



Hingham Town Hall  
Source: The Boston Globe

# Rapid Recovery Planning Program

2021

Funding Assistance  
Summary Report

Town of Hingham

# Acknowledgements



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## What This Funding Resource Report Provides

The RRP Funding Assistance Program gives RRP communities the opportunity to prioritize funding opportunities for key projects identified in the RRP Final Plan. This document acts as a framework and guide that outlines funding needs relative to the priority project(s), funding best practices, targeted funding programs, and grant pursuit strategies. Through working with communities to address particular needs and opportunities, the RRP Funding Assistance Team aims to develop tailored guidance that will position each community to have a successful outcome when pursuing RRP project funding opportunities with the State, non-profits and Federal resources.

Ultimately, this report includes a Community Funding Alternative Matrix based on the community's identified needs. The report outlines funding options and a recommended sequence for pursuing funding. Grant timing, capital available, competitiveness, application and compliance requirements, and other key attributes have been included in this final report.

The report is organized to provide the following information:

- **RRP Program Background** – This section provides an overview of the Rapid Recovery Program, its goals, involved communities, and phases. The three phases developed through the RRP program involved robust data collection efforts, the creation of publicly-vetted project ideas, and the development of a final plan.
- **RRP Funding Assistance Program Process & Overview** – This section documents the process for RRP communities to apply for funding assistance and identify priority projects from their RRP Final Plan. It also outlines the various levels of funding assistance that is determined for each community applicant as well as funding program categories as defined by the State and RRP Funding Assistance Team.
- **Recommended Approach to Attaining Funding** – Developing an approach to pursue grant programs can help communities prioritize funding programs and identify opportunities based on internal capacity, level of effort, and project readiness. This section includes funding application best practices, key components to include in grant program applications, and immediate next steps for RRP communities.
- **Priority Projects and Applicable Funding Programs** – This portion of the report includes the RRP Final Plan project rubrics for the identified priority project(s). The Funding Assistance Team developed a matrix of funding resources that provides details such as grant program goals, eligible use of funds, level of effort to apply, and grant program maximum amount.

# Rapid Recovery Plan Program Background



Peabody  
Source: Stantec

This plan has been made possible through technical assistance provided by the Baker-Polito Administration's Rapid Recovery Planning program.

The Rapid Recovery Planning (RRP) program is a key part of the Baker-Polito Administration's Partnerships for Recovery Plan, the strategy established to help communities stabilize and grow the Massachusetts economy as a result of the economic impacts brought on by COVID-19. The plan invests \$774 million in efforts to get people back to work, support small businesses, foster innovation, revitalize downtowns, and keep people in stable housing.

In addition to the planning program, recovery efforts include a Small Business Relief Program administered by the Massachusetts Growth Capital Corporation. This program, which concluded in May 2021, provided more than \$687.2 million to over 15,000 businesses across the Commonwealth, with a focus on businesses located in Gateway Cities, among demographic priorities, or operating in sectors most impacted by the pandemic. Cities, towns, and non-profit entities are using Regional Pilot Project Grant Program funding for recovery solutions that seek to activate vacant storefronts, support regional supply chain resiliency, and create small business support networks. To promote recovery in the tourism industry and support the ongoing My Local MA marketing initiative encouraging residents to support their local economies by shopping, dining and staying local, another \$1.6 million in grants were awarded through the new Travel and Tourism Recovery Grant Pilot Program. Through April 2021, MassDOT's Shared Streets and Spaces Grant Program has invested \$26.4 million in municipal Shared Streets projects to support public health, safe mobility, and renewed commerce.

In support of the overall recovery strategy, the Administration made \$9.5 million in awards for 125 communities to create Rapid Recovery Plans, through the MA Downtown Initiative Program. These plans address the impacts of COVID-19 on local downtowns and small businesses by partnering with Plan Facilitators and Subject Matter Experts to pursue locally-driven, actionable strategies.

For more information,  
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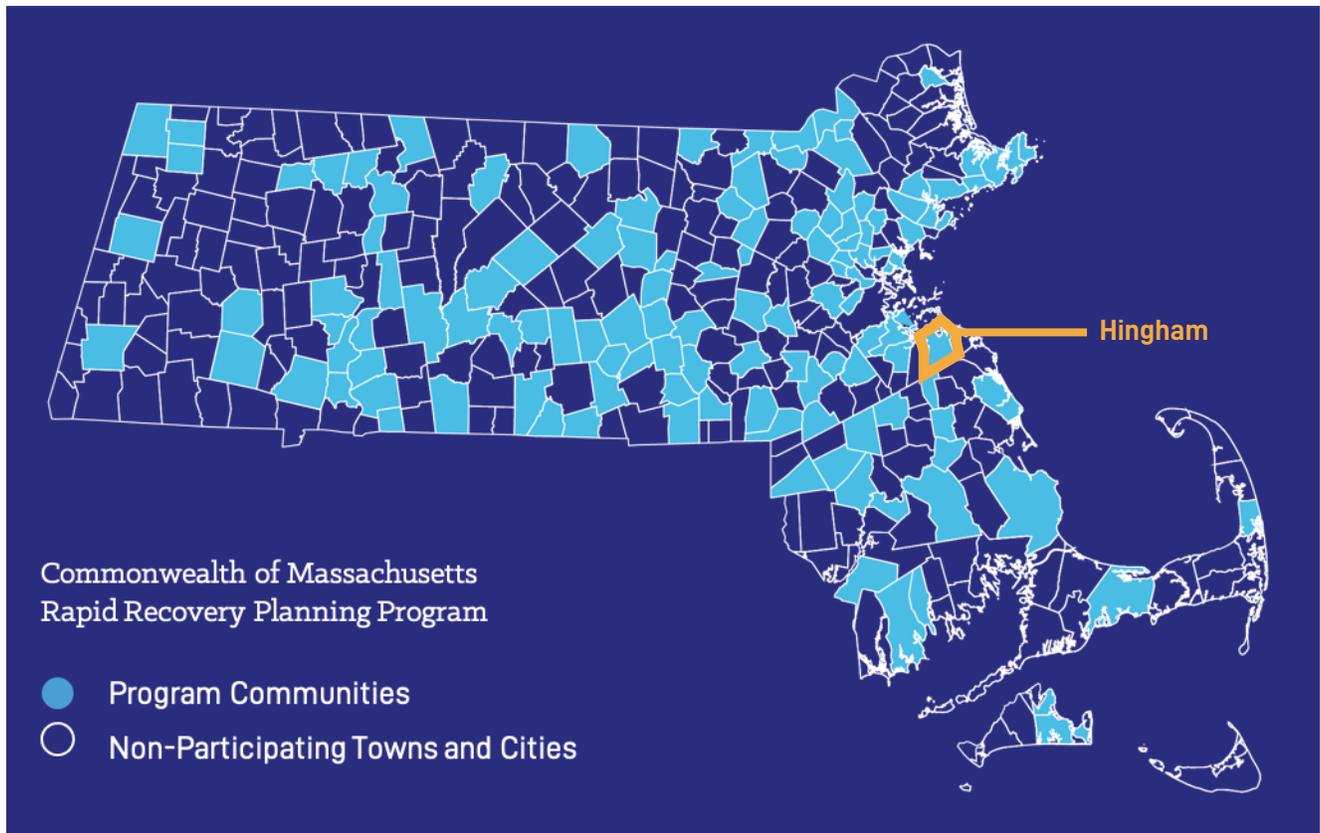


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## 125 communities participated in the Rapid Recovery Plan Program

- 52 Small Communities
- 51 Medium Communities
- 16 Large Communities
- 6 Extra Large Communities

The Mass Downtown Initiative distributed nearly \$10 million across 125 communities throughout the Commonwealth to assess impacts from COVID-19 and develop actionable, project-based recovery plans tailored to the unique economic challenges in these downtowns, town centers, and commercial districts.



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## Rapid Recovery Plan (RRP) Program Summary

The Rapid Recovery Plan (RRP) Program was intended to provide every municipality in Massachusetts the opportunity to develop actionable, project-based recovery plans tailored to the unique economic challenges and COVID-19 related impacts to downtowns, town centers, and commercial areas across the commonwealth.

The program provided technical assistance through Plan Facilitators assigned to each community applicant (e.g., City, town, or nonprofit entity) and Subject Matter Experts who supported the development of ideas for project recommendations and shared knowledge through best practice webinars and individual consultations.

Communities and Plan Facilitators were partnered through the program to assess COVID-19 impacts, convene community partners to solicit project ideas and provide feedback, and develop project recommendations. A plan was developed for each community, summarizing key findings from the diagnostic phase of the program and including a range of priority project recommendations.

### **Each Rapid Recovery Plan was developed across three phases:**

- **Phase 1 - Diagnostic; Phase 2- Project Recommendations; and Phase 3 - Plan Development.**

In Phase 1 - Diagnostic, Plan Facilitators utilized the Rapid Recovery Plan Diagnostic Framework that was adapted from the award-winning Commercial DNA approach as published by the Local Initiative Support Corporation (LISC).

Following the diagnostic efforts in Phase 1, Plan Facilitators, in close coordination with communities, developed and refined a set of recommendations that addressed priority challenges and opportunities. These project recommendations were organized in clear and concise rubrics created specially for the Rapid Recovery Plan Program. Project recommendations are rooted in a set of essential and comprehensive improvements across six categories: Public Realm, Private Realm, Revenue and Sales, Administrative Capacity, Tenant Mix, Cultural/Arts & Others.

The framework was designed to ensure a methodical diagnosis of challenges and opportunities in each community and to identify strategies and projects that aligned with the interests and priorities of each community. The framework looks at four areas of analysis: Physical Environment, Business Environment, Market Information, and Administrative Capacity - each equipped with guiding questions to direct research conducted by Plan Facilitators.

During Phase 3, Plan Facilitators and the communities' RRP representatives worked together to develop the RRP Final Plan, which incorporated all project rubrics as developed through Phase 2, key findings and summaries from the diagnostic data results, and local and regional best practices and case studies as communities work to implement their projects.

# RRP Funding Assistance Approach



*Walpole  
Source: Stantec*

# Rapid Recovery Plan (RRP) Program

## Funding Assistance Summary

The Rapid Recovery Plan (RRP) Program was intended to provide every municipality in Massachusetts the opportunity to develop actionable, project-based recovery plans tailored to the unique economic challenges and COVID-19 related impacts to downtowns, town centers, and commercial areas across the Commonwealth. The CARES Act and ARPA have made significant funding resources available to communities across America with similar recovery needs. The pursuit of this and other financial assistance is the next key step to making many RRP projects a reality for communities, regardless of their current level of staff capacity. The funding assistance program is available to each RRP community to help them confidently initiate the funding process for key projects, with a preference for those that can be implemented in the short-term. Self-directed funding resources will continue to be available for communities who do not require assistance at Rapid Recovery Plan (RRP) Program | Mass.gov.

Adequate and early funding to support recovery projects is recognized as a key barrier for most municipalities. To address this challenge, the RRP is providing funding assistance through individual consultations. This report summarizes the relevant funding options for specific RRP projects discussed during a consultation with Hingham and offers tactical recommendations to securing funding to support community recovery projects.

## Rapid Recovery Program Funding Process

The Commonwealth assembled a funding resource team comprised of consultants to help identify appropriate funding sources, application requirements, key aspects to highlight in applications, expected levels of effort, grant timelines, etc. In some cases, regional planning agency (RPA) staff participated in the process.

The following process was outlined to help communities finalize and pursue their preferred funding sources.



### **STEP 1.** Community identifies catalyst projects from RRP

The choice of which 1-2 RRP projects to be reviewed for funding assistance was determined by the community.



### **STEP 2.** Community applies for funding assistance

Each RRP community was invited to submit a basic application for specific funding assistance for up to 2 projects. The application included general information about the community and questions to determine the appropriate funding assistance for projects identified within a Rapid Recovery Plan.



### **STEP 3.** Community and funding team initial meeting

Each community received an initial 1-hour online meeting between the RRP community and a member(s) of the Funding Resource team. The meeting focused on sharing information about the project, local capacity to pursue funding, and potential funding options for each project.



### **STEP 4.** Community Funding Alternatives Matrix

Following the initial meeting, the Funding Resource team created a Community Funding Alternatives Matrix based on each community's identified needs. This includes outlined funding options and a recommended sequence for pursuing funding.



### **STEP 5.** Final Document Created

The summary document was prepared to include community-specific details about grant timing, funding program capital availability and competitiveness, and application and compliance requirements.

## Rapid Recovery Program Levels of Funding Assistance

During the initial community meeting, staff discussed four levels of potential community support available, generally identified as follows:



The community is sufficiently resourced and self-directed. Funding team support will stop after the initial call.



After the initial call and delivery of a Community Funding Alternatives Matrix, a follow-up call of up to 1-hour will be held with the community to review the available funding related to the project(s) and provide direction on how to access the information related to the funding resource(s) and any insights on how to strengthen a potential application.



For communities with limited staff capacity, the same assistance as Level 1 will be provided, as well as up to 2-hours of follow-up emails and call(s).



For communities seeking extra assistance, Level 2 review and assistance will be provided, plus an additional 2-hours of emailed edits/comments on the community's grant(s) application materials.

# Rapid Recovery Program Funding Categories

The Funding Resource Team compiled a comprehensive list of Private, Foundational, Federal, and State resources within the following categories:

## INFRASTRUCTURE

- Wastewater
- Drinking Water
- Storm Water
- Dams/Levees

## BUSINESS SUPPORT ATTRACTION

- Space Activation
- Business Recruitment, Retention and Expansion

## CULTURAL ARTS

- Cultural District Formation
- Public Art
- Placemaking
- Cultural Facilities
- Outdoor Programming
- Community Center

## CAPACITY BUILDING

- Community/Economic Development
- Staff Capacity and Training
- Planning
- Stakeholder Engagement

## PERMITS/REGULATORY TOOLS

- Zoning/Regulations
- Permits
- Guidelines

## REDEVELOPMENT

- Housing
- Commercial Rehabilitation
- Facade Improvements
- Public Buildings

## ENVIRONMENT/OUTDOOR RECREATION

- Parks
- Open Spaces
- Water Access
- Shoreline
- Habitat
- Brownfields
- Disaster Mitigation/Recovery/Preparedness

## TRANSPORTATION

- Streetscape
- Trails
- Roads
- Bridges
- Public Transit
- AV/EV
- Parking
- Smart Mobility
- Alternative Transportation

## WAYFINDING

- Wayfinding

## BRANDING AND MARKETING

- Branding/Marketing

## MISC.

- Data
- Social Services
- Workforce Development
- Policy/Advocacy

# Recommended Approach to Attaining Funding



Marshfield  
Source: Stantec

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## Town of Hingham: Funding Application Approach & Strategy

Downtown Hingham benefits from having a well-maintained, historic Downtown with many small businesses and cultural amenities and is located in close proximity to a vibrant waterfront. As with many communities in Massachusetts, small Downtown businesses were negatively impacted by the COVID-19 pandemic, and a majority of businesses reported reduced operating hours and a decline in revenue. Encouraging additional foot traffic through better wayfinding and branding are critical components to Downtown Hingham's recovery. Several funding sources are present for the Town of Hingham to pursue for two of the key projects identified in their RRP plan.

The first project aims to create a consistent branding, signage, and wayfinding plan for Downtown Hingham that highlights the district as a premier tourism destination within Massachusetts. Visitors to Hingham struggle to orient themselves due to a lack of wayfinding and consistent signage. People traveling by boat to Hingham Harbor and visitors parking at the municipal parking lots would benefit from better wayfinding to the Downtown.

Pursuing funding for this project could potentially be broken down into two components depending on the amount of funds available for request: 1) funding for the technical assistance to develop a consistent branding, signage, and wayfinding plan, and 2) funding for the purchase/implementation of physical wayfinding signage.

The second project seeks to create a walking historic "stroll", using plaques and interpretative signs and narration emphasizing the Town's historic resources. This project would also have a technology component, including developing a self-guided tour with QR codes and a kiosk with a map of locations of historic places. The historic stroll project might also include virtual viewing of historic buildings and landscapes.

Both projects build on already existing assets and are equally important to sustainable recovery efforts in Hingham. We recommend that the Town first prioritize the tourism grants available for the branding, signage, and wayfinding project as the application deadline is earlier, and secondly work toward securing a planning grant through the Community One Stop for Growth program. Both projects could be eligible for at least two state tourism grants as they are related to tourism and boosting economic recovery. The Town may need to prioritize which projects to develop applications for to ensure that there is adequate staff capacity to apply for and manage grant applications.

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Highlights of Hingham's recommended funding approach include:

**Prioritize Grants with Early Deadlines**

- For example, the Travel and Tourism Recovery Grant Program is due in January 2022

**Closely Coordinate with State Agencies**

- Prepare an Expression of Interest for both projects in the Community One Stop For Growth portal. Receive feedback on projects from DHCD using the One Stop for Growth portal prior to initiating work in preparing grant materials for the Community One Stop Program.

**Line Up Community Partners**

- Hingham benefits from having strong community partners that support the two projects. Share funding possibilities with stakeholders and determine level of support for assisting with grant writing and management.
- For some programs, such as Commonwealth Places, community partners may be best positioned to apply themselves.

**Work Closely with the Metropolitan Area Planning Commission**

- Working closely with the MAPC will help to identify and monitor additional funding opportunities and support development of the scopes for each project. Determine level of planning technical assistance that may be available for one or both projects.

# Funding Application Best Practices and General Requirements

## Documentation to Assemble

- DUNS number (Required for all Federal and some State grants)\*
- SAM's\*\* registration up to date (Required for some grants)
- Supporting studies / reports / design documents
- Cost estimates
- Letters of support

## Correspondence with Funder

- Connect early with funding agency to clarify any requirements and notify of intent to apply, when applicable

## Correspondence with Other Project Partners

- Keep regular communication with project partners and other parties who will be impacted by the project. Let them know early on of intentions to apply to funding and if any effort is required on their part to support application packages.



## Pursuing Federal Grant Programs

Federal programs including (but not limited to) the US Economic Development Administration (EDA) Travel, Tourism, and Outdoor Recreation Grants and Public Works and Economic Adjustment Assistance Program should be pursued using a joint application approach. If feasible, communities should work with their Regional Planning Association and fellow RPA municipalities to create one (or a few) region-wide applications.

Applications should involve communities with common-themed projects, and will ultimately be submitted and managed by the RPA. Although most communities are individually eligible for these competitive federal grants, region-wide applications increase the chance of receiving a larger pool of grant money.



**\*DUNS number-** This number is often referenced by lenders and potential business partners to help predict the reliability and/or financial stability of the company in question. D-U-N-S, which stands for data universal numbering system, is used to maintain up-to-date and timely information on more than hundreds of millions global businesses.

To find your number, go to [www.SAM.gov](http://www.SAM.gov) and click "Check Status" located at the top of the page. Search by entering your DUNS number or business name. If found, your registration status will be displayed.

**\*\*SAM-** Both current and potential government vendors are required to register their business in the System of Award Management SAM in order to be awarded contracts by the US Government. This is sometimes referred to as "self-certifying" your business. Vendors are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions.

To create an account and access SAM as a new user, go to [www.sam.gov](http://www.sam.gov), click on "Create a User Account", select account type, and complete registration.

Further details and contact information is available here- [https://www.sba.gov/sites/default/files/articles/Registering\\_on\\_SAM.pdf](https://www.sba.gov/sites/default/files/articles/Registering_on_SAM.pdf)

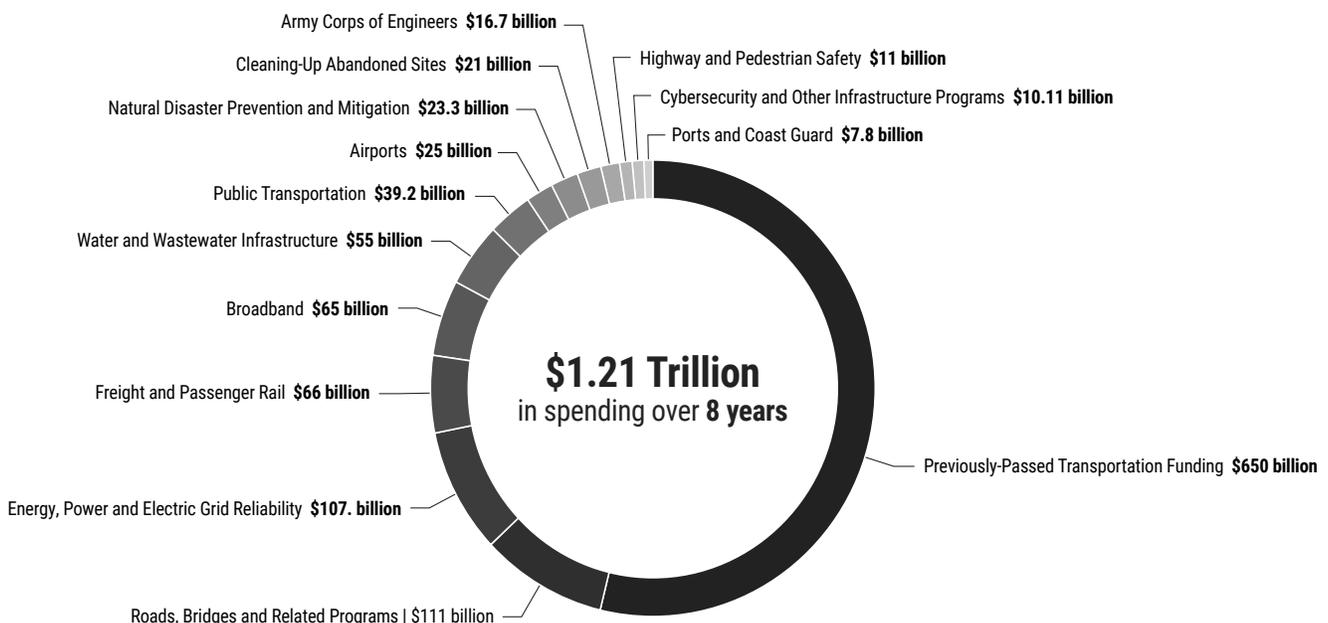
# Funding Application Best Practices and General Requirements

## Additional Federal Funding

After a months-long public process, on December 13th Massachusetts Governor Charlie Baker signed a \$4 billion American Rescue Plan Act (ARPA) Coronavirus relief bill and tax revenue surplus bill. The package directs billions of dollars in relief to communities and individuals hardest hit by the pandemic. Up to \$2.55 billion of the \$5.286 billion in federal ARPA funds provided to the state in May will be used to cover the costs, leaving about \$2.3 billion in ARPA funds unspent. The bill also relies on \$1.45 billion in fiscal year 2021 surplus state tax revenue.

Several of the investment targets in the bill align with RRP funding needs identified, including \$267 million to economic development and \$414 million to infrastructure. Through this legislation, ARPA State funding is directed to many RRP communities for specific activities and additional dollars may be available through State programs and competitive grants. During the summer of 2021, RRP communities received direct allocations through the ARPA and may now position to receive additional ARPA-related funds from the state. ARPA money must be committed by the end of 2024 and spent by the end of 2026.

The Infrastructure Investment and Jobs Act (IIJA) was signed into law by President Biden on Monday, November 15th. Totalling \$1.2 trillion in spending over eight years with \$550 billion in new spending, this is the biggest infrastructure package in decades. The IIJA will have a significant impact on Massachusetts communities and projects. State agencies, regional transportation planning organizations, and other government entities will receive direct allocations from formula funding programs. Over 150 new programs were created through the legislation, and several are discretionary grant programs.



Though there is much greater policy and program detail in the 2,700-page legislation, the chart above provides a summary breakdown of where the funding will go.

Source: Stantec

# Funding Application Best Practices and General Requirements

## *Additional Federal Funding - IJA in Massachusetts*

The table below highlights funding that Massachusetts is entitled to through formula allocations. Funding will be split into annual amounts, 2022-2026, and does not include additional discretionary grant programs that can be leveraged to support projects in Massachusetts.

Massachusetts IJA Funding	
Infrastructure	Massachusetts Funding
Roads, highways and alternative transportation	\$4.2 billion
Bridge replacement and repair	\$1.1 billion
Transit	\$2.5 billion
EV charging network	\$63 million
Broadband	\$100 million
Water and wastewater	\$1.1 billion
Airports	\$244 million

Though the IJA does not create an immediate opportunity for the projects described in this report, it is important to track emerging opportunities from the legislation. Funding levels and programs in the IJA that may create viable funding options include:

- A 60%, 5-year increase in Surface Transportation Block Grant Program (STBGP) Transportation Alternative Program
- The creation of the federal, \$7.3B Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation (PROTECT) grant program
- \$500 million in federal funding to Healthy Streets for cool and porous pavement and tree cover
- Over \$7B in energy efficiency and low-income weatherization funding

# Priority Projects: Applicable Funding Program and Application Process



Worcester  
Source: Stantec

# Project 1: Development of consistent signage, branding, and wayfinding



Fall River  
Source: Stantec

# Connect downtown Hingham and the Harbor through consistent signage, wayfinding and branding.

<b>Category</b>		Public Realm
<b>Location</b>		Downtown Hingham
<b>Origin</b>		Director of Community Planning, Plan Facilitator Hingham Harbor and Downtown Sustainable Vision Plan, MAPC (2021). The development and deployment of consistent wayfinding signage was suggested as an idea during this planning process. Stakeholders and participants in the process showed strong initial support for the strategy. 100% of the participants agreed that this was a strategy worth including in this district plan.
<b>Budget</b>	  	Low Budget (Under \$50k) to Large Budget (\$200k +) Low to high budget for Implementation (\$20,000-\$150,000) Potential Funding Sources/Grants: <ul style="list-style-type: none"> <li>• Shared Streets and Spaces Program (MassDOT)</li> <li>• Future BID Budget</li> <li>• Massachusetts Travel and Tourism Recovery Grant Program (only non-profits can apply)</li> <li>• ARPA Funding</li> </ul>
<b>Timeframe</b>		Short Term (2-4 months) for fabrication & installation
<b>Risk</b>		Low Risk
<b>Key Performance Indicators</b>		The Number of wayfinding elements installed , Foot-traffic increase observed by merchants, Positive community feedback & press-media coverage, number of entities that choose to use or relate to the branding in some way.
<b>Partners &amp; Resources</b>		Director of Community Planning, Hingham Downtown Association, DPW, local financial institutions, designers and contractors.
<b>Diagnostics</b>		Hingham lacks comprehensive wayfinding signage that directs people from major gateways to the Downtown and then provides information about key destinations, including parking lots, within the Downtown. There are some antiquated, difficult to read directional signs at Main Street and Short Street. There are no pedestrian signs within the Downtown

## Action Item

A program of consistent signage would help strengthen the cohesion and functionality of the district. A district icon or log could be created that could be part of a signage and wayfinding program. If developed, such a graphic feature should be integrated consistently on all sign types for the district. In a district sign and wayfinding program, several sign types will exist and serve different purposes.

The types of signs that may be most appropriate for Hingham Harbor and Downtown are gateway signs, parking wayfinding signs, primary destination wayfinding signs, historic signs, individual building signs, and historic plaques and markers. Each of the sign types should have a consistent design that is unique and easily identifiable with consistent sign structure, sign layout, and sign font styles. In this consistent format, different sign types may provide variations on the overall consistent format and may be differentiated by size or color of the sign.

## Process



*Square Cafe, Hingham, MA*

Develop a branding thematic wayfinding plan for the Downtown. Create a wayfinding and branding system to help emphasize the features that make Hingham unique and to connect the Downtown to adjacent areas, better integrating the Downtown with these. To create a wayfinding & branding program for Downtown that will better direct users to their destination but also create a sense of place for the commercial nodes corridor. The project will involve:

- Creation of a Team to guide the project
- Review of relevant project limits, points of interest, destinations and businesses
- Design of a brand theme, logo and optional tagline
- Identification of locations for wayfinding elements
- Implementation of wayfinding and branding element

Develop and implement a comprehensive wayfinding program for motorists and pedestrians that includes:

- Signs at gateway locations
- Signs for the Merchant's and Station Street parking lots including pedestrian signs to direct people from the Station Street lot to the Downtown.
- Signs to the commuter rail station.
- Key destinations in the Downtown.

The gateway signs should be located at the key entry points to the district on: Route 3A/Otis Street and Route 3A/Summer Street, potentially also on North Street near Lincoln Street, South Street near Lafayette Lane, Central Street near Elm Street, and Main Street near Elm Street.

The parking wayfinding signs could be located near the gateway signage and would be located nearer to the district such that a visitor arriving by vehicle would see the gateway sign first and then the parking wayfinding sign. Similar locations would be effective for the parking signs. The district stakeholders would need to decide with the Town if parking wayfindign signs are directing parking to the Station Street parking lot only or also directing parking to the Merchant's parking lot.

The primary destination wayfinding signs should be placed for pedestrians departing from the primary parking lot. This sign would show directional areas and could show distances measured in blocks to the key destinations or clusters of destinations (e.g. "Shops and Restaurants" or "Harborwalk"). The destination signs would be placed to be visible for a visitor parking and departing the parking lot on foot.

*Featured on the following page are examples of potential icons and logos for wayfinding signage for Hingham (developed by Favermann Design).*



# Development of consistent signage, branding, and wayfinding



## Applicable Potential Funding Resources

The first step in creating an actionable funding plan is to define future projects and initiatives. Through the development of a Rapid Recovery Plan (RRP), Hingham has identified the projects the Town would like to implement to catalyze recovery. The RRP Project Category type has also been identified.

Recommended funding sources for each project are listed below and outlined in detail on the following pages of this section. Funding sources were selected based on the following factors:

1. **Relevancy** to project
2. Ability to **close funding gap**
3. **Timing** of project in relation to active status of opportunity
4. Level of **competitiveness** of community in relation to popularity of opportunity
5. Level of **effort** to prepare application and successfully manage the project in the context of community capacity

Project 1 of 2: Development of consistent signage, branding, and wayfinding		
Program Name	Priority to Pursue	Grant Program Strategy
Travel and Tourism Recovery Grant Program	1	Prioritize applying to this grant due in January 2022. If acquired, assistance for branding/marketing/signage is provided; demonstrate support among local businesses for this concept.
MAPC Technical Assistance Program	2	Work with MAPC to review scope of branding, signage, and wayfinding plan.
Massachusetts Downtown Initiative	3	Utilize the MDI program to develop an overall plan for branding, signage, and wayfinding. Develop narrative focused on how a wayfinding, branding, and signage program would directly support economic development needs of Downtown.
Destination Development Capital	4	After an overall wayfinding plan is developed, utilize this grant program to finance the purchase of signage and related materials when the next grant cycle opens.

**FUNDING SOURCE #1**  
**Travel and Tourism Recovery Grants**  
Massachusetts Office of Travel and Tourism

**Level of Effort to Apply and Manage**



<b>Purpose/Goals</b>	The Travel and Tourism Recovery Grant Program for intends to strengthen the economy of Massachusetts through the development and enhancement of the state's tourism industry. These funds are dedicated to marketing projects that support the My Local MA campaign, enhance tourism recovery and have the potential to increase non-resident visitation.
<b>Eligible Applicants</b>	Municipalities, public agencies, and nonprofits.
<b>Eligible Use of Funds</b>	<p>Eligible marketing projects should support the My Local MA campaign and create an enhancement to the visitor experience intended to increase the likelihood of visitation from 50 miles outside the local area or increase overnight stays. Partnerships with tourism entities and businesses, economic development and/or government entities strengthen an application.</p> <p>Projects must fall into one of the following project types: marketing content development, website development/optimization, branding development, visitor/consumer outreach, digital advertising, language translations, posters/banners/signage/billboards, and photography or B-roll video footage.</p>
<b>Loan or Grant Maximum</b>	\$250,000
<b>Terms Requirements/ Notes</b>	<p>Three grant levels are available based on the level of collaborations; collaborative joint proposals between two or more eligible organizations may be submitted. At least six Level 1 grants, which involve only one applicant, are awarded. Awards range from between less than \$50,000 (Level 1) to between \$150,000 and \$250,000 (Level 3). \$1 million total was provided for the program in FY21.</p> <p>Projects must be paid for and campaigns completed within several months of the project award.</p> <p>Letters of support are required based on the level sought, with Level 1 grants requiring at least one letter of support and Level 3 grants requiring at least three letters of support.</p>
<b>Funding Cycle</b>	Annually; the FY22 cycle applications are due January 19, 2022.
<b>Contact</b>	<p>Maria Speridakos</p> <p>maria.speridakos@mass.gov</p>
<b>Program/ Application Website</b>	<a href="https://www.mass.gov/forms/fy22-travel-and-tourism-recovery-grant-program">https://www.mass.gov/forms/fy22-travel-and-tourism-recovery-grant-program</a>

Level of Effort to Apply and Manage



<b>Purpose/Goals</b>	The MAPC Technical Assistance Program (TAP) is a funding program that enables and assists municipalities in implementing projects that are beneficial to the community. Municipalities are invited to submit project concepts for work to be undertaken by MAPC through our Technical Assistance Program (TAP).
<b>Eligible Applicants</b>	All municipalities in the MAPC geography
<b>Eligible Use of Funds</b>	Eligible projects cover a wide variety of topics, including but not limited to: housing, economic development, shared services, municipal effectiveness, public engagement, public safety, public health, climate change, clean energy, equitable transit-oriented development, bicycle/pedestrian mobility, environmental protection, creative placemaking, and arts and culture planning. Preference is given to projects that serve two or more communities, are conducted in partnership with community organizations, advance racial equity, assist with COVID recovery, or are consistent with regional goals expressed in MetroCommon 2050 and statewide goals such as Housing Choices.
<b>Loan or Grant Maximum</b>	No specific amount, but projects tend to be less than \$50,000. Community matches enhance the attractiveness of applications.
<b>Terms/ Requirements/ Notes</b>	The work conducted as part of the Technical Assistance Program is carried out by MAPC staff in response to project ideas submitted by communities. Municipalities are invited to submit short project concepts which identify the project location, its history, deliverables and anticipated outcomes, community engagement, and a timeline for completion.
<b>Funding Cycle</b>	MAPC periodically issues a call for project concepts; the last call was solicited in February 2021. Connect with MAPC about details of the next cycle.
<b>Contact</b>	Name: Ralph Willmer Email: rwillmer@mapc.org or mracicot@mapc.org
<b>Program/ Application Website</b>	<a href="https://www.mapc.org/about-mapc/funding-opportunities/">https://www.mapc.org/about-mapc/funding-opportunities/</a>

FUNDING SOURCE #3

Massachusetts Downtown Initiative

Massachusetts Department of Housing and Community Development

Level of Effort to Apply and Manage



<b>Purpose/Goals</b>	<p>The Department of Housing and Community Development's Massachusetts Downtown Initiative (MDI) offers a range of services and assistance to communities seeking help on how to revitalize their downtowns. The primary mission of the MDI is to make downtown revitalization an integral part of community development in cities and towns across the Commonwealth. MDI's guiding principle is that the most effective approach to downtown revitalization is a holistic one that addresses economic and community development needs, and provides a framework of interrelated activities that promote positive change in a downtown to keep it healthy and prosperous.</p> <p>Through the Technical Assistance Program, MDI provides consultant services to assist communities with its downtown revitalization efforts.</p>
<b>Eligible Applicants</b>	All municipalities, although some fundings is set aside for non-entitlement CDBG communities.
<b>Eligible Use of Funds</b>	Funds would be used as technical assistance in the form of consulting services. Eligible activities can include defining district management approaches (such as a Business Improvement District), design issues (including streetscapes and signage programs), economic issues such as feasibility studies, strategies to increase housing stock, downtown mobility needs (such as a parking study or multimodal plan), small business support, and assistance with wayfinding and branding.
<b>Loan or Grant Maximum</b>	\$25,000, with funding for up to 20 awards in the 2021 cycle
<b>Terms Requirements/ Notes</b>	Applications will be reviewed to determine overall consistency with the goals of the MDI, support of the Department of Housing and Community Development's (DHCD) and the Commonwealth's priorities and initiatives, and impact on local downtown/ town/village center revitalization efforts. DHCD will evaluate applications based on an achievable project scope, project leadership, timeline, budget, expected outcomes and impact, progress to date, and responsiveness to the Commonwealth's Sustainable Development Principles.
<b>Funding Cycle</b>	Expressions of Interest are currently open. The full application is expected to open in late January and close in early June 2022.
<b>Contact</b>	Elizabeth Hahn elizabeth.hahn@mass.gov
<b>Program/ Application Website</b>	<a href="https://www.mass.gov/service-details/massachusetts-downtown-initiative-mdi">https://www.mass.gov/service-details/massachusetts-downtown-initiative-mdi</a>

FUNDING SOURCE #4

Destination Development Capital Grants

Massachusetts Office of Travel and Tourism

Level of Effort to Apply and Manage



<b>Purpose/Goals</b>	Provided by the Massachusetts Office of Travel and Tourism, this program is aimed at enhancing tourism resources and infrastructure which aid in destination recovery and resiliency. Funds are awarded to projects which strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery, support the statewide My Local MA campaign, and have the potential to increase non-resident visitation.
<b>Eligible Applicants</b>	Municipalities, public agencies, and nonprofits which produce, promote, or present tourism attractions and activities for the public or provide public access to physical collections and exhibits. At least \$15,000 must have been spent in a fiscal year on tourism-related items.
<b>Eligible Use of Funds</b>	Eligible projects will enhance tourism resources and infrastructure and will aid in destination recovery and resiliency. Grants related to infrastructure (shovel-ready projects, including parking/transportation strategies and solutions), facilities, and design and engineering related to tourism projects are awarded. Design, engineering, and permitting projects must be directly connected with a capital project and lead to completion of the project within a three-year timeframe.
<b>Loan or Grant Maximum</b>	\$250,000
<b>Terms Requirements/ Notes</b>	<p>Three grant levels are available, ranging from between less than \$50,000 (Level 1) to between \$150,000 and \$250,000 (Level 3). \$2 million total was provided for the program in FY22. All grants require a one-to-one match.</p> <p>Three letters of support are required: one from a civic or business leader, one from a state/municipal official, and one from an area tourism business owners.</p> <p>Applicants must indicate how they are addressing diversity, equity, and inclusion within their organization.</p>
<b>Funding Cycle</b>	The FY22 cycle opened in April 2021 and closed on May 21, with grants announced in July.
<b>Contact</b>	<p>Marc Zappulla</p> <p>marc.zappulla@mass.gov</p>
<b>Program/ Application Website</b>	<a href="https://www.mass.gov/forms/destination-development-capital-ddc-program-application">https://www.mass.gov/forms/destination-development-capital-ddc-program-application</a>

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# Development of consistent signage, branding, and wayfinding



## *Funding Application Process and Timeline*

Funding success for Hingham is contingent on several factors. Coordination with state agencies and local and regional partners is critical. The Town bears some, if not all, financial responsibility for several project areas presented in this Plan. In some cases, third parties have contracts with the Town to deliver services and build public infrastructure. It is in Hingham's best interest to align funding activities with key stakeholders to maximize access to shared resources and minimize duplicative efforts.

## **General Observations and Level of Support Needed**

The table below documents the key programs to further investigate and activities Hingham can take in the next six months to one year to secure funding to advance initiatives. The following page contains a high level timeline for highlighted grant programs specific to Hingham's priority projects.

## Project 1 of 2: Development of consistent signage, branding, and wayfinding

Timeline (When?)	Step	Action Item (How?)	Funding Program
As soon as possible	1.1	Define how the project meets the grant criteria including vision and value of the project to the community. Determine top three tourism assets in the community including target markets and demographics.	<i>Funding Program #1</i> Travel and Tourism Recovery Grant Program
	1.2	Begin to line up letters of support from community partners and businesses. Determine what level of matching grant can be provided.	<i>Funding Program #1</i> Travel and Tourism Recovery Grant Program
Early Winter 2022	1.3	Prepare application materials presenting a vision of the Signage, Branding and Wayfinding project and how it will boost economic development and tourism for Hingham.	<i>Funding Program #1</i> Travel and Tourism Recovery Grant Program
	2.1	Work with MAPC to review proposed scope of branding, signage, and wayfinding plan. Confirm applicable grant options with the Town.	<i>Funding Program #2</i> MAPC Technical Assistance Program
	2.2	Define issues that would be addressed in a planning and design process for branding and wayfinding.	<i>Funding Program #2</i> MAPC Technical Assistance Program
	3.1	Define programmatic components in need of technical assistance. Submit Expression of Interest in the Community One Stop for Growth portal.	<i>Funding Program #3</i> Massachusetts Downtown Initiative
Mid Winter 2022	2.3	Assist with preparation of grant application materials, presenting cohesive community vision for the signage, branding, and wayfinding plan.	<i>Funding Program #2</i> MAPC Technical Assistance Program
	4.1	Determine whether Hingham meets eligibility requirements of the program with the Massachusetts Office of Travel and Tourism.	<i>Funding Program #4</i> Destination Development Capital Program
Early Spring 2022	3.2	Line up letters of support from partner organizations and refine scope and budget for proposal.	<i>Funding Program #3</i> Massachusetts Downtown Initiative
Mid Spring 2022	4.2	Work with MAPC and community partners to better define project elements and seek letters of support; letters are required from a business or civic leader, a state or municipal official, and from a business owner in a tourism industry.	<i>Funding Program #4</i> Destination Development Capital Program
Late Spring 2022	3.3	Prepare application materials, presenting a vision of the signage, branding and wayfinding plan, and how it will boost economic development and tourism for Hingham.	<i>Funding Program #3</i> Massachusetts Downtown Initiative

# Project 2: Create a walking historic “stroll”



Lowell  
Source: Stantec

# Create a walking historic “stroll”

<b>Category</b>		Public Realm
<b>Location</b>		Downtown Hingham
<b>Origin</b>		Director of Community Planning, Plan Facilitator Hingham Harbor and Downtown Sustainable Vision Plan, MAPC (2021)
<b>Budget</b>		Low Budget (Under \$50k)
<b>Timeframe</b>		Short Term (Less than 5 years)
<b>Risk</b>		Low Risk
<b>Key Performance Indicators</b>		The number of people taking the tour, the number of sites, institutions, etc. that work together to create and maintain the tour. Increased patronage of Town Center establishments.
<b>Partners &amp; Resources</b>		Historic Districts Commission, Historic Commission, Community Planning Department, Beautification Commission, local artists, Library, DPW, Hingham Downtown Association

## Diagnostic

The historic stroll is intended to bring people back to the Downtown. **Decline in Business District foot traffic as a result** of COVID-19 was significant. Significantly more than half (69%) of businesses had less on-site customers in January and February of 2021 than before COVID.

There are currently several interpretive signs along the waterfront. They include historic photographs and narrative about the history of the area. This type of installation could be expanded to other sites, buildings, or locations of significance in the district to help the visitor better understand and connect to the area.

## Action Item

Create a walking historic "stroll", use plaques and interpretative signs and narrate; emphasize historic resources in telling the story of the Town. Overlay with technology to tell a more complete story.

Develop a self-guided tour with QR codes, etc. and a kiosk with a map of locations of historic places and audio narration. Consider virtual viewing of historic buildings and landscapes. Consider adding virtual reality overlay viewing of historic buildings and landscapes. Integrate with wayfinding system with trail markers. Build on existing Historic Walking Guides.

## Process

1. Organize a small group of stakeholders representing local government, economic development, small business, historic commissions, real estate, tourism, marketing, and design/web/social media sectors to spearhead the project.
2. Create an informational /resource page on Town website. Engage internal marketing/design/web/social media experts or engage a pro bono consultant to create a website and social media campaign to promote the project.
3. Begin with conceptual brainstorming with the project steering committee on multiple ways the committee could achieve the goal of better connectivity between downtown and identify the sites to include in the tour.
4. Design and develop promotional materials.
5. Hire a consultant to design and develop interpretative signage and create a map with the route. Connect and relate to interpretative signs at Harbor
6. Explore ways of adding audio (e.g. through QR code) and record older adults telling their stories and relating them to the sites.



Existing interpretive sign on Hingham's waterfront  
PC: Hingham Harbor and Downtown Sustainable Vision Plan, MAPC (2021)



Existing Hingham historic walk guide.

# Self Guided Historic Tour

Cambridge, MA



Public Realm

Self guided historic tour of Cambridge, MA

<https://www.gpsmycity.com/tours/historical-cambridge-ma-walking-tour-2424.html>

**Guide Name:**

Historical Cambridge MA Walking Tour

**Guide Location:**

USA » Boston (See other walking tours in Boston)

**Guide Type:** Self-guided Walking Tour (Sightseeing)

**# of Attractions:** 8

**Tour Duration:** 2 Hour(s)

**Travel Distance:** 3.5 Km or 2.2 Miles

**Author:** anna

**Sight(s) Featured in This Guide:**

- Memorial Hall / Sanders Theatre
- Fogg Museum (Harvard Art Museums)
- Harvard Square
- Brattle Street
- Longfellow National Historic Site
- Hooper-Lee-Nichols House
- Elmwood House
- Mount Auburn Cemetery

**HOW IT WORKS:**

Download the app "GPSmyCity: Walks in 1K+ Cities" from iTunes App Store or Google Play to mobile phone or tablet. The app turns the mobile device into a personal tour guide and its built-in GPS navigation functions guide one from one tour stop to next. The app works offline, so no data plan is needed when traveling abroad.



Discover Flyer, Hingham, MA

## Create a walking historic “stroll”

### Applicable Potential Funding Resources

The first step in creating an actionable funding plan is to define future projects and initiatives. Through the development of a Rapid Recovery Plan (RRP), Hingham has identified the projects the Town would like to implement to catalyze recovery. The RRP Project Category type has also been identified.

Recommended funding sources for each project are listed below and outlined in detail on the following pages of this section. Funding sources were selected based on the following factors:

1. **Relevancy** to project
2. Ability to **close funding gap**
3. **Timing** of project in relation to active status of opportunity
4. Level of **competitiveness** of community in relation to popularity of opportunity
5. Level of **effort** to prepare application and successfully manage the project in the context of community capacity

Project 2 of 2: Create a walking historic “stroll”		
Program Name	Priority to Pursue	Grant Program Strategy
MAPC Technical Assistance Program	1	Work with MAPC to define the project scope and elements for the Hingham historic stroll project. Determine what level of assistance MAPC can provide to develop a plan.
Local Cultural Council Program	2	Determine which smaller project elements can be funded by the Local Cultural Council.
Commonwealth Places	3	Work with a nonprofit, such as Hingham Historical Society, Downtown Business Association, or Harbor Development Committee, to pursue a grant to fund aspects of the historic stroll, such as the technological components or the kiosk.
Destination Development Capital	4	Once a detailed scope for the historic “stroll” has been completed, utilize this grant program to fund design services when the grant cycle reopens.

**FUNDING SOURCE #1**  
**MAPC Technical Assistance Program**  
Metropolitan Area Planning Council

**Level of Effort to Apply and Manage**



<b>Purpose/Goals</b>	The MAPC Technical Assistance Program (TAP) is a funding program that enables and assists municipalities in implementing projects that are beneficial to the community. Municipalities are invited to submit project concepts for work to be undertaken by MAPC through our Technical Assistance Program (TAP).
<b>Eligible Applicants</b>	All municipalities in the MAPC geography
<b>Eligible Use of Funds</b>	Eligible projects cover a wide variety of topics, including but not limited to: housing, economic development, shared services, municipal effectiveness, public engagement, public safety, public health, climate change, clean energy, equitable transit-oriented development, bicycle/pedestrian mobility, environmental protection, creative placemaking, and arts and culture planning. Preference is given to projects that serve two or more communities, are conducted in partnership with community organizations, advance racial equity, assist with COVID recovery, or are consistent with regional goals expressed in MetroCommon 2050 and statewide goals such as Housing Choices.
<b>Loan or Grant Maximum</b>	No specific amount, but projects tend to be less than \$50,000. Community matches enhance the attractiveness of applications.
<b>Terms/ Requirements/ Notes</b>	The work conducted as part of the Technical Assistance Program is carried out by MAPC staff in response to project ideas submitted by communities. Municipalities are invited to submit short project concepts which identify the project location, its history, deliverables and anticipated outcomes, community engagement, and a timeline for completion.
<b>Funding Cycle</b>	MAPC periodically issues a call for project concepts; the last call was solicited in February 2021. Connect with MAPC for details about the next cycle.
<b>Contact</b>	Name: Ralph Willmer Email: rwillmer@mapc.org or mracicot@mapc.org
<b>Program/ Application Website</b>	<a href="https://www.mapc.org/about-mapc/funding-opportunities/">https://www.mapc.org/about-mapc/funding-opportunities/</a>

**FUNDING SOURCE #2**  
**Local Cultural Council Program**  
Massachusetts Cultural Council

**Level of Effort to Apply and Manage**



<b>Purpose/Goals</b>	Our mission is to support cultural events for the citizens of Hingham and surrounding communities on the South Shore. Applications that fit this criteria are given priority.
<b>Eligible Applicants</b>	Individual
<b>Eligible Use of Funds</b>	Our mission is to support cultural events for the citizens of Hingham and surrounding communities on the South Shore. Applications that fit this criteria are given priority.
<b>Loan or Grant Maximum</b>	\$750
<b>Terms/ Requirements/ Notes</b>	<p>Please note, for FY2022, the Hingham Cultural Council requests that if a large portion of your application includes salary, please notate what the salary is for in the application.</p> <p>It was determined that many of the applications we received included salary. Salary can be broken down into salary for the applicant, salary for a performer, salary for a police detail, etc. Consideration for funding varies greatly based on how any salary is applied. Salary to the organization preparing and or applying for the grant shall not receive the same validation for granting as salary used towards performances and or event needs.</p>
<b>Funding Cycle</b>	Grant applications will be accepted from 1st September to 15th October.
<b>Contact</b>	hinghamculturalcouncil@gmail.com
<b>Program/ Application Website</b>	<a href="https://massculturalcouncil.org/communities/local-cultural-council-program/application-process/">https://massculturalcouncil.org/communities/local-cultural-council-program/application-process/</a>

**FUNDING SOURCE #3**  
**Commonwealth Places**  
MassDevelopment

**Level of Effort to Apply and Manage**



<b>Purpose/Goals</b>	MassDevelopment's "Commonwealth Places" is a competitive opportunity to advance locally driven placemaking in downtown and neighborhood commercial districts in eligible communities throughout Massachusetts. Placemaking is a collaborative process through which people in communities work together to improve public spaces and maximize their shared value. The process facilitates creative patterns of use, and leverages the local physical, cultural, and social assets that define a place and support its ongoing evolution.
<b>Eligible Applicants</b>	Grant funds for projects providing benefits to communities will be available to nonprofit organizations, as well as to for-profit organizations under appropriate circumstances
<b>Eligible Use of Funds</b>	There are two categories of grants:  Seed Grants: Seed grants should be used to fund inclusive community engagement, visioning, and local capacity building that will support future placemaking efforts. MassDevelopment will award individual grants of between approximately \$250 - \$7,500 to projects within this funding category.  Implementation Grants: MassDevelopment will award individual grants of up to \$50,000 for the implementation of locally led placemaking projects. Up to \$10,000 per project may be awarded as an unmatched grant. Any amount of grant funding over and above that \$10,000 (not to exceed \$50,000) must be matched on a 1:1 basis with crowdfunding.
<b>Loan or Grant Maximum</b>	Up to \$50,000
<b>Terms/ Requirements/ Notes</b>	Strong preference will be given to projects sited within downtowns or commercial districts. In rural communities or other communities without a significant commercial corridor, the project must demonstrate a direct relationship to local economic development.  Projects may be located in either the public realm or on private commercial property. Projects located on private property must demonstrate a clear public economic benefit.  For the 2021 funding round, proposed timelines must have included an implementation start date within 90 days of grant disbursement.
<b>Funding Cycle</b>	The most recent program awarded grants on a rolling basis between Jan.-June 2021.
<b>Contact</b>	lchristopher@massdevelopment.com
<b>Program/ Application Website</b>	<a href="https://www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places/">https://www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places/</a>

FUNDING SOURCE #4

Destination Development Capital Grants

Massachusetts Office of Travel and Tourism

Level of Effort to Apply and Manage



<b>Purpose/Goals</b>	Provided by the Massachusetts Office of Travel and Tourism, this program is aimed at enhancing tourism resources and infrastructure which aid in destination recovery and resiliency. Funds are awarded to projects which strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery, support the statewide My Local MA campaign, and have the potential to increase non-resident visitation.
<b>Eligible Applicants</b>	Municipalities, public agencies, and nonprofits which produce, promote, or present tourism attractions and activities for the public or provide public access to physical collections and exhibits. At least \$15,000 must have been spent in a fiscal year on tourism-related items.
<b>Eligible Use of Funds</b>	Eligible projects will enhance tourism resources and infrastructure and will aid in destination recovery and resiliency. Grants related to infrastructure (shovel-ready projects, including parking/transportation strategies and solutions), facilities, and design and engineering related to tourism projects are awarded. Design, engineering, and permitting projects must be directly connected with a capital project and lead to completion of the project within a three-year timeframe.
<b>Loan or Grant Maximum</b>	\$250,000
<b>Terms Requirements/ Notes</b>	<p>Three grant levels are available, ranging from between less than \$50,000 (Level 1) to between \$150,000 and \$250,000 (Level 3). \$2 million total was provided for the program in FY22. All grants require a one-to-one match.</p> <p>Three letters of support are required: one from a civic or business leader, one from a state/municipal official, and one from an area tourism business owners.</p> <p>Applicants must indicate how they are addressing diversity, equity, and inclusion within their organization.</p>
<b>Funding Cycle</b>	The most recent FY22 cycle opened in April 2021 and closed on May 21, with grants announced in July.
<b>Contact</b>	<p>Marc Zappulla</p> <p>marc.zappulla@mass.gov</p>
<b>Program/ Application Website</b>	<a href="https://www.mass.gov/forms/destination-development-capital-ddc-program-application">https://www.mass.gov/forms/destination-development-capital-ddc-program-application</a>

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## Create a walking historic “stroll”

Project  
2

### *Funding Application Process and Timeline*

Funding success for Hingham is contingent on several factors. Coordination with state agencies and local and regional partners is critical. The Town bears some, if not all, financial responsibility for several project areas presented in this Plan. In some cases, third parties have contracts with the Town to deliver services and build public infrastructure. It is in Hingham's best interest to align funding activities with key stakeholders to maximize access to shared resources and minimize duplicative efforts.

### **General Observations and Level of Support Needed**

The table below documents the key programs to further investigate and activities Hingham can take in the next six months to one year to secure funding to advance initiatives. The following page contains a high level timeline for highlighted grant programs specific to Hingham's priority projects.

## Project 2 of 2: Create a walking historic “stroll”

Timeline (When?)	Step	Action Item (How?)	Funding Program
Early Winter 2022	1.1	Provide input on a draft scope of planning effort and confirm applicable grant options with the Town. Define intended project goals.	<i>Funding Program #1</i> MAPC Technical Assistance Program
	1.2	Determine whether MAPC can provide technical assistance to develop a historic stroll plan (physical and virtual elements).	<i>Funding Program #1</i> MAPC Technical Assistance Program
	3.1	Convene with Hingham Historical Society, Downtown Business Association, Harbor Development Committee, or a similar nonprofit to determine capacity to manage planning and implementation grants from Commonwealth Places.	<i>Funding Program #3</i> Commonwealth Places
Mid Winter 2022	4.1	Determine whether Hingham meets eligibility requirements of the program with the Massachusetts Office of Travel and Tourism.	<i>unding Program #4</i> Destination Development Capital Program
Mid Spring 2022	4.2	Work with MAPC and community partners to better define project elements and seek letters of support; letters are required from a business or civic leader, a state or municipal official, and from a business owner in a tourism industry.	<i>Funding Program #4</i> Destination Development Capital Program
Late Spring 2022	1.3	Work with MAPC to develop a detailed historic stroll plan including locations and components as well as technology features.	<i>Funding Program #1</i> MAPC Technical Assistance Program
Early Summer 2022	2.1	Reach out to Hingham Cultural Council to determine nature of past applications; determine whether this project idea serves the priorities of the Council.	<i>Funding Program #2</i> Local Cultural Council Program
Mid Summer 2022	3.2	Support the nonprofit's efforts to assemble a seed grant application, including providing letters of support and reviewing materials.	<i>Funding Program #3</i> Commonwealth Places
Late Summer 2022	2.2	As allowed, work with community partners to strengthen applications, in addition the Town can potentially apply for a grant.	<i>Funding Program #2</i> Local Cultural Council Program