansfield, Plainville, Wrentham

The following Scope of Work outlines tasks that will develop a cultural tourism plan for the Category 2 region including the communities of Attleboro, Foxborough, Mansfield, North Attleboro, Plainville, and Wrentham.

The purpose of the Cultural Tourism Plan is to prioritize the creative sector by highlighting and celebrating existing assets in the region and to establish a greater vision for arts and culture in the select communities. This plan considers the activities that currently drive the arts, and identifies a future with opportunities for growth. Local government plays a critical part in enabling the creative ecosystem. As such, this plan is also designed to inform each of the communities' planning and relationship to the arts, artists, arts organizations.

Task	Task Description	Cost
Project Development & Administration	Project Kick-off Meeting with Category 2 Communities	\$5,100
	Eight (8) Check-in Meetings with Category 2 Region Stakeholders	\$5,100
	Collaboration with MAPC and staff time	\$25,000
	Quarterly Reporting	\$6,800
		\$42,000
Data Collection	Existing Conditions: Economic Data, Demographics, etc.	\$6,800
	Arts, Culture, Tourism Inventory	\$8,500
	Arts and Culture Fiscal Impact Study	\$10,000
		\$25,300
Mapping, Visualization, etc.	Drone Photos of Category 2 Communities & Identified Events	\$6,800
	Data Visualizations of Financial Data (infographics that put analysis into 'household terms' with images)	\$8,500
	Diagrams, renderings, and spatial visualizations of on-the-ground tourism and economic development concepts	\$8,500
	Cultural Asset Map Development	\$8,500
	Tourism Resource Directory	\$8,500
		\$40,800
Cultural Planning Vision, Goals, and Implementation	Establish a Vision for the Category 2 Regional Cultural Tourism Plan based on initial feedback from Communities and Asset & Vision Survey	\$3,400
	Establish Goals based on Vision Statements and Goals & Implementation Survey	\$3,400
	Identify action items to achieve goals and enhance cultural tourism in the Category 2 Region	\$5,525
	Develop Draft Cultural Tourism Plan	\$13,600
	Share and Incorporate Edits of the Draft Cultural Tourism Plan	\$3,400
	Develop Implementation Guide / Toolkit for communities (with funding sources, examples from nearby communities, steps towards developing nascent tourism industries, and expected timeframes)	\$13,600
	Develop and layout Plan	\$6,800
		\$49,725
Public Engagement	Cultural Tourism Project Survey Phase I - Assets and Vision	\$6,375
	Cultural Tourism Project Survey Phase II - Goals and Implementation	\$6,375
	Development and distribution of Educational and Promotional Materials including videos, flyers, and social media content	\$11,475
	Twelve (12) Pop-Up Events in Category 2 Communities	\$13,600
	Six (6) Creative Community Stakeholder Focus Groups	\$7,650
	Hosting and/or Facilitation of Up to four (4) Public Events	\$5,100
	Facilitation of a Working Group or Stakeholder Committee	\$5,525
	Hosting and/or Facilitation of one regional Cultural Tourism Summit	\$6,800
		\$62,900
Direct Costs	Marketing materials and printing	\$5,000
	Meeting materials and refreshments	\$6,000
	Travel	\$2,000
		\$13,000
<b>Subtotal</b>		<b>\$233,725</b>





**TOWN OF FOXBOROUGH**  
40 SOUTH STREET  
FOXBOROUGH, MASSACHUSETTS 02035  
Telephone - 508-543-1200 FAX - 508-543-6278

**Paige E. Duncan, AICP**  
**Town Manager**

January 29, 2025

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: Culture and Tourism Plan (Category 2)

Attention: Joe Delaney, Chief of the Division of Community Affairs

The Town of Foxborough is excited by and supports the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the MA Gaming Commission regional grant program to fund the Cultural and Tourism Plan.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture are an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decision making. This request seeks to advance – and celebrate – the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

As the project manager on the Foxborough, Plainville and Wrentham tourism initiative, integrating an arts and culture component into [www.visitfpw.com](http://www.visitfpw.com) would serve as a fantastic enhancement and an exhilarating advancement for our multi-phase endeavor.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Developments Strategy (CEDS). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDS including support for the creative economy.

Respectfully,

Paige E. Duncan  
Town Manager/Director of Land Use and Economic Development





## TOWN OF PLAINVILLE

[www.plainville.ma.us](http://www.plainville.ma.us)

190 SOUTH STREET, P.O. BOX 1717  
PLAINVILLE, MASSACHUSETTS 02762

BRIAN S. NOBLE  
Town Administrator

[bnoble@plainville.ma.us](mailto:bnoble@plainville.ma.us)  
508.576.8470

January 30, 2024

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: *Culture and Tourism Plan (Category 2)*

To Whom it May Concern:

The Town/City of Plainville is excited by and supports the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the MA Gaming Commission regional grant program to fund the *Cultural and Tourism Plan*.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture is an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decisioning making. This request seeks to advance – and celebrate – the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Developments Strategy (CEDs). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDs including support for the creative economy.

Sincerely,

Brian S. Noble  
Town Administrator

January 31, 2024

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: *Art and Culture Tourism Plan (Category 2)*

To Whom it May Concern:

The Town/City of North Attleborough is excited by and supports the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the MA Gaming Commission regional grant program to fund the *Art and Culture Tourism Plan*.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture is an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decisioning making. This request seeks to advance – and celebrate – the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Developments Strategy (CEDS). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDS including support for the creative economy.

Sincerely,

A handwritten signature in black ink, reading "Marie K. Clarner". The signature is fluid and cursive, with the first name "Marie" being the most prominent part.

Marie K. Clarner  
Chair, North Attleborough Planning Board



**TOWN OF WRENTHAM**  
**OFFICE OF THE TOWN ADMINISTRATOR**  
MUNICIPAL BUILDING  
79 South Street  
Wrentham, MA 02093  
Tel: 508-384-5400  
www.wrentham.gov

**Kevin A. Sweet**  
*Town Administrator*

**Gregory S. Enos**  
*Assistant Town Administrator*

January 31, 2024

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: *Culture and Tourism Plan (Category 2)*

To Whom it May Concern:

The Town of Wrentham is excited by and supports the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the Mass Gaming Commission regional grant program to fund the *Cultural and Tourism Plan*.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture is an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decision making. This request seeks to advance and celebrate the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Developments Strategy (CEDS). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDS including support for the creative economy.

Sincerely,

Kevin A. Sweet, MS, MPA, ICMA-CM  
Town Administrator

024050



# *Town of Mansfield*

6 Park Row, Mansfield, Massachusetts 02048

*Sarah L. Raposa, AICP*

Director of Planning and Development  
[sraposa@mansfieldma.com](mailto:sraposa@mansfieldma.com) (508) 261-7363

January 30, 2024

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: *Culture and Tourism Plan (Category 2)*

To Whom It May Concern:

The Town of Mansfield is excited by and supports the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the MA Gaming Commission regional grant program to fund the *Cultural and Tourism Plan*.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture is an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decision-making. This request seeks to advance – and celebrate – the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Developments Strategy (CEDS). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDS including support for the creative economy.

Sincerely,

Sarah L. Raposa, AICP  
Director of Planning and Development



CATHLEEN DESIMONE  
MAYOR

# City Of Attleboro, Massachusetts

MAYOR'S OFFICE  
Government Center • 77 Park Street  
Attleboro, Massachusetts 02703  
508-223-2222 • Fax 508-222-3046

January 31, 2024

Massachusetts Gaming Commission  
101 Federal St., 12th Floor  
Boston, MA 02110

RE: *Culture and Tourism Plan (Category 2)*

To Whom it May Concern:

The City of Attleboro is excited by and supportive of the Southeastern Regional Planning and Economic Development District's (SRPEDD) application to the MA Gaming Commission regional grant program to fund a *Cultural and Tourism Plan*.

SRPEDD acts as the regional planning agency for many municipalities within the Gaming Commission's Category 2 region. SRPEDD fills a critical need in the municipal planning and economic development sector by providing the expertise to identify local strengths and highlighting the opportunities for further growth. Arts and culture is an untapped industry in our region and SRPEDD's efforts serve to diversify our local economy, enhancing economic resiliency. SRPEDD is a proven regional partner, able to provide and extrapolate data to guide local decisioning making. This request seeks to advance – and celebrate – the arts and culture in the region to attract and leverage visitors from the Plainridge Park Casino.

Ultimately, this initiative addresses the needs of our economy with a strategic vision that aligns with regional planning efforts highlighted in the Comprehensive Economic Development Strategy (CEDS). The project is consistent with several goals and objectives identified in SRPEDD's 2023-2028 5-Year CEDS including support for the creative economy.

Sincerely,

Cathleen DeSimone  
Mayor, City of Attleboro