



19

COMMUNITY  
MITIGATION  
FUND

APPENDIX F

**Non-Transportation Planning Application**  
**BD-19-1068-1068C-1068L-33629**

*Please complete the entire application.*

Check if a joint application

1. NAME OF MUNICIPALITY(IES)/GOVERNMENT ENTITY(IES)/DISTRICT(S)

Town of Saugus

2. NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

Scott Crabtree, Town Manager

3. LEAD APPLICANT – NAME AND TITLE OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

Scott Crabtree, Town Manager

4. ADDRESS OF INDIVIDUAL RESPONSIBLE FOR HANDLING OF FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY (CONTRACT MANAGER)

Scott Crabtree, Town Manager  
Town Hall, Suite 1  
298 Central Street  
Saugus, MA 01906

5. PHONE # AND EMAIL ADDRESS OF INDIVIDUAL AUTHORIZED TO HANDLE FUNDS ON BEHALF OF MUNICIPALITY/GOVERNMENTAL ENTITY

781-231-4111

Scrabtree@saugus-Ma.gov

6. NAME AND CONTACT INFORMATION OF JOINT APPLICANTS – MUNICIPALITIES/GOVERNMENTAL ENTITIES/DISTRICTS

7. NAME AND TITLE OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)

Scott Crabtree, Town Manager

**8. ADDRESS, PHONE # AND EMAIL ADDRESS OF INDIVIDUAL(S) AUTHORIZED TO COMMIT FUNDS ON BEHALF OF MUNICIPALITY(IES)/GOVERNMENTAL ENTITY(IES)**

Town Hall, Suite 1  
298 Central Street  
Saugus, MA 01906

**9. NAME OF GAMING LICENSEE**

**1. IMPACT DESCRIPTION**

Please describe in detail the related impact that is attributed to the construction or operation of a gaming facility. Please provide support for the determination that the construction or operation of the gaming facility caused, is causing or may cause the impact.

The Town of Saugus received an MGC Reserve allocation of \$100,000 in 2015. Of this Reserve amount \$50,000 was redirected to the Joint Transportation project ongoing with the City of Revere focus on the Route 1 – Route 99 corridor. With the balance of the grant, the Town of Saugus commissioned Camoin Associates Economic Development to perform an economic impact analysis, which was completed in September 2017. The cost of the project, which was paid in full in November 2017, was \$21,744.00. The Commission has authorized the Town to use the remaining \$13,256.00 of the \$35,000.00 Community Mitigation fund, which was originally allocated for the economic impact analysis, in order to create, produce and distribute an Open Space and Historic Attractions Brochure. Additionally, the town was authorized by MGC to utilize the remaining \$15,000 of the \$50,000.00 Community Mitigation Fund grant for the development of a Wayfinding and Branding Scheme to further promote the town's attractions, open spaces and economic centers.

The Town issued two RFSs for the development of Open Space and Historic Brochures as well as a Wayfinding and Branding Scheme. The Town selected the firm of Om loop to undertake both projects and two contracts were executed totaling \$28,256. Work is well underway and is expected to conclude in the next several months; the Town has received and is reviewing initial concept schemes from Om loop for both the brochure and the wayfinding sign prototype. The total of \$28,256.00 for these contracts will exhaust the \$50,000.00 community mitigation grant.

Going forward, the Town hopes to build upon these efforts by seeking an MGC 2019 grant with which to create a tourism video promoting the Town's attractions and hospitality offerings to Encore Casino patrons.

**2. PROPOSED USE OF PLANNING FUNDS**

a) Please identify the amount of funding requested.

\$50,000

b) Please identify below the manner in which the funds are proposed to be used.

Taking the next step to expand the connections between the Encore Casino in nearby Everett and casino bound travelers passing through the town along Route 1, the Town will build on the visitors' brochure and wayfinding signage already funded by MGC. The Town Hopes to create a tourism video that highlights the Town's historic points of interest, such as the 17<sup>th</sup> century Saugus Ironworks, and recreational offerings along Rumney Marsh and the planned Saugus *RiverWalk*. The MGC funding would also provide the means for the Town to undertake some targeted marketing and to spread awareness of the video highlighting Saugus attractions and hospitality options.

**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 from the construction or operation of a proposed gaming establishment.**

The Town has consulted with media/marketing professions to develop the scope of this effort and has estimated the two components of this campaign to be \$40,000 for video production and \$10,000 for media/marketing outreach and coordination.

The video scope consists of three distinct phases: pre-production, production and post production.

1. Pre-production - \$10,000 (40 hours)
2. Production - \$17,000 - (16 days of on site shooting + travel and direct expenses)
3. Post production - \$13,000 (further shooting of interviews etc., editing. DVD production and packaging)

Marketing coordination/outreach.

Promotional campaign/marketing – \$10,000 (promotion of the video to hospitality venues in the Town, to business groups and to state and regional tourism focused organizations)

The aim of this 2-pronged effort is to showcase local hospitality offerings and Saugus places and attractions worth a visit by Encore Casino patrons.

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

The Town of Saugus has gone to great lengths to change its Zoning By-Law and to create planning processes that serve to facilitate hotel and hospitality development, particularly along the Route 1 corridor. Saugus is cultivating its nascent hotel industry and the restaurant business that naturally springs up alongside it to serve visitors. The Town pursues hospitality ventures because they serve to stabilize the tax base, create jobs, and encourage further tangential investment. The Town believes it has a great opportunity with the advent of the Encore Boston Harbor Casino, to capture greater numbers of visitors who will spend money in Saugus for accommodations and dining. But the Town hopes to draw at least some of these visitors deeper into the fabric of the Town and its historic venues and recreational opportunities and offerings. .

**e) Please describe how the planning request will address the specific impact indicated.**

The proposed marketing/promotional effort will certainly position the Town of Saugus to better take advantage of the presence of The Encore Casino, only 5 miles from the edge of Saugus. The presence of the casino as a draw to visitors is an opportunity not to be missed by the Town of Saugus; casino bound patrons from the north largely must reach and return from Encore by passing through our Town. Saugus needs to convince these casino visitors that a stop in our town is worthwhile. The new tourism video produced with MGC funding will serve to inform leisure travelers and Encore patrons of all that Saugus has to offer in terms of accommodations and a variety of dining choices, as well as both active and passive recreational facilities and places of historical interest and value. This video will also of course emphasize the Encore Boston Harbor Casino as an attractive nearby option for leisure travelers passing through and/or staying at Saugus hotels for reasons other than proximity to the casino.

**f) 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.**

N/A

**3. CONNECTION TO GAMING FACILITY**

The Town of Saugus is experiencing a growth in hospitality along its retail/commercial spine Broadway, better known as Route 1. This resurgence is the result of intentional re-zoning intended to encourage more thoughtful and cohesive development. Results have begun to accrue with two new hotels in operation and a third in development. The Town has also seen a burst of new and more unique restaurants along Route 1 and in other areas of Town. With this MGC grant the Town will be given the means to highlight hospitality venues in the Town as well as some major recreational opportunities and historic sites in a video aimed at leisure travelers, particularly those visiting the Encore Casino who are likely to pass through the Town or stay in the Town on the way to or from the Encore Casino in nearby Everett. Similarly, patrons of the Encore will be exposed to Saugus's offerings through this video which is to be widely distributed including to the Encore. The Town will produce this video with professional services provided by media firms in a public procurement process. The effort will include marketing and public relations assistance to aid in the coordination and distribution of the new Saugus tourism video. The Encore Casino's accessibility to and from Saugus is a central focus of this campaign.

**4. IMPACT CONTROLS/ADMINISTRATION OF IMPACT FUNDS**

Please provide detail regarding the controls that will be used to ensure that funds will only be used in planning to address the specific impact. 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.

The Town of Saugus Department of Planning and will administer this grant and the planning effort under the supervision of the Town Manager's Office. The Town of Saugus seeks to launch this promotional effort as soon as possible after the opening of the Encore Boston Harbor Casino. All Town procurement and funds management practices will follow local and state laws. No non-governmental entities will receive any of these funds directly or indirectly, other than those providing media/public relations/marketing services which will be obtained using standard public procurement practices.

**5. CONSULTATION WITH REGIONAL PLANNING AGENCY (RPA)/NEARBY COMMUNITIES**

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.

The Town of Saugus is currently engaged with the Metropolitan Area Planning Council on several best practices initiatives. The Town several years ago undertook a comprehensive and very public master-planning process facilitated by MAPC. The Saugus representative to MAPC will advise that agency of the Town tourism initiative and seek means to integrate its tourism campaign with larger regional efforts. The Town of Saugus has been and will continue to be an ardent supporter of the regional employment board's workforce development programs funded in part by MGC. As with its neighboring communities, Saugus hopes these job training programs will benefit both unemployed and underemployed citizens opening doors to new employment opportunities, particularly jobs in the hospitality industry created by the opening and operation of the Encore Boston Harbor Casino.

**6. MATCHING FUNDS FROM GOVERNMENTAL OR OTHER ENTITY**

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. Please provide detail on what your community will contribute to the planning projects such as in-kind services or planning funds.

As the Town of Saugus creates a professionally produced a tourism video with the assistance of this MGC grant, the firm selected will work closely with the Department of Planning and Development and with the Town Manager's Office. These offices will support the effort extensively, providing content and collaborating on themes and images. The effort will also be aided by the Town's Economic Development consultant who is under contract to the Town for a wide variety of development matters and is very familiar with the Town's tourism aspirations and has worked with MGC previously. Planning and Development and the Town Manager will be actively involved in the video production and in its targeted marketing and distribution. The Town will consult with the Greater Boston and North of Boston Convention and Visitors Bureaus as well as the Massachusetts Office of Travel and Tourism in terms of video dissemination, placement and linkage to other campaigns. These efforts combined constitute the Town's in-kind match to the MGC Community Mitigation Fund grant.

The Town of Saugus will provide significant other in-kind services, including assistance provided by Town employees in the public safety, public works, engineering, and administrative departments of time government.

**7. 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.**

The Town of Saugus does not have a Surrounding Community or Host agreement with the Encore Boston Harbor Casino.

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. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.**

The Town seeks these funds not for mitigation but rather to capitalize on an economic development opportunity presented by the advent of this nearby tourist draw.

NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE  
NON-TRANSPORTATION REGIONAL PLANNING INCENTIVE AWARD.



**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.

Scott Crabtree/Town Manger



1-29-2019

Signature(s) of Responsible Municipal Official(s)/  
Governmental Entity(ies)

Date:

