



19

**COMMUNITY
MITIGATION
FUND**

APPENDIX F

Non-Transportation Planning Application

BD-19-1068-1068C-1068L-33629

Please complete the entire application.

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Check if a joint application

Towns of Foxborough, Plainville and Wrentham, MA

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

Paula Maloney, Treasurer-Collector for the Town of Foxborough (pmaloney@foxboroughma.gov; 508-543-1216)

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

Paige Duncan, Planning Director (on behalf of Foxborough Town Manager William G. Keegan, Jr.)

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

Foxborough Town Hall,
40 South Street, Foxborough, MA 02035

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

508-543-1250; pduncan@foxboroughma.gov

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

Chris Yarworth, Director of Planning & Development, Town of Plainville (cyarworth@plainville.ma.us)
Rachel Benson, Director of Planning & Economic Development, Town of Wrentham (rbenson@wrentham.ma.us)

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

Patrick J. McIntyre, Treasurer/Collector for the Town of Plainville (pmcintyre@plainville.ma.us)
Karen Jelloe, Finance Director for the Town of Wrentham (kjelloe@wrentham.ma.us)

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

Plainville Town Hall, 142 South Street, PO Box 1717, Plainville, MA 02762 (508-695-3142 ext. 10)
Wrentham Town Hall, 79 South Street, Wrentham MA 02093 (508-384-5413)

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

Plainridge Park Casino, Plainville MA

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 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.

Fortunately, negative impacts resulting from the Casino have been negligible to date. In fact, the Towns of Foxborough, Plainville and Wrentham see an opportunity to enhance visitation to the area, particularly Plainridge Park Casino, by developing a strategy to establish our region as a tourist/visitor destination. We believe a coordinated and regional approach is especially important to support the Plainridge Park Casino now that MGM Springfield has opened, and especially once Encore Boston Harbor begins operation later this year.

The Towns of Plainville, Foxborough and Wrentham are unique in that each of the three neighboring communities has a major regional destination located within their borders. Plainville has Plainridge Park Casino, Wrentham has the Wrentham Village Premium Outlets and Foxborough has Patriot Place/Gillette Stadium, all of which are located within seven miles of each other. These three major destinations combined bring in an estimated twenty million plus visitors per year to our region.

While our primary focus of this proposal is focused on the three towns that host year-round destinations, we hope to augment the region's already strong appeal by working to include other nearby significant venues, including the Xfinity Center in Mansfield (warm weather entertainment/concert venue) and the Tournament Players Club (TPC) Boston, a golf course located in Norton that hosts an annual PGA Tour event, The Dell Technologies Championship (formerly the Deutsche Bank Championship).

2. PROPOSED USE OF PLANNING FUNDS

a) Please identify the amount of funding requested.

\$75,000*

* The Town of Foxborough has not used any of its reserve fund set aside for surrounding communities. We are seeking to use this fund for this project.

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

The three major destinations in our region are successful in their own right but our current endeavor seeks to strengthen our regional economy, and to support the Plainridge Park Casino, by leveraging the power of all three destinations through a coordinated approach to economic development, marketing, transportation and tourism. The Town of Foxborough has taken the lead on this initiative, with the cooperation of the Towns of Plainville and Wrentham, along with the support of Plainridge Park Casino, Wrentham Village Premium Outlets and Patriot Place/Gillette Stadium.

We are seeking mitigation/reserve funding from the Mass Gaming Commission to hire a professional marketing consultant/firm to prepare a marketing, strategic and creative plan for the destination marketing of the Towns of Foxborough / Plainville / Wrentham. We envision this regional approach benefitting Plainridge Park Casino by attracting more tourists, business travelers (meetings and conventions) and visitors to the region and establishing this area as a viable destination for overnight stays.

We believe that the popularity of Wrentham Village Premium Outlets (WVPO) with international tourists represents an untapped resource for our region. According to the Wrentham Village Premium Outlet's website, international visitors account for up to 50% of the Center's shoppers. We find that most of these international visitors stay overnight in Boston and make a day trip to WVPO by bus or train. Rarely do these visitors explore our other local attractions, visit Plainridge Park Casino, or stay overnight in our region. We seek to change this by creating either a standalone or satellite visitor's bureau (as recommended after the study is complete) which will be able to promote our region and build its reputation as a destination. We want to compete with Boston and other destinations for tourists and business travelers (meetings and conventions).

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 objectives of the Plainridge Park Casino Region's Destination Marketing Inventory and Action Plan study are:

1. Generate increased economic activity through the effective marketing of the Region as a tourist and meeting destination.
2. Increase national and international exposure.
3. Attract leisure business to not only visit but stay in our region.
4. Respond to consumer information requests.
5. Increase convention and meeting bookings.
6. Increase group and individual tour business through solicitation and servicing.
7. Support a climate within the region wherein tourism may flourish through the active participation and cooperation of government and private sectors.

Below is a draft scope that would be used to solicit proposals from qualified marketing consultants. This scope will likely be refined if funding is awarded:

1. Establish destination context - Inventory
 - a. Major destinations within region

- b. The Towns and their Downtowns
 - c. Historical/cultural amenities within the region
 - d. Other destinations within the region
 - e. Transportation and lodging
 - f. Other
2. Today's Visitors
- a. Who comes to the destinations to visit?
 - b. Why?
 - c. Where do they stay?
 - d. Eat?
 - e. Spending habits?
 - f. Trends
3. Evaluate marketing strategy for each of the three major destinations in the region. Have they been effective? Can they be coordinated?
4. Perform a SWOT (strength/weakness/opportunities/threats) Analysis for the region.
5. Action Plan - develop a comprehensive strategic marketing and advertising plan that addresses the following:
- a. How to support Plainridge Park Casino to ensure long-term viability amid increasing competition and possible market saturation.
 - b. Propose marketing programs to promote the region, including timelines for development/implementation. Campaign may include but not be limited to, digital, print, video, radio, outdoor, online media, and direct marketing.
 - c. Plan for online media sites.
 - d. Recommendations on strategic marketing materials and publications.
 - e. Identify reasons to attract visitors to our region, and define specific visitor profile.
 - f. Identify strategies that increase overnight stays, especially during off-peak seasons.
 - g. Propose creative tactics such as advertising campaigns and events and packages.
 - h. Pinpoint emerging demographic and psychographic markets. Develop specific strategies to reach new markets.
 - i. Identify specific trade shows to attend and groups with which to work.
 - j. Evaluate possibility of establishing historical/cultural visitor tours to the region.
 - k. Capitalize on SEO and SMO, apps, and other new digital media opportunities to increase reach, access and internet visibility.
 - l. Update and respond to internet-based tourism sites.
 - m. Collaborate with attractions and special events.
 - n. Develop and propose a system of measurable results and outcomes.

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

Most visitors to Plainridge Park Casino today live within driving distance. Our request will result in a specific action plan to increase visitors to our region by attracting those from outside the region. We want to establish our region as a desirable destination for tourists and business travelers (meetings and conventions), which will directly benefit Plainridge Park Casino and the three communities.

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

Please see item d) above.

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.

The Town of Foxborough has not used any of its \$100,000 reserve fund set aside as a surrounding community. We are seeking to use this fund for this project.

If it is required, the Towns of Plainville and Wrentham could contribute from their remaining reserve balance, but Foxborough is prepared to use only its reserves, if allowed.

8. CONNECTION TO GAMING FACILITY

Please provide specificity/evidence that the requested funds will be used to address issues or impacts directly related to the gaming facility.

We believe this project will benefit Plainridge Park Casino as gaming competition increases in Massachusetts. With MGM Springfield opening last year, and Encore Boston Harbor opening in June, we fear there could be a negative effect on visitors to the Plainridge Park Casino. Our region has a vested interest in seeing Plainridge Park Casino succeed, and we believe increasing tourism to our region will benefit the Casino, as well as the region as a whole. If our tourism effort is successful, we envision a future shuttle connecting the three towns, their major destinations, their downtowns and area commuter rail stations. This would be a later phase predicated on the outcomes, findings and success of this current project.

9. 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 funds will be used to hire a professional marketing consultant / firm to develop a marketing, strategic and creative plan for the destination marketing of the Towns of Foxborough / Plainville / Wrentham. Solicitation of the consultant/firm will be done in accordance with Massachusetts Procurement Laws. Non-governmental entities will not receive any of the requested funds.

10. 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.

We have consulted with the Metropolitan Area Planning Council (MAPC) and Southeastern Regional Planning and Economic Development District (SRPEDD) and both have indicated support for this initiative.

11. 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.

The Towns of Foxborough, Plainville and Wrentham are not offering a funding match but do offer in-kind services from our Planners and other professionals to support the project.

12. 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

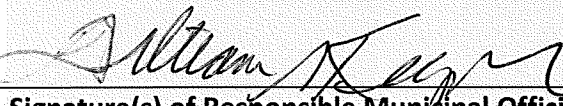
d) If planning funds are sought for mitigation not required under MEPA, please provide justification why funding should be utilized to plan for such mitigation. For example, a community could provide information on the significance of potential impacts if the impact exceeds projected estimates.

N/A

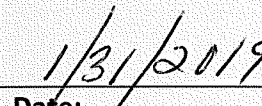
NO COMMUNITY IS ELIGIBLE FOR MORE THAN ONE
NON-TRANSPORTATION REGIONAL PLANNING INCENTIVE AWARD.

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.



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



Date: