



22

COMMUNITY  
MITIGATION  
FUND

X check if joint application

**APPENDIX F - 2022 Community Planning Grant Application**

**BD-22-1068-1068C-1068L-68403**

***Please complete entire the Application***

**1. PROJECT INFORMATION**

<b>a) NAME OF MUNICIPALITY/GOVERNMENT ENTITY/DISTRICT AND VENDOR CODE</b>	
Town of Foxborough (on behalf of Foxborough, Plainville and Wrentham)	<b>VENDOR CODE:</b> VC6000191792

<b>b) PROJECT NAME (LIMIT 10 WORDS)</b>
Phase 4 of Regional Destination Marketing Initiative

<b>c) BRIEF PROJECT DESCRIPTION (LIMIT 50 WORDS)</b>
Develop the assets needed to promote the region, including the development of a new brand, photography, videos and collateral in addition to retaining a marketing consultant to oversee the development of these assets and implementation of strategies outlined in Regional Destination Marketing Plan in a comprehensive and integrated manner.

<b>d) CONTACT PERSON(S)/TITLE (Persons with responsibility for this grant)</b>
Paige Duncan, Planning Director

<b>e) -PHONE # AND EMAIL ADDRESS OF CONTACT PERSON(S)</b>
508-543-1250 / pduncan@foxboroughma.gov  (Note: Paige will be out on medical leave 1/18/22 – 3/7/22. For marketing -related questions please contact our marketing consultant, Christine Pappas at 617-416-0744. For town-related matters please contact Gaby Jordan at 508-543-1250 / gjordan@foxboroughma.gov)

<b>f) MAILING ADDRESS OF CONTACT PERSON(S)</b>
Foxborough Town Hall 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 continue to seek an opportunity to enhance visitation to the area, particularly to the Casino, by implementing a strategy that works 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.**

Please see attached for full response to question 2(c).

**3. PROPOSED USE OF COMMUNITY PLANNING FUNDS (Please attach additional sheets/supplemental materials if necessary.)**

**a) Please identify the amount of funding requested. In determining the funding request, please round up to the nearest hundred dollars.**

The total funding request is \$136,000

- Asset Development: Branding, Photography, B-roll/Videos, Collateral, Web Maintenance \$60,000
- Marketing Implementation: \$40,000
- Media Relations: \$36,000

Community Allocation: Foxborough: \$58,000; Wrentham: \$39,000; Plainville: \$39,000

**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.**

Please see attached for full response to question 3(b).

**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 planning to mitigate the impact.**

See attached scope from Open the Door consultants (Marketing consultant involved in Phases 1 - 3).

We have also applied for a MOTT Travel & Tourism Recovery Grant. Should we receive both grants, we will use the MOTT grant to pay for the branding, photography and B-roll/video, as those funds would need to be spent by June 30, 2022. We would then utilize these community planning grant funds for a digital advertising campaign to promote the region to target audiences in the drive market. Media would include Boston.com, WCVB, NewEngland.com and other targeted outlets.

**d) Please describe how the planning request will address the impact indicated. Please attach additional sheets/supplemental materials if necessary.**

Please see attached for full response to question 3(d).

**e) For joint grant requests, please state the amount requested for the joint request. Please also state the amount of any Regional Planning Incentive Award requested and provide separate detail on the use of these additional funds.**

Foxborough: \$58,000; Wrentham: \$39,000; Plainville: \$39,000. We are not requesting Regional Planning Incentive Award funding at this time.

#### 4. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES

**a) 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 4 (begun in 2019) of a project that was fully supported by the two RPAs serving the Towns of Foxborough, Plainville and Wrentham. The very nature of this project is regional, as it involves three distinct communities coming together to support Plainridge Park Casino and all of the other businesses in our community, both large and small. A key element that the RPAs will look favorably upon are the anticipated benefits to our downtowns through increasing the number of visitors.

#### 5. 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, as well as financial support such as web-hosting, constant contact email database subscription, email hosting.

**6. RELEVANT EXCERPTS FROM HOST OR SURROUNDING COMMUNITY AGREEMENTS AND MASSACHUSETTS ENVIRONMENTAL POLICY ACT (MEPA”) DECISION**

**a) Please describe and include excerpts regarding the impact and potential mitigation from any relevant sections of the community’s 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 planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation.**

This question likely is focused on negative impacts and mitigation associated with such. As stated previously, there have been minimal negative impacts (from a planning perspective) associated with Plainridge Park Casino to Foxborough, Plainville or Wrentham. The goal of this initiative is to support Plainridge Park Casino (and the region) by attracting more people to visit our region.

**7. INTERNAL CONTROLS/ADMINISTRATION OF FUNDS**

**a) Please provide detail regarding the controls that will be used to ensure that funds will only be used to address the impact.**

As Phase 4 of this project, the Town of Foxborough will utilize the same controls used in the previous three phases to make sure that the funds will only be used for the purposes outlined within this application to address the impact.

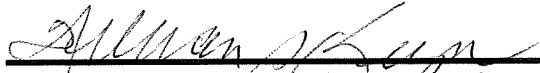
**b) Will any nongovernmental entity receive funds? If so, please describe. If non-governmental entities will receive any funds, please describe what reporting will be required and how the applicant will remedy any misuse of funds.**

No

**NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE COMMUNITY PLANNING REGIONAL PLANNING INCENTIVE AWARD.**

**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.

By: 

Date: 1/14/22

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

William G. Keegan, Jr., ICMA-CM  
(print name)

Town Manager

Title:

**Foxborough Supplement to**  
**APPENDIX F - 2022 Community Planning Grant Application**

**2. IMPACT DESCRIPTION/CONNECTION TO GAMING FACILITY**

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

The goal of Phase 4 of the Regional Tourism Initiative is to increase year-round overnight business to the region by attracting new visitors, while encouraging existing visitors to explore the many businesses/attractions in the region. This is more important than ever as Covid-19 has greatly impacted travel to our region. As part of the tourism promotion efforts, visitors will be encouraged to patronize not only the three major destinations, but also to understand and explore all that the region has to offer for a multi-day visit, including the downtowns, restaurants, retail establishments, cultural and historic institutions, recreational, natural and scenic assets.

Phase 4 of this project will include developing assets (brand, professional photography, B-roll/videos, collateral) that will provide the necessary tools to be able to promote the region to target audiences. In addition, Phase 4 includes the continuation of marketing implementation and includes the implementation of a media relations campaign.

Phase 4 builds upon the recently established dedicated sales/public relations and marketing staff that is responsible for proactively marketing our region to attract individual leisure visitors and groups. We will continue to work with the marketing consultant who will also work closely with the Greater Boston Convention & Visitors Bureau and the Massachusetts Office of Travel and Tourism to ensure maximum coverage to attract visitors to our region. The Greater Boston Convention & Visitors Bureau endorsed this 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.

This integrated campaign will help to raise awareness for the region as a visitor destination among target audiences and increase business to area stakeholders who rely upon travelers for their livelihood.

### 3. PROPOSED USE OF COMMUNITY PLANNING FUNDS

- 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 4 will include the following Scope, which will begin on July 1, 2022 and run approximately 12 months:

1. Development and support of Assets:
  - a. Creating Brand Identity and style guide
  - b. Professional photography for photo library to be used on website, collateral and for promotional purposes
  - c. Development of B-roll and 3 - 5 short videos for promotional use
  - d. Development of collateral, including rack card, pull up banners, sell sheets
  - e. Support of web-hosting and website optimization
2. Marketing Implementation:
  - a. Strategic Planning and Account Management Services
    - i. Provide experienced point of contact as primary contact
    - ii. Manage, track and report on all activities
    - iii. Maintain regular status reports and meeting with three towns
    - iv. Manage and track project budgets, timelines and reports
    - v. Attend all meetings and collaborative discussions as required
  - b. Content management/Communications
    - i. Develop and implement digital campaign to promote the region
    - ii. Develop suggested itineraries, themed months, packages/promotions and other content to promote the wide variety of things to see and do in the region
    - iii. Continue to implement social media strategy
    - iv. Continue to maintain, update and expand content on website
    - v. Continue to communicate with key stakeholders on activities and encourage collaboration among businesses
    - vi. Continue to communicate regional activities to other organizations promoting the region, such as the Greater Boston Convention & Visitors Bureau, Massachusetts Office of Travel & Tourism, Discover New England, among others. Collaborate with these organizations to generate exposure for the region
  - c. Media Relations:
    - i. Comprehensive media relations campaign to target domestic and international leisure, meetings, group segments by proactively promoting the region to media, bloggers and influencers.



- d. Expand revenue generation ideas to help develop sustainable funding for the tourism marketing efforts of the region
- e. Implement consumer and business survey to create benchmark with which to measure program success against annually

**d. Please describe how the planning request will address the impact indicated.**

This request will provide the region with the necessary tools to market and promote Plainville, Foxborough and Wrentham to target audiences of leisure and group travelers. By creating these assets (a brand, professional photography, B-roll and videos and collateral), we will create an easily identifiable brand to attract visitors. The brand will be utilized by the three towns, but also shared with the over 200 stakeholder businesses in order to increase opportunities for exposure and cross promotion. The professional photographs and B-roll/videos will be incorporated into the new website and other marketing materials, and the collateral will serve as tools to help capture the attention of potential visitors and encourage them to stay and spend in the region.

Expanding the responsibilities of the consultant, we will be able to increase the marketing and promotion of the region to help drive more visitors to the businesses. Suggested itineraries, themed months, specials/packages will be created in collaboration with the businesses and promoted to leisure and group visitors in order to show them what the region has to offer and encourage them to visit and extend their stay.

The meetings market will also be targeted as this is important, particularly for the larger destinations which are perfectly suited to host corporate meetings, board retreats and other regional meetings. This request will provide the resources to be able to target this important market segment as well.

Media relations will proactively target domestic and international leisure and meetings media, influencer's and bloggers.



In order to continue to build upon the strategic plan and website efforts that have been undertaken to date, the Towns of Foxborough, Plainville & Wrentham can expand upon the marketing efforts implemented by the consultant to promote the region to all types of visitors – tourists, business travelers, meeting planners. Following are recommended activities that should be undertaken by Foxborough, Plainville & Wrentham in Phase 4 of the Regional Tourism Marketing efforts.

- **Development of tools and assets for marketing & sales efforts**  
With the strategic plan complete and the website newly launched, Foxborough, Plainville & Wrentham are starting to market and promote the region. However, some of the tools necessary to do this efficiently and effectively are missing. Following are recommendations for Phase 4:
  - **Brand identity: \$20,000**  
The three towns have created a text logo for website and social media use. However, with proper funding, a true brand identity for the region can be created and will help to strengthen the brand among target audiences. The cost includes the development of a brand identity and style guide, including fonts, color palettes, usage guide, etc.
  - **Photography: \$10,000**  
Professional photography for use in a photo library, on a website, collateral and for other marketing purposes will help to tell an accurate story of the region to target visitors. The cost includes extensive photo shoot, and 60 – 80 edited photos for print and digital use.
  - **B-Roll & Videos: \$20,000**  
Shooting B-roll and creating 3 – 5 short videos for promotional use on the website, social media and in other digital marketing efforts will help to tell an accurate story of the region to target visitors. The cost includes extensive video shoot, B-roll and 3 – 5 short videos for promotional use.
  - **Development of collateral: \$10,000**  
In order to properly sell the region to consumers, group tour planners, meeting planners and other target markets, a rack card, pull up banners, sell sheets and other materials will need to be designed, and in some cases, printed.

- Support of website and associated services: \$5,000  
Includes: Web hosting, security, SSL, Plugins, Forms, Feeds, Responsiveness, Domain fees, Constant Contact, Go Daddy Emails and additional services associated with running the website and digital communications.

- Marketing Implementation

Continuing with the marketing implementation efforts of the Foxborough, Plainville & Wrentham Regional Tourism Marketing initiative, efforts will be expanded to include:

- Content Management/Communications
  - Develop and implement digital campaign to promote the region
  - Develop suggested itineraries, themed months, packages/promotions and other content to promote the wide variety of things to see and do in the region.
  - Continue to implement social media strategy
  - Continue to maintain, update and expand content on website
  - Continue to communicate with key stakeholders on activities and encourage collaboration among businesses.
  - Continue to communicate regional activities to other organizations promoting the region, such as the Greater Boston Convention & Visitors Bureau, Massachusetts Office of Travel & Tourism, Discover New England, among others. Collaborate with these organizations to generate exposure for the region
- Media Relations
  - Proactively reach out to leisure, group, meetings & international media, influencers and bloggers to generate coverage for Foxborough, Plainville & Wrentham as a visitor destination.
- Expand revenue generation ideas to help develop sustainable funding for the tourism marketing efforts of the region
- Implement consumer and business survey to create benchmark with which to measure program success against annually
- Strategic Planning and Account Management Services
  - Provide experience point of contact as primary contact
  - Manage, track and report on all activities
  - Maintain regular status reports and meetings with the three Towns
  - Manage and track project budgets, timelines and reports
  - Attend all meetings and collaborative discussions as required

Marketing Implementation Costs:

- Expanded Marketing Implementation Efforts
  - July 1, 2022 – December 31, 2022: \$2000/mo. \$12,000
  - January 1, 2023 – June 30, 2023: \$5,000/mo. \$30,000
- Media Relations - July 1, 2022 – June 30, 2023: \$36,000