

Mobile Stage Proposal  
for  
Open Space  
on Hull Redevelopment Authority (HRA) Parcels

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## Executive Summary

This proposal introduces the concept of a flexible *Mobile Stage*, fostering a dynamic platform for community engagement and events, while also offering a revenue stream for sustainability. Additionally, this proposal encourages the HRA committee to endorse *Open Space* principles, aligning with the Town of Hull's commitment to preserving natural landscapes for the benefit of its residents and future generations. This combination of *Mobile Stage* and *Open Space* principles presents an innovative strategy and a forward-thinking approach to nurture a sense of community, recreation, and financial stability within our town. This proposal is designed to seamlessly integrate with both current and future parcel nomenclature and road designs, making it independent of any specific Town of Hull road plans or configurations.

The funding strategy (see Funding Appendix) encompasses a diverse range of potential sources, including state grants such as the Massachusetts Cultural Facilities Fund and the Community Preservation Act. Integral components of this funding approach include Federal grants from agencies like the Department of Housing and Community Development (DHCD), Environmental Protection Agency (EPA), and Department of the Interior (DOI), as well as support from national and regional charitable foundations dedicated to environmental conservation and community development.

Furthermore, the proposal outlines ways of generating revenue through events and sources like short-term rental fees, local meal taxes, and partnerships with local businesses. The potential revenue streams from the proposed *Mobile Stage* form a crucial component of this strategy. A granular analysis will explore the various income sources, including ticket sales, concessions, and rental fees, alongside **Collateral Revenue**.

These funding and revenue avenues are projected to provide the necessary financial support for the implementation and maintenance of the proposed *Mobile Stage* and *Open Space* enhancements.

## Risk/Benefit Analysis

Following are some reasons why this proposal may be considered low risk.

<b>Community Alignment</b>	The proposal is based on <i>Open Space</i> principles, which align with the Town of Hull's commitment to preserving natural landscapes. This alignment reduces the risk of public opposition or resistance.
<b>Existing Use</b>	The parcels in question are currently underutilized, reducing the potential for disruption of existing activities or businesses.
<b>Economic Diversification</b>	The revenue streams proposed, such as short-term rental fees, local meal taxes, and partnerships with businesses, offer diversified income sources, decreasing dependency on a single funding stream.
<b>Local Business Synergy</b>	The proposal's emphasis on community engagement and events can potentially lead to increased foot traffic and business activity for local establishments, reducing the risk of negative economic impact.
<b>Proven Concepts</b>	The <i>Mobile Stage</i> concept is a proven platform for community engagement and events, reducing the risk associated with untested approaches.

<b>Supportive Regulatory Environment</b>	The alignment with <i>Open Space</i> principles could foster support from regulatory bodies and local officials, lowering the risk of approval delays or challenges. Support from all regulatory bodies including Federal, State and Local is anticipated.
<b>Resilience and Sustainability</b>	Incorporating eco-friendly landscaping and sustainable design elements will enhance the long-term resilience and sustainability of the project, mitigating potential risks associated with environmental concerns.
<b>Collaborative Approach</b>	The proposal suggests collaboration with various stakeholders, including local businesses and government agencies. This approach can help distribute responsibilities and reduce individual risks.
<b>Local Benefits</b>	The potential positive impacts, such as increased tourism, improved property values, and enhanced community well-being, provide a substantial buffer against potential negative outcomes.
<b>Adaptive Planning</b>	The proposal's consideration of potential challenges and alternative funding sources demonstrates adaptive planning, reducing the risk of financial shortfalls.
<b>Public Input</b>	The proposal has taken into account public input from social media, discussions, and forums, minimizing the risk of overlooking crucial community preferences.

By combining these factors, the proposal presents a comprehensive approach that seeks to maximize benefit while minimizing potential risks, making it a project with a low inherent risk profile.

The following table contains answers to the Submission Guidelines published after the HRA Board’s regular Zoom meeting of Monday August 14, 2023.

**HRA Checklist**

1	Parcels that would be impacted by this proposal	<p>The HRA parcels are identified by HRA Existing Parcels and Post Two-Way-Road Plan maps:</p> <p><b>HRA Existing Parcels Map:</b></p> <ul style="list-style-type: none"> <li>● Parcel 33-010 – North and South ends (192,492 sf - 5 Water Street - Bonfire Lot)</li> <li>● Parcel 27-035 – South end, Near Doc Bergin’s House (61,764 sf - 14 Samoset Ave)</li> <li>● Parcel 27-034 – North end, Current HRA Parking (32,910 sf - 2 Samoset Ave)</li> <li>● (Bayside) Parcel #33-066 – South end (96,908 sf)</li> <li>● (Bayside) Parcel #27-119 – North end (47,689 sf)</li> <li>● (Bayside) Parcel #33-067 will remain as <i>Open Space</i> (219,734 sf)</li> </ul> <p><b>Post Two-Way-Road Plan Map:</b></p> <ul style="list-style-type: none"> <li>● Parcel 4 – South end (78,932 sf)</li> <li>● Parcel 2 – North end (81,606 sf)</li> <li>● Parcel 3 – Remains <i>Open Space</i> (59,846 sf)</li> <li>● Parcel 1 – North and South ends (81,699 sf)</li> <li>● (Bayside) Parcel #6a – South end, near Hotel Parking and Gazebo (48,383 sf)</li> <li>● (Bayside) Parcel #7 – North end (59,164 sf)</li> <li>● (Bayside) Parcel #6 will remain as <i>Open Space</i> (79,297 sf)</li> </ul> <p>This proposal is designed to seamlessly integrate with both current and</p>
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		future parcel nomenclature and road designs, making it independent of any specific Town of Hull road plans or configurations.
2	Approximate Size	See “Sizes of Venue”
3	Benefits to the Town of Hull	<ul style="list-style-type: none"> <li>● Benefits include the preservation of natural landscapes, increased community engagement, economic growth, and the potential for diverse and sustainable revenue streams.</li> <li>● Aligns with the town's commitment to <i>Open Space</i> principles</li> <li>● Fosters a sense of community through recreation and financial stability.</li> <li>● Provides opportunities for grants and partnerships that can enhance the town's environmental conservation and community economic development efforts.</li> <li>● Community engagement – example – artists, musicians and creative performers can showcase their work, gather for group activities, social support, public information, etc</li> <li>● Public schools could utilize the <i>Mobile Stage(s)</i> for a variety of activities.</li> <li>● Townspeople can benefit from visitors to the stages.</li> <li>● The Town of Hull will benefit from diverse revenue streams from various events (see “Diversifying Revenue Streams ...”, “Electrifying Events ...”, “Revenue Generation”, “Generating Revenue ...”, “Collateral Revenue”).</li> <li>● Increased Branding and Marketing opportunities to make Hull a destination.</li> </ul>
4	Infrastructure Needs	<input type="checkbox"/> Electrical Power <input type="checkbox"/> Broadband <input type="checkbox"/> 5G <input type="checkbox"/> Eco-friendly Public Facilities <input type="checkbox"/> Promote Carry-in & Carry-Out as well as Providing Solar-powered Trash Compacting and Recycling <input type="checkbox"/> Parking <ul style="list-style-type: none"> <li><input type="checkbox"/> Bike, strollers, scooters, blue bikes?</li> <li><input type="checkbox"/> EV Chargers (Super &amp; Others)</li> </ul> <input type="checkbox"/> ADA Compliance <input type="checkbox"/> Lighting that meets light pollution standards
5	Maintenance Requirements	Personnel to set up and break down equipment Storage of containers Post-event cleanup IT expertise for maintenance of AV and other technical resources
6	Capacity of your idea	(number of people it will serve) See “Electrifying Events and Economic Synergy”
7	Info TBD:	While this proposal provides the foundation for a cost-benefit analysis, our

	Preliminary cost-benefit analysis, to the Town of Hull and/or HRA	recommendation is to leverage this blueprint and engage professionals who can comprehensively develop the business plan, deliver a detailed ROI assessment, and conduct a risk/benefit analysis tailored to the specific implications for the Town of Hull. This proposal is designed to provide professionals with a head start in creating the required analysis.
8	Funding Sources	There are three phases of funding required for development projects: <ol style="list-style-type: none"> <li>1. Seed funding – Project Manager, Team Development, Grant Writer</li> <li>2. Transformation Funding</li> <li>3. Sustainable Revenue Generation</li> </ol> See Appendix A for funding sources for all three phases.
9	Any Zoning Changes Needed?	None. Subject to current Zoning Board of Appeals processes.

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### **This Proposal will:**

1. Define *Open Space* Principles
2. Introduce the concept of the *Mobile Stage*
3. Identify areas where *Mobile Stage(s)* can be utilized and other
4. List events, activities, and others suitable for HRA parcels
5. Address sources of Funding - **SEE APPENDIX**
6. Address sources of Revenue
7. Next Steps

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### **What are *Open Space* Principles?**

*Open Space principles* encapsulate a simple yet profound vision – a coastal expanse where nature takes the spotlight, *unburdened by obstructions*. This proposal describes a sustainable landscape that blends nature and community, resulting in a serene environment that beckons leisurely walks, shared picnics, active recreation, and moments of introspection. It's a vision that extends to both the contiguous and non-contiguous parcels within the HRA, ensuring that the beauty of our natural surroundings remains preserved, regardless of their physical proximity to one another. This vision echoes the very essence of the intrinsic beauty of our town's natural resources while recognizing our town's densely populated setting. Much like other nature retreats such as the Arnold Arboretum or World's End, the aim is to offer a space that resonates with everyone and would be nurtured by thoughtful care. No embellishments are needed; the appeal lies in the simplicity, offering an inviting haven to all who visit

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### **What is a *Mobile Stage*?**

A *Mobile Stage* adheres to *Open Space* Principles by not having a permanent foundation. This adaptable stage(s) can be set up on flat surfaces, providing a stable platform for a diverse range of events. An added advantage of this approach is the flexibility to adjust the orientation of the stage to accommodate different wind directions and optimize sun exposure. The project will strategically place power sources in key areas of the HRA parcels, with built-in infrastructure for electronics required for events of various types. (*See power connection areas*)

A pivotal aspect of this initiative involves the comprehensive enhancement of broadband and 5G

connectivity, fostering the capability for multimedia presentations, marketing endeavors, and branding opportunities. This holistic project not only aligns with *Open Space* principles but also brings the concept of a versatile stage into a new era, emphasizing adaptability, eco-friendliness, and technological advancement. The incorporation of these elements will contribute to both the vibrancy of community events and the long-term sustainability of the space.

*Mobile Stage* storage and transport containers will be configured to be used for backstage activities such as dressing rooms, green rooms and production equipment.

This presentation outlines a conceptual proposal rather than a finalized product. The completion of a fully developed plan necessitates input from professionals, including architects, engineers, event producers, and Town of Hull leadership. By approaching this as a conceptual framework, the aim is to provide a principle to be followed that will ignite a spark within the committee and the Town of Hull at large, paving the way for the subsequent steps in the process. It is our hope that this concept of *Open Space* will be the compass that keeps the HRA development anchored. This renewed direction will then catalyze enthusiasm and set in motion the necessary actions to propel the planning forward.

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### **Alignment with *Open Space* Principles**

It is imperative that any proposed structure, hard scraping or landscaping aligns seamlessly with the core tenets of *Open Space* concepts. Any design must not only adhere to these principles but also enhance the *Open Space* environment in a positive and harmonious manner. Emphasis is placed on ensuring that the introduction of any structure or design will not detract from, compromise, or negatively impact the essence of *Open Space*. A commitment to preserving and enhancing the integrity of *Open Space* will remain paramount throughout the development and execution of this project.

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### **Elevating HRA Parcels with *Open Space* Principles, Revenue, & Weather Resiliency**

At the heart of our proposal lies the ambitious vision of revitalizing HRA parcels, meticulously guided by the unwavering principles of *Open Space*. Collaboration with skilled landscape architects, event planners, and urban designers will weave together a transformative space that doesn't merely enhance our surroundings, but stirs a ripple of excitement through our community and resonates with this committee. **Our mission is three-fold: 1. to fortify the essence of *Open Space* 2. to nurture a sustainable source of revenue, 3. to counter the coastal weather's unpredictable nature with resilient design.**

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### **Igniting Enthusiasm & Cultivating a Vibrant Stage for Communal Engagement**

What does this mean and how does it benefit the Town of Hull?

"Igniting enthusiasm" encapsulates more than just words; it is a profound commitment to our community's well-being. It's a landscape where the beauty of nature harmoniously coexists with spaces designed to foster connection and shared experiences. This dynamic atmosphere aligns with the guiding principles of *Open Space*. With the development of a *Mobile Stage(s)*— potentially known as the "Hull Sea Shell" or "Hull Wave" – this is not merely constructing a structure; **it represents the crafting of a versatile hub of activity**, meticulously designed to accommodate a diverse array of multimedia events and embodying the very essence of *Open Space* principles.

At its core, "*igniting enthusiasm*" means nurturing a space that encourages leisurely walks, contemplative

picnics, interactive recreational activities, and the creation of lasting memories. This concept echoes the principle of providing opportunities for diverse interactions within the community, all while preserving the natural allure of our coastal landscape. By attracting a range of events, the principle of fostering varied uses that respond to changing community needs is fulfilled. Importantly, this initiative isn't just about fostering a sense of community; **it is also about driving economic vitality** in alignment with the principle of supporting economic opportunities that arise from *Open Space* projects.

Our proposal embraces the *Open Space* principles in its essence, cultivating a vibrant stage for communal engagement that uplifts our community's spirit, stimulates our local economy, and epitomizes the ideals set forth in *Open Space* principles.

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### **Amplifying Community Engagement**

The proposal's potential enhancements extend beyond the primary scope to invigorate community spirit and active participation. These examples of enhancements envision convenient features, including outdoor foot-rinse stations to wash away beach sand, provisions for showers, water bottle filling stations and the integration of renewable energy. The *Mobile Stage* could accommodate an array of solar panels, harnessing sustainable power sources to complement its operation. Additionally, a movable bank of stationary bikes—ranging from singles to tandems, equipped with child side cars—holds the potential to generate energy. Pedaling could not only fuel stage requirements but also power phone and device chargers, showcasing a unique blend of entertainment and eco-consciousness.

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### **Adapting to Evolving Needs**

One key aspect to emphasize is the dynamic nature of space requirements. The necessary area can vary widely based on specific design elements. As such, it is imperative to collaborate closely with architects, event planners, and local authorities to precisely determine the spatial requirements for the *Mobile Stage* and associated infrastructure.

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### **Harmonizing with *Open Space* Principles and Coastal Resilience**

Since the proposed *Mobile Stage* isn't a permanent structure, it underscores our commitment to preserving the essence of *Open Space*. Furthermore, it embraces the resiliency that coastal weather management requires, offering an adaptable solution that aligns with the unpredictable nature of our surroundings. This combination of *Open Space* principles and weather-ready adaptability sets the stage for a transformative project that embraces both our community's aspirations and the coastal environment's realities.

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### **Diversifying Revenue Streams: Maximizing Potential through Innovation**

Our proposal's core stands strong on adhering to *Open Space* principles and fostering community connection, and now it is time to delve into the practical aspect of **financial sustainability**. Here is where the flexible *Mobile Stage* comes into play – whether known as the "Hull Sea Shell" or "Hull Wave." This multifunctional asset is more than meets the eye, ensuring sustainable revenue generation and economic vitality. In order to ensure a sustainable revenue stream, it becomes imperative to diversify the revenue sources in order to establish a consistent and reliable income stream over the long term. This encompasses a range of avenues such as taxes, fees, licensing, advertising from events, all contributing to a sustainable financial foundation that can be relied upon for years.

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### **Electrifying Events & Economic Synergy**

The *Mobile Stage* is a versatile platform, hosting events that draw enthusiasts and stimulate economic growth by attracting visitors to local businesses, including accommodations, meals, and other services. But what truly sets the *Mobile Stage* apart is its comprehensive infrastructure, seamlessly integrating



electronics that enhance not just the experience but also the income stream. This is not about embellishments; it is about maximizing potential and aligning with the *Open Space* principle of sustainable resource use. With each event, the stage becomes a hub of entertainment and an economic contributor, creating a win-win scenario that is as pragmatic as it is exciting.

Moreover, the size of the *Mobile Stage* is not arbitrary; it is a strategic decision that aligns with the scale of HRA parcels and our town's resources. This alignment ensures that events remain within bounds being both manageable and impactful, a thoughtful approach that respects the *Open Space* principle of land character preservation. This ensures not only the quality of our gatherings but also a harmonious coexistence with the natural beauty that surrounds us.

**Can the *Mobile Stage* concept be realistically implemented?** Before proceeding, here is a link that leads to New England Audio Rental, a reputable mobile staging company based in Boston. This company shows good examples of what can be done with a *Mobile Stage*.

<https://www.newenglandaudiorental.com/>

**Size of Venue:** The size of the venue is flexible and will be determined based on available resources and town by-laws. While the maximum crowd capacity is constrained by the HRA area, the designated "seating" space may accommodate around 300-500 individuals to ensure a favorable return on investment (ROI) and effectively cater to potential crowds. This range requires careful evaluation to ensure suitability for both small and moderately sized audiences, while also influencing the types of performances that can be hosted. Thoroughly analyzing the required infrastructure for accommodating maximum capacity and assessing the associated ROI will be vital components of this evaluation process.

**Noise Management:** Acknowledging that concerts generate sound, consulting with sound engineers for strategic placement of a *Mobile Stage* and speakers would be paramount. The event and the size of the *Mobile Stage* influences the control of amplified sound. Attention to stage orientation, directing sound toward the ocean while facing the audience and prevailing winds, will be a pivotal consideration. A thorough review of local regulations governing event hours and sound volumes will guide any necessary adjustments.

**Infrastructure:** Size limitations of the *Mobile Stage* and events will influence essential elements such as parking, security, restrooms, and crowd control. These elements should be proportionate to the requirements of the Town of Hull. Additionally, the design should allow for adaptability to climatic conditions and the potential for expansion or contraction based on event successes. The infrastructure would allow for the use of modern technology and electronics used for different kinds of events and broadcasting.

In terms of power and technology infrastructure, our proposal includes the establishment of a robust network to support the *Mobile Stage* concept, all while adhering to the principles of *Open Space*. The vision is for strategically located power connection areas across the HRA parcels. These power connection areas will serve as reliable sources of electricity for the stage, ensuring uninterrupted events. Moreover, these designated areas will be equipped with state-of-the-art technology, offering not only power but also high-speed Wi-Fi and 5G connectivity. This innovative infrastructure will enable live streaming, virtual events, and multimedia presentations, aligning with modern communication trends and catering to diverse audience needs.

An essential aspect of this approach is that these power connections will be designed to harmoniously blend with the environment respecting the importance of maintaining the natural aesthetics of the HRA parcels. Thus, these power connections can be discreetly integrated, becoming virtually invisible or ingeniously built into the surroundings. This seamless integration ensures that the *Open Space* principles

are upheld while providing essential technological support for events. For example, Hull artists could create sculptures as well as murals on the surfaces of the *Mobile Stage* storage containers and electrical boxes for screening and enhancements.

### **Power Connection Areas (refer to page 4 “HRA Checklist #1” for parcel details)**

This proposal outlines strategically positioned power connection areas to facilitate *Mobile Stage* events:

#### **Bayside Power Connections:**

- The first connection area is located near the hotel parking and Gazebo, situated at the south end of #33-066 (existing map) and #6a (post 2-way map).
- The second connection area is positioned at the north end of #27-119 (existing map) and #7 (post 2-way map).
- Parcels #33-067 (existing map) and #6 (post 2-way map) **will remain designated as *Open Space***.

These bayside locations are selected to provide an ideal backdrop for events overlooking the water. Their versatile staging orientations account for wind direction and sun exposure, enhancing the overall experience for both performers and the audience.

#### **Beachside Power Connections:**

- The first and second connection areas are positioned at the north and south ends of #33-010 (existing map), south end of #4 (post 2-way map), and north end of #2 (post 2-way map).
- The third and fourth connection areas are located at the north end of #27-034 (existing map), south end of #27-035 (existing map), and north and south ends of #1 (post 2-way map).
- Parcel #3 (post 2-way map) **will remain designated as *Open Space***.

These beachside locations are strategically placed within the heart of the HRA parcels, ensuring easy accessibility from various event spaces. They aim to optimize the use of the *Mobile Stage* for events of different scales, prioritizing convenience and efficient setup.

#### **DCR Parking Lot Integration:**

The final power connection area is strategically situated near the DCR parking lot, seamlessly integrating power and technology for backstage activities. Collaborating with DCR to utilize the contiguous parking area during off-peak times will be essential. This area will serve as a centralized hub for dressing rooms, green rooms, and other backstage necessities, offering a comprehensive solution for event logistics.

These thoughtfully planned power connection areas, along with advanced Wi-Fi and 5G capabilities, will transform the HRA parcels into a dynamic event space, fully equipped to accommodate a diverse range of activities. This advanced approach not only addresses present needs but also positions Hull for the future. By embracing cutting-edge technology, we aim to enhance event experiences and ensure a vibrant community space.

In summary, this proposal introduces the concept of creating an outdoor *Mobile Stage* on HRA parcels, designed to align seamlessly with the *Open Space* concept while accommodating a diverse range of events. The exploration of size considerations, noise management, necessary infrastructure, and revenue generation will guide the viability and success of this venture.

## Mobile Stage Details

1. How much space does a *Mobile Stage* venue require?
2. What permanent infrastructure is required?
3. What are the best orientations of *Mobile Stage(s)*?

### 1. How much space does a *Mobile Stage* venue require?

(Note: These are not architectural or engineering numbers)

- a) The approximate dimension of the stage 20 feet by 20 feet, factoring in an additional area for off-stage activities, is vital for creating a seamless and well-organized event experience.
- b) For a small *Mobile Stage*, not only does the performance area matter, but the space behind the scenes is equally important. The overall space is extended to ensure smooth event operations, allowing for off-stage activities such as equipment setup, storage, dressing rooms, and technical production.
- c) Using storage containers for backstage activities like dressing rooms and green rooms is a possibility, especially if the containers are appropriately modified and equipped. They can provide a secure and private space for performers and crew members. Container modification companies can transform the containers into functional and comfortable backstage areas with features like insulation, lighting, HVAC systems, mirrors, seating, and storage.

### 2. What permanent infrastructure is required?

To make a *Mobile Stage* operational and ensure a successful event, several key infrastructure elements are needed. Without the benefit of current information of power availability on the parcels, the following outlines infrastructure requirements:

<b>Flat Surface</b>	Level and stable surfaces are crucial for setting up the <i>Mobile Stage</i> . This can include <u>existing</u> asphalt surfaces, open fields, semipermeable surfaces, or designated event spaces. Please note that permanent foundations like a concrete platform do not fit with <i>Open Space</i> principles but existing or semipermeable flat spaces can serve as suitable foundations for the <i>Mobile Stage</i> .
<b>Access and Clearance</b>	Adequate access points and clearance areas are essential for maneuvering the <i>Mobile Stage</i> into position. Ensure there's enough space for the stage to be transported and set up without obstructions.
<b>Seating Area</b>	Depending on the size, a seating area with either fixed seating, flexible seating or area for standing, or a combination
<b>Power Supply</b>	Depending on the event's requirements, power sources are needed for lighting, sound equipment, and other electronics. Included are plans for infrastructure on each parcel. See "HRA Checklist", #1 and "Power Connection Areas".
<b>Backstage Area:</b>	A designated area behind the stage is essential for off-stage activities such as equipment storage, artist preparation, and technical setup. This area can also house dressing rooms, restrooms, and production facilities. The area that is contiguous with DCR parking may be utilized during off beach hours/days for backstage facilities.
<b>Lighting and</b>	Lighting rigs, sound systems, and other technical equipment are essential for

<b>Sound</b>	creating a captivating performance experience. These elements require infrastructure for mounting and positioning. <b>In addition, broadband and 5G improvements are necessary for modern multi-media, paid advertising and audience experiences</b>
<b>Security and Safety Measures:</b>	Security measures to ensure the safety of attendees, performers, and crew, such as fencing, emergency exits, and crowd control measures.
<b>Weather Protection</b>	Weather protection like a canopy or awning can help shield performers and equipment from rain, sun, or wind. This is a critical engineering design to mitigate or eliminate our Sun, Wind, Rain and Thunderstorms activity that may occur. The mobile structure itself can be dismantled in the event of named storms to further address severe weather issues.
<b>Parking</b>	If needed, a parking area for attendees' vehicles. Parking proposals to handle increased parking requirements during events can include shuttles, satellite parking, temporary accommodations, etc. Identifying potential satellite parking is being considered. Revenue from parking will go to the Town of Hull.
<b>Concession &amp; Vendor Areas</b>	Space for vendors and concession stands selling food, drinks, and merchandise.
<b>Restroom Facilities</b>	Sufficient eco-friendly restroom facilities for event goers.
<b>Landscaping &amp; Amenities</b>	Landscaping and aesthetic elements to enhance the overall ambiance of the venue. This will include native plantings, such as beach grasses, dune shrubs, and salt-tolerant plants, that will contribute to soil stability and erosion control. Incorporating features like rain gardens and bioswales can help manage stormwater runoff, preventing pollution. Establishing habitat pockets with native flowering plants that attract pollinators and local wildlife will foster biodiversity. Kinetic Sculptures and benches used to enhance the landscape.
<b>Environmental Considerations</b>	Appropriate environmental measures to manage waste and minimize the venue's impact on the surroundings.

As stated there are fixed infrastructure elements related to power but there are also components unique to the *Mobile Stage* itself that ensure its functionality, mobility, and adaptability to different locations and events. It is important to collaborate with event planners, stage designers, and technical experts to determine the specific infrastructure needs based on the *Mobile Stage's* design and the types of events to be hosted.

### 3. What are the best orientations of *Mobile Stage(s)*?

#### Orientation

Having a *Mobile Stage* that allows for the adjustment of its orientation during setup offers several advantages, particularly for accommodating wind and sun conditions. This flexibility is a strategic design feature that enhances the overall experience of events held on this stage.

Incorporating the ability to change the orientation and location of the *Mobile Stage* demonstrates a

commitment to creating the best possible environment for both performers and attendees. It showcases attention to detail and a dedication to ensuring that events are not only successful but also comfortable and enjoyable for everyone involved.

<b>Adapting to Wind Direction</b>	Wind direction can significantly impact the acoustics, visibility, and safety of outdoor events. With a <i>Mobile Stage</i> that can be reoriented, event organizers can align the stage in a way that minimizes the impact of strong winds on the audience's experience. By positioning the stage to face away from the prevailing wind, sound quality may be improved, and potential hazards like blowing debris can be mitigated.
<b>Optimizing Sunlight</b>	The changing position of the sun throughout the day can impact both performers and the audience. A <i>Mobile Stage</i> that can be adjusted allows organizers to position the stage so that performers are not facing directly into the sun. This helps prevent discomfort for performers and ensures that the audience enjoys optimal visibility.
<b>Enhancing Audience Comfort</b>	By considering wind and sun conditions, event planners can create a more comfortable environment for attendees. When the stage is oriented to minimize wind impact and optimize sunlight, attendees are more likely to have an enjoyable experience, leading to higher satisfaction levels and potentially increased attendance at future events.
<b>Flexibility for Different Event Types</b>	Different types of events may have unique requirements for stage orientation. A <i>Mobile Stage</i> that can be adjusted allows for versatility in hosting a wide range of events, from musical performances and theater productions to speeches and presentations. This adaptability ensures that the stage is suitable for various event types without compromising the quality of the experience.

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## Revenue Generation

The potential revenue streams stemming from the proposed *Mobile Stage* represent a pivotal aspect of this proposal. A granular analysis should explore potential income sources, including ticket sales, concessions, and rental fees. In addition, Collateral Revenue, which is defined as any associated economic upshots for the community, can be planned.

- What will fees, licensing and rental yield in revenue taking into account an extended operational season and year-round usage?
  - How can the surge in foot traffic translating to an increase in local business activity be quantified?
  - Can a prediction be made on an increase in revenue from parking or from restructuring parking revenue?
  - Will the local Hotel and other lodging establishments anticipate benefits from hosting events? Are there projections for increased bookings related to **weddings and private functions**, potentially augmenting both accommodation and commercial business?
  - Can Broadband, enhanced 5G and mobile apps create a lucrative brand and marketing strategy?
  - What are the collateral revenue streams and how can they be augmented?
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## Generating Revenue through Dynamic Event Ecosystem

The viability of our proposal depends on creating a robust revenue stream that sustains the project's operations and brings long-term benefit to the Town of Hull. How events will drive revenue while maintaining a strong community focus:

**Diverse Event Spectrum:** A broad audience will be attracted by hosting a variety of events such as concerts, plays, movies, cultural festivals, and community gatherings. Each event will have its unique appeal, encouraging people from different walks of life to participate and contribute to the revenue pool.

**Branding and Marketing:** Effective branding and marketing are essential components. Establishing a recognizable brand for the *Mobile Stage*, whether it's the "Hull Sea Shell" or the "Hull Wave," will contribute to a strong market presence. Marketing efforts will extend beyond our town, drawing visitors from nearby areas and beyond, creating a regional draw. Currently, beach goers are subjected to overflights by airplanes towing advertising signs. An electronic equivalent is available to Hull via Broadband and 5G cellular network. The *Mobile Stage* infrastructure will include enhanced broadband and 5G making branding, marketing and logistics around advertising, event planning ticket sales within the scope and resources of Hull.

**Ticket Sales and Admission:** Revenue generation from ticket sales or admission fees will be a key contributor. Attendees will pay to experience top-quality entertainment, performances, and community events, ensuring a steady inflow of funds. The logistics can be handled by mobile apps and other IT solutions

## Collateral Revenue

Generating collateral revenue beyond primary sources such as licensing fees, rentals, and ticket sales can be vital for sustaining event venues and benefiting the local community. In addition to short-term rental fees, there are several other strategies that can be explored:

**(Please note that the balance between tax revenue and a tax burden is something that the Town of Hull has to carefully consider and any creative use of taxes to increase revenue is beyond the expertise of this Proposal.)**

<b>Food &amp; Beverage Sales</b>	Partnering with local food vendors and offering a variety of cuisines during events may generate revenue through a percentage of sales. This can enhance the overall event experience while supporting local businesses. In July 2012, Hull imposed a local 0.75% meal tax on food and beverages sold in restaurants. This tax is separate from the state's sales tax and is collected by the town.
<b>Merchandising &amp; Souvenirs</b>	Selling event-related merchandise such as t-shirts, hats, and other souvenirs can create an additional revenue stream. Attendees often enjoy purchasing memorabilia to commemorate an event.
<b>Parking Fees</b>	Charging attendees for parking can contribute to the Town of Hull revenue.
<b>Event-Related Workshops or Classes</b>	Organizing workshops, masterclasses, or educational sessions related to the event theme can generate revenue from participant registrations.
<b>Donations &amp; Fundraising</b>	Encouraging attendees to make voluntary donations to support the event or a charitable cause associated with the event can be a way to generate extra

	revenue.
<b>Digital Streaming &amp; Content Sales</b>	If the event is recorded or live-streamed, offering paid access to the recorded content or live stream for those unable to attend in person can generate revenue. The establishment of these logistics is important for possible limitations to in-person events.
<b>Exhibitor Fees</b>	If the event includes an exhibition or trade show component, charging exhibitors for booth spaces can contribute to revenue.
<b>Partnerships with Local Businesses</b>	Collaborating with local businesses to offer special discounts or promotions to event attendees can lead to revenue-sharing agreements.
<b>Event-Related Services</b>	Offering additional services such as event photography, on-site childcare, or shuttle services for attendees can create extra revenue streams.
<b>Membership or Loyalty Programs</b>	Introducing membership programs offering exclusive perks, discounts, and early access to events can encourage attendee loyalty and ongoing revenue.
<b>Corporate Sponsorships &amp; Branding Opportunities</b>	Partnering with local businesses and corporations to sponsor events can provide a significant revenue source. Sponsorship packages can include branding opportunities, advertisement placements, and exclusive privileges during events.  Attracting sponsors to partner with the events can provide financial support in exchange for prominent branding and exposure to the audience.
<b>Community Involvement</b>	While generating revenue is essential, fostering community involvement is equally crucial. To strike a balance, some events could be low-cost or subsidized, offering residents and families affordable entertainment options.
<b>Dog Ordinances Reimagined</b>	A unique revenue avenue stems from reevaluating dog laws. Capitalizing on the passion people have for their pets, a system where dog owners pay for the privilege of accessing our beach and <i>Open Space</i> with their dog companions can be introduced. The sale of "Dog Passports" to out-of-towners and introducing controlled leash and off-leash use regulations can generate revenue while respecting the needs of both dog owners and the community. <i>Please note that this is a revenue generating proposal and discussions on the politics of this proposal are not in scope of this proposal.</i>

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### **Innovative Technology**

Embracing technology through mobile apps can streamline processes, making it convenient for visitors to purchase event tickets, access dog permits, and check licenses. This modern approach not only enhances user experience but also simplifies revenue collection. Branding and marketing become a lucrative venture for Hull while ticket sales logistics are within the scope and resources of Hull.

Our revenue strategy ensures the financial sustainability of the project, supporting infrastructure maintenance, event organization, branding, and marketing efforts. By **creating a blend of revenue sources** that appeal to both residents and visitors, an ecosystem where events enrich the community while

contributing to the Town of Hull's vibrancy and economic health will be crafted.

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## Examples of Uses for Revenue Stream

**It is important to acknowledge that the listed event suggestions are a compilation of ideas gathered from social media, discussions with many individuals, and public forums. While comprehensive, this list is not exhaustive and serves as a representation of diverse perspectives that fit with this proposal and with *Open Space Principles*.**

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## Year-Round Utilization & Seasonal Event Planning

For our proposal to truly flourish, a year-round utilization approach is imperative. To achieve this, meticulous event planning that adapts to each season will be the cornerstone of success. Here's how usage will be maximized throughout the year:

**Harnessing the Seasons:** Recognizing the changing dynamics of our town's climate, the approach of this proposal is tailoring events to the unique attributes of each season. Hull's distinct seasonal features are embraced with the creation of a calendar of events that resonates with residents and draws visitors year-round. Even winter becomes an opportunity that ensures every season contributes to the serenity and respite our community seeks. The *Mobile Stage* is adaptable to potential climate changes that might affect the length of the beach season, allowing for the extension of year-round engagement without compromising our commitment to preserving the natural environment that surrounds us.

**Winter Opportunities:** The winter sun is strongest between 10:00 AM and 3:30 PM, and offers an ideal backdrop for a wide array of activities. Capitalizing on this window of warmth and daylight, events will be curated that align with winter's variable weather that are already attracting beach walkers, dog walkers, and surfers who frequent the coast during the colder months. The aim is not only to engage these winter enthusiasts but also to encourage their participation, making the beach and *Open Space* a year-round destination.

**Climate Change Considerations:** In light of evolving climate patterns, the proposal anticipates not only an extended beach season but also the possibility of weather extremes that can disrupt or worse. While the potential for prolonged enjoyment of the outdoors is promising, the increasing frequency of adverse weather events remains a concern. As part of the forward-thinking approach, events are planned and infrastructure created to withstand and adapt to these climate changes, promoting resilience in programming. This proactive stance ensures that even as the climate evolves, our commitment to preserving the natural environment surrounding us remains steadfast.

To achieve this goal, events are tailored to align with the nuances of each season, catering not only to the diverse preferences of the community but also to enhance the appeal of the HRA parcels for visitors from afar. Through effective event planning and a flexible approach, the *Mobile Stage* will be established as a magnet for year-round engagement, reinforcing Hull's position as a dynamic and thriving coastal destination.

## Events

During the winter months and off season, beach walkers, dog walkers and surfers are common and could be encouraged. By incorporating any events into off-season events, the venue can attract a broader 4-season audience beyond the usual off-season beach walkers, dog walkers, and surfers. It creates an opportunity for locals and tourists alike to enjoy a diverse range of activities, making the area more lively and attractive off-season. Additionally, themed decorations and lighting can enhance the fall/winter



ambiance and add to the overall experience of the events.

<b>Year-Round Music Festivals</b>	Organize seasonal-themed music festivals or concerts featuring popular artists and bands, drawing both locals and tourists to enjoy live music in the outdoor setting.
<b>Year-round Arts &amp; Crafts Fair</b>	Host an arts and crafts fair where local artisans can showcase and sell their handmade goods, creating a vibrant and festive atmosphere.
<b>Year-round Film Screenings</b>	Arrange outdoor movie nights featuring classic films, family-friendly movies, or holiday favorites, providing a unique cinematic experience under the stars. In winter it will take some creative thinking to warm this event. Pair it with the bonfire? Outside heaters? Drive-in movie theater?
<b>Theatrical Events</b>	<b>Pop-Up Theaters:</b> Temporary theaters can be set up for specific events or festivals, utilizing existing <i>Open Space</i> or transforming indoor areas into performance venues.
	<b>Site-Specific Performances:</b> Some plays may be designed for specific locations, utilizing the surroundings as part of the performance. This could include outdoor parks, historical sites, or other unique settings.
	<b>Black Box Theaters:</b> These versatile, flexible performance spaces can be adapted to suit various play productions. Black box theaters often allow for innovative staging and intimate audience experiences.
	<b>Virtual Productions:</b> In response to technology advancements, virtual plays or live-streamed performances have become more prevalent, allowing people from different locations to participate and watch the plays remotely.
	<b>Spoken word:</b> Storytelling, story and poetry slams, such as The Moth radio hour.
	<b>Local Venue for Existing Theatre Group:</b> Hull Performing Arts, Inc.
<b>Sports Events</b>	Organize sports competitions. In winter there can be snowboarding or skiing contests, creating a fusion of beach and winter activities. <b>Dry slopes can be set up to accommodate snowboarding competitions anytime of year.</b> There are many other sports for competition and participation that are appropriate for an outdoor setting.
<b>Ad hoc sports</b>	Volleyball, bocci, croquet, basketball are events that attract spontaneous as well as reserved play. Paired with picnic tables this creates a family and community atmosphere.
<b>Food &amp; Drink Festivals</b>	Host seasonal-themed food and drink festivals. In Fall/Winter offering warm and comforting treats like hot cocoa, mulled wine, and seasonal dishes.
<b>Holiday Celebrations</b>	Plan holiday-themed events, such as Thanksgiving, Christmas markets, Hanukkah celebrations, or New Year's Eve parties, to bring the

	community together in a festive spirit.
<b>Ice Skating Rink</b>	If weather permits, consider setting up an outdoor ice skating rink although winter weather is variable.
<b>Wellness Retreats</b>	Organize wellness and relaxation events, like yoga sessions, tai chi or meditation workshops, to offer a serene and rejuvenating experience by the beach. Winter wellness is very much needed and can be paired with the winter sun.

## Multi-Cultural Events

These multi-cultural events can serve as platforms for communities in Massachusetts to come together, celebrate their heritages, and share their unique traditions with others. They can help strengthen community bonds and promote a sense of belonging and inclusivity among residents from diverse backgrounds.

Month(s)	Event	Description
Any month	<b>Community Storytelling Night</b>	A gathering where individuals from various cultures share their personal stories, traditions, and experiences, fostering empathy and understanding among attendees.
Any month	<b>Multicultural Film Festival</b>	A film festival showcasing movies from different countries and cultures, providing insights into global perspectives and storytelling.
Any month	<b>Global Games and Sports Day</b>	An event featuring traditional games and sports from various cultures, encouraging friendly competition and community bonding.
Any month	<b>Heritage Cuisine Cooking Classes</b>	Cooking classes where participants can learn to prepare dishes from different cultural backgrounds, promoting appreciation for global cuisine.
Any month	<b>International Food &amp; Music Festival</b>	A festival featuring a wide array of international cuisines, live music performances, and traditional dances from various cultures represented in Massachusetts.
Any month	<b>Cultural Dance Showcase</b>	An event showcasing traditional dance performances from different cultures, allowing attendees to experience the beauty and diversity of global dance forms.
Any month	<b>Global Fashion Show</b>	A fashion show highlighting traditional attire and modern fashion from around the world, promoting cultural awareness and diversity in style.
Any month	<b>Unity Parade</b>	A parade where community members from various cultural backgrounds come together, dressed in traditional outfit and

		displaying symbols of their heritage.
<b>Any month</b>	<b>Cultural Arts &amp; Crafts Fair</b>	An arts and crafts fair where local artisans from different cultural backgrounds display and sell their unique handmade products.
<b>Any month</b>	<b>World Music Concert</b>	A concert featuring musicians and bands representing diverse musical traditions, providing a platform for cultural exchange through music.
<b>Any month</b>	<b>Language &amp; Cultural Exchange Day</b>	A day where people can participate in language workshops and cultural activities to learn more about different cultures.
<b>January</b>	<b>Japanese New Year (Shōgatsu)</b>	Celebrated on January 1, following the Gregorian calendar.
<b>January</b>	<b>Makar Sankranti</b>	The festival typically falls on January 14th or 15th and marks the transition of the sun into the zodiac sign of Capricorn (Makar Rashi). People gather in <i>Open Space</i> to fly colorful kites. It is a joyous and social occasion where friends and families come together to celebrate and compete in kite-flying battles. The festival is also associated with various cultural and regional customs, and people exchange sweets and traditional dishes as part of the celebrations.
<b>January/ February</b>	<b>Chinese New Year</b>	Also known as the Spring Festival, it is celebrated between January 21 and February 20, depending on the lunar calendar.
<b>May</b>	<b>Eid al-Fitr</b>	Around the end of May: The celebration at the end of Ramadan, the Islamic holy month of fasting, falls approximately 10-12 days earlier each year and is based on the Islamic lunar calendar.
<b>August/ September</b>	<b>Eid al-Adha</b>	The celebration that concludes the Hajj pilgrimage, also based on the Islamic lunar calendar, typically falls around 70 days after Eid al-Fitr.
<b>October/ November</b>	<b>Diwali</b>	The Hindu festival of lights typically takes place in October or November.
<b>December</b>	<b>Christmas</b>	Christmas holiday season
<b>December</b>	<b>Hanukkah</b>	Hanukkah holiday season
<b>December</b>	<b>Bodhi Day</b>	Celebrated on December 8 by Buddhists commemorating the enlightenment of Siddhartha Gautama.
<b>December</b>	<b>Saint Lucia's Day</b>	Celebrated on December 13 in Scandinavian countries, particularly Sweden.
<b>December</b>	<b>Las Posadas</b>	Celebrated in the nine days leading up to Christmas, from

		December 16 to December 24.
<b>December/ January</b>	<b>Kwanzaa</b>	Starts on December 26 and continues until January 1.

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## Community Specific & Other Event Examples

**Note: year-round events require event planning, grant writer and professional management**

- Establish built-in infrastructure for Hull Community TV and other broadcasts. This infrastructure will pave the way for live-streaming and virtual events, while providing a contingency plan should public health related restrictions occur..
- All dog events such as agility, search and rescue, herding, jumping, swimming and AKC judging
- Concerts
- Weddings and private parties
- Martial Arts competitions
- Other ad hoc sport events (frisbee, golf, batting cages, cross fit, demonstrations)
- Other, includes but is not limited to the events that currently take place
  - Endless Summer
  - Hull Artists
  - Antique/Classic Car shows
  - Carnival
  - Bonfire
  - July 4th celebrations

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## Revenue

- Rental of venue and surrounding spaces
- Commercial traffic into local businesses
- Marketing and advertising via broadband and 5G
- Fees and licensing for events
  - Local commercial taxes
- Seasonal and off season use “passports” for non-Hullonian people and dogs to use the facilities and area. This can be customized to include temporary tourist “deals” for marketing purposes such as day passes that include the Hull commuter boats. Management would be within the Hull Broadband/5G/Mobile App technologies
- **Branding Hull Power as locally sourced Nantasket Power.** With the need for electric car charging and the potential for Hull to once again start generating power, Hull can be the first city in the country to use locally sourced power for charging cars. This marketing is unique and adds the potential for Hull to be the first to market.

## Proposed Next Steps

1. **Embrace Open Space Principles:** Begin by formally adopting and integrating *Open Space* principles into the HRA committee's framework and decision-making process. This involves establishing a clear commitment to preserving natural landscapes and fostering community engagement.
2. **Project Manager Selection:** Appoint a dedicated Project Manager with experience in urban planning, community development, or similar fields. The Project Manager along with the HRA committee guidelines, will assemble the Project Team, oversee the implementation of the *Mobile Stage* project, coordinate with stakeholders, and ensure that all aspects of the proposal are executed effectively.
3. **Constitute a Project Team:** The Project manager in coordination with this committee will assemble a multidisciplinary Project Team consisting of experts in event management, environmental sustainability, architecture, and finance. This team will develop detailed plans, budgets, and strategies for the successful execution of the *Mobile Stage* project.
4. **Engage a Grant Writer:** A professional Grant Writer who specializes in cultural and community development projects is required to secure funding and grants. Using the list provided in this proposal, the grant writer will be instrumental in identifying suitable **Fundraising and Grant** opportunities, preparing grant applications, and maximizing financial support for this initiative.
5. **Community Engagement:** Contact and coordinate with the existing Town of Hull committees such as the **Town of Hull Open Space & Recreation Committee**. Initiate a comprehensive community engagement process to gather input and feedback from Hull residents, local businesses, and community organizations. This inclusive approach will help refine the project's design, ensure alignment with community needs, and garner broad support.
6. **Environmental Impact Assessment:** Conduct an environmental impact assessment to evaluate the proposed changes and their potential effects on the surrounding natural environment. This assessment will inform mitigation strategies to minimize any negative impacts and uphold the commitment to *Open Space* principles.
7. **Detailed Business Plan:** The project team will collaborate with professionals to develop a comprehensive business plan that includes a detailed financial analysis, ROI projections, and risk/benefit assessments specific to the *Mobile Stage* project. This plan will serve as a roadmap for the sustainable management and growth of the initiative.
8. **Architectural and Engineering Design:** Engage architects and engineers to create detailed designs for the *Mobile Stage*, power connection areas, and associated infrastructure. These designs will ensure that the project aligns with safety standards, environmental considerations, and community aesthetics.
9. **Permitting and Regulatory Compliance:** Navigate the necessary permitting processes and ensure compliance with local, state, and federal regulations. This includes securing permits for event hosting and any required environmental approvals.
10. **Community Outreach and Education:** Continue to engage the community through outreach efforts, workshops, and informational sessions to keep residents informed about project

developments and opportunities for involvement.

11. **Implementation Timeline:** The Project Manager and team will develop a clear timeline that outlines the project's milestones, from architectural design and permitting to development and launch of *Mobile Stage* events.

12. **Ongoing Monitoring and Evaluation:** Establish mechanisms for ongoing monitoring and evaluation of the *Mobile Stage's* performance, impact on the community, and adherence to *Open Space* principles. Regular feedback and adjustments will be essential for the project's long-term success.

By systematically addressing these proposed next steps, the *Mobile Stage* project can progress smoothly toward its goal of enhancing community engagement, promoting sustainability, and preserving Hull's natural beauty.

End of Proposal

Funding Appendix Attached

# Funding Appendix

# Funding Appendix Contents

## 3 – Real Estate Developers - Impact Fees

- Impact Assessment
- Transaction Fees

## 3 – State & Local Sources

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- Massachusetts Cultural Facilities Fund
- State Grants and Programs
  - Massachusetts Division of Conservation Services (DCS)
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## 4 – Collaboration & Partnerships with Businesses & Local Organizations

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### 9 – Art and Cultural Collaborations

### 10 – Community Crowdfunding Campaigns

### 10 – Community Development Block Grants (CDBG)

### 10 – State Cultural Council Grants

### 10 – Federal Programs



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## Funding Appendix

As the authors of this proposal lack the expertise of professional grant writers and the ability to create a business plan within the designated time frame, a thorough analysis for funding this proposal would benefit from professional assistance. Our recommended next steps are:

1. Hiring a project manager
2. Formulating a development team
3. Hiring a grant writer to secure funding

Aside from State and Federal sources there are potential local funding sources.

The use of Local Real Estate Transactions and Developer fees can have an immediate impact on funding and can be started next fiscal year.

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### Real Estate Developers - Impact Fees

Engage with Hull real estate developers who have projects in the area by **creating an Impact Assessment**. The appropriate Hull Departments will assess the potential impacts of any proposed development on the surrounding area. This assessment can include factors such as increased demand for public services, changes in traffic patterns, and impacts on open spaces and recreational facilities. The Fee Determination is then based on the impact assessment, local regulations or ordinances to determine the type and amount of impact fees that the developer needs to pay. These fees can vary widely depending on the scope of the development and the specific requirements of Hull.

The Impact Fees collected from developers can be directed towards funding HRA open space initiatives or coastal mitigation projects. The collected fees are placed in a dedicated fund and used exclusively for the designated purpose. The Impact Assessment fee would be reassessed after four years at which point allocation of funds would be evaluated.

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### Real Estate Transactions Fees

While implementing a Real Estate tax is prohibited for a municipality, the introduction of a Real Estate transaction fee is legally permissible. Hull has the authority to establish a transaction fee applicable to all real estate transactions. However, this fee would be exempted for buyers who are residents of Hull. Conversely, for non-resident buyers, the fee would be enforced. The precise percentage of the transaction fee would be determined by the town. The entirety of the funds collected from this fee would be allocated to the HRA Open Space development project for a minimum duration of four years. Following this period, an evaluation of the fee's effectiveness and the allocation of funds would take place, guided by the decisions of the Selectboard.

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### State & Local Sources

Following is a summary of both state and federal programs that could potentially serve as sources of funding. The funding for landscaping, *Mobile Stage*, and necessary infrastructure can be sourced through a combination of Massachusetts and Federal funding programs.

**Hull's Community Preservation Act (CPA):** The Community Preservation Committee was formed following the adoption of the Community Preservation Act by the citizens of Hull in 2016. Hull's CPA reflects the town's commitment to "...preserving and enhancing its unique character, natural resources, and community assets for present and future generations..." The mission of Hull's CPA is to leverage local funds while tapping into available state resources to support projects that align with these core values.

**Massachusetts Cultural Facilities Fund:** This program provides grants for the acquisition, design, repair, renovation, expansion, and construction of nonprofit cultural facilities in the state. **Eligibility:** Nonprofit cultural organizations, including performing arts centers, museums, libraries, historical societies, and other cultural entities, are eligible to apply for grants from the Cultural Facilities Fund. Eligible projects can include renovations, repairs, expansions, accessibility improvements, and other capital projects.

## Collaboration & Partnerships with Businesses & Local Organizations

Hull Chamber of Commerce

<https://hullchamber.com/members-by-category/>

Weir River Watershed Association

No Place for Hate

Trust for Public Land

Friends of Nantasket Beach

## State Grants & Programs

Massachusetts offers various grants and programs for open space conservation, recreational facilities, and community development that might provide funding. Executive Office of Energy and Environmental Affairs (EEA) Grants: EEA offers various grant programs to support environmental conservation, park improvements, and open space projects. These grants can assist with the redevelopment and enhancement of open spaces.

<b>Massachusetts Division of Conservation Services (DCS)</b>	Grants: DCS offers grants to municipalities and organizations for land conservation, trail development, and <i>Open Space</i> projects. These grants are relevant for Hull HRA's <i>Open Space</i> redevelopment plans.
<b>MassWorks Infrastructure Program</b>	While primarily focused on infrastructure projects that stimulate economic development, the MassWorks program occasionally supports projects that involve <i>Open Space</i> enhancements as part of broader development efforts.
<b>Urban Parks and Recreation Grants</b>	The Massachusetts Department of Conservation and Recreation (DCR) offers grants to improve urban parks and recreational facilities. If the <i>Open Space</i> redevelopment includes recreational amenities, this program is applicable. Considering that DCR is contiguous with HRA land this is a viable prospect.
<b>Seaport Economic Council Grants</b>	If the <i>Open Space</i> redevelopment is linked to coastal or waterfront areas, the Seaport Economic Council may offer grants to support projects that promote economic development and resilience in those areas.
<b>Massachusetts Cultural Council (MCC) Grants</b>	Since this proposal includes public art or cultural components, the MCC offers grants to support cultural projects in communities.

## Grant Sources (from Hull Unified Plan, p. 70)

<https://s3.documentcloud.org/documents/7070794/Unified-Work-Plan-for-Nantasket-Beach-Hull.pdf>

The table below lists the grant programs and sources available to the Town for different needs. Many of the grants listed below can be utilized for multiple needs.

Grant Program	Source
<b>Economic Development</b>	
Economic Development Fund (EDF)	Department of Housing and Community Development (DHCD)
Local Infrastructure Development Program (Chapter 23L)	MassDevelopment
District Improvement Financing (DIF)	Massachusetts Office of Business Development

Business Improvement Districts	Town and Business Initiated
Mass Downtown Initiative	Department of Housing and Community Development (DHCD)
MassWorks Infrastructure Program	Executive Office of Housing and Economic Development (EOHED)
State Community Development Block Grant (CDBG)	Department of Housing and Community Development (DHCD)
<b>Transportation, Roads and Infrastructure</b>	
Chapter 90	MassDOT
Complete Streets	MassDOT
MassWorks Infrastructure Program	Executive Office of Housing and Economic Development (EOHED)
State Transportation Improvement Program (STIP)	MassDOT
State-Subsidized Environmental Insurance	Mass Department of Environmental Protection (MassDEP)
<b>Historic Preservation</b>	
Community Preservation Act	Town
Mass Cultural Facilities Fund	Massachusetts Cultural Council
Mass Historical Commission Survey & Planning Grants	Massachusetts Historical Commission
Mass Preservation Projects Fund	Massachusetts Historical Commission
<b>Open Space Creation/Preservation</b>	
Community Preservation Act	Town
Massachusetts Land and Water Conservation Fund	Executive Office of Energy and Environmental Affairs
Local Acquisitions for Natural Diversity (LAND) Grant Program	Executive Office of Energy and Environmental Affairs
PARC - Parkland Acquisitions and Renovations for Communities Executive Office	Executive Office of Energy and Environmental Affairs

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### Private Foundations

There are regional and national private foundations that support community projects related to open spaces, cultural enhancement, and community development. Foundations that a professional grant writer would be familiar with include (but not limited to):

<b>The Kresge Foundation</b>	This foundation supports projects that improve the quality of life for low-income communities. They have various focus areas, including arts and culture, community development, and the environment.
<b>The McKnight Foundation</b>	This foundation funds initiatives that address community development, arts, and regional and urban design.
<b>The Jessie Ball duPont Fund</b>	This foundation supports projects related to community development, historic preservation, and natural resources.
<b>The Surdna Foundation</b>	Surdna focuses on sustainable communities, which includes funding for initiatives related to equitable development, inclusive economies, and vibrant culture.
<b>The Charles Stewart Mott Foundation</b>	This foundation supports projects that promote a just, equitable, and sustainable society. Their focus areas include community development and the environment.
<b>The Geraldine R. Dodge Foundation</b>	While primarily focused on New Jersey, this foundation supports arts, education, and community development initiatives that contribute to a sustainable and thriving community.

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## Public-Private Partnerships

Collaboration with local businesses, organizations, and community groups to jointly fund and support the project is available and makes for a more diverse and sustainable project.

- **Local Business Contributions:** Partner with local businesses that benefit from increased foot traffic due to open space enhancements. Establish agreements where these businesses contribute a percentage of their sales or profits to support the project.
- **Real Estate Developers:** Engage with Hull real estate developers who have projects in the area by **creating an Impact Assessment.** The appropriate Hull Department's will assess the potential impacts of any proposed development on the surrounding area. This assessment can include factors such as increased demand for public services, changes in traffic patterns, and impacts on open spaces and recreational facilities. The Fee Determination is then based on the impact assessment, local regulations or ordinances to determine the type and amount of impact fees that the developer needs to pay. These fees can vary widely depending on the scope of the development and the specific requirements of Hull.
- **Use Impact Fees for Open Space Initiative:** Impact fees collected from developers can be directed towards funding HRA *Open Space* initiatives or coastal mitigation projects. The collected fees are placed in a dedicated fund and used exclusively for the designated purpose.

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## Foundation Collaboration

Collaborate with local and regional foundations that focus on community development, environmental conservation, and coastal resilience. By forming partnerships with these foundations that provide grants or donations Hull can fund specific aspects of our open space and coastal mitigation projects. Examples include:

- **Environmental and Conservation Foundations:** Foundations like the New England Grassroots Environment Fund, The Nature Conservancy - Massachusetts, and local land trusts are interested in supporting projects that promote environmental conservation and sustainable development. This proposal does exactly that.
- **Coastal Resilience and Climate Adaptation Foundations:** Organizations like The Gulf of Maine Research Institute and The Ocean Foundation would be interested in coastal resilience and climate adaptation efforts that are contiguous with the Gulf of Maine.
- **Arts and Culture Foundations:** Foundations that support art, culture, and community engagement, such as The Massachusetts Cultural Council and local arts foundations, could collaborate on the cultural aspects of this project as detailed in the event section.

## Corporate Foundations

There are corporations with a presence in the region, such as utilities, real estate firms, or hospitality companies, that have corporate foundations that align with our project's goals. Examples include:

<b>The Liberty Mutual Foundation</b>	Based in Boston, Liberty Mutual Foundation focuses on education, community development, and disaster relief. They are interested in supporting community projects that align with their focus areas and this project lends itself to that area.
<b>The Blue Cross Blue Shield of Massachusetts Foundation</b>	This foundation focuses on health and wellness initiatives in Massachusetts communities. Our project includes aspects related to community health and well-being, and as such they are a potential partner.
<b>The Eastern Bank Charitable Foundation</b>	Eastern Bank is known for its commitment to community development and philanthropy. They support various community initiatives, such as this HRA proposal that include open spaces and environmental conservation.
<b>The MassMutual Foundation</b>	As the charitable arm of MassMutual, this foundation focuses on financial education, economic development, and community well-being. Since this HRA project is related to community enhancement and well being, they would have an interest in our project.
<b>The TD Charitable Foundation</b>	TD Bank's foundation supports initiatives that focus on affordable housing, the environment, and financial literacy. This open space project and coastal mitigation aspects would align with their goals.
<b>The Comcast NBCUniversal Foundation</b>	Since this project involves innovative technology, media, and community engagement, Comcast NBCUniversal Foundation will be interested in supporting the advanced media technology initiatives of this proposal.
<b>The Santander Bank Foundation</b>	Santander Bank's foundation supports projects that align with education, health, and community development. Their focus includes initiatives that improve the quality of life in local communities. Our HRA proposal directly improves the quality of life for Hull.
<b>The National Grid Foundation</b>	As a utility company, National Grid Foundation supports projects related to environmental stewardship, energy sustainability, and community development. Since Hull is a municipal Power Company we may not be eligible except for a possible partnership.
<b>The CVS Health Foundation</b>	CVS Health Foundation focuses on health-related initiatives, and since our HRA proposal focuses on outdoor spaces and community health, it would align with their priorities
<b>Recreation and Outdoor Foundations</b>	Foundations like The Recreational Boating & Fishing Foundation or the National Park Foundation would be interested in supporting our project since it encourages outdoor recreation and public access to natural areas.

## Educational Institutions

There is no shortage of local schools, Colleges and Universities to partner with for research, education, and training related to coastal preservation and urban open space development. Joint applications for research grants, and educational programs that involve the community in understanding and supporting the project is a perfect fit. Reaching out to Alumni of each University or College who reside in Hull is a good start. Here are just a few institutions with existing programs that could be applied to the Mobile Stage development effort.

- Woods Hole Oceanographic Institution (WHOI)

- Massachusetts Institute of Technology (MIT) Sea Grant Program
- University of Massachusetts Boston Urban Harbors Institute
- University of Rhode Island Coastal Resources Center
- Northeastern University Marine and Environmental Sciences
- Berklee College of Music

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## Tourism Organizations

Work with local tourism boards or organizations to promote the open space and coastal areas as attractions. Leverage their marketing reach to bring in visitors and generate revenue that can be reinvested in the project.

- **Mass Audubon South Shore Sanctuaries:** Mass Audubon operates several sanctuaries in Plymouth County, including Daniel Webster Wildlife Sanctuary and North Hill Marsh Wildlife Sanctuary. They offer guided bird-watching tours, nature walks, and educational programs.
- **Wildlands Trust:** This local land conservation organization works to protect and preserve natural areas in Plymouth County. They offer guided hikes, nature walks, and events that showcase the region's landscapes.
- **South Shore Bird Club:** Offers the infrastructure and logistics to connect with bird watchers across the South Shore

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## Recreation Equipment Rentals

Collaborate with companies offering equipment rentals such as kayaks, paddleboards, or bicycles. Offer these rentals within the *Open Spaces*, with a portion of the rental fees contributing to the maintenance and improvement of the area.

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## Coastal Protection Companies

Partner with companies specializing in coastal protection solutions. Explore opportunities for joint projects that align with Hull HRA's goals for coastal mitigation. Some examples are:

<b>Coastal Engineering Firms</b>	<ul style="list-style-type: none"> <li>● COWI (North Chelmsford, MA)</li> <li>● Moffatt &amp; Nichol (Boston, MA)</li> <li>● Tetra Tech (Marlborough, MA)</li> <li>● HDR (Boston, MA)</li> <li>● Coastal Engineering Co. (Scituate, MA)</li> <li>● Nantasket Engineering</li> </ul>
<b>Environmental Consulting Companies in Massachusetts</b>	<ul style="list-style-type: none"> <li>● ESS Group (Waltham, MA)</li> <li>● Stantec (Boston, MA)</li> <li>● EA Engineering, Science, and Technology, Inc. (Boston, MA)</li> <li>● Cardno (Westford, MA)</li> <li>● GZA GeoEnvironmental, Inc. (Norwood, MA)</li> </ul>
<b>Beach Nourishment Contractors in Massachusetts</b>	<ul style="list-style-type: none"> <li>● Great Lakes Dredge &amp; Dock Corporation (Norwood, MA)</li> <li>● Weeks Marine Inc. (Cranford, MA)</li> <li>● Manson Construction Co. (Bellingham, MA)</li> <li>● Cashman Dredging and Marine Contracting Co. (Quincy, MA)</li> </ul>
<b>Dredging Companies in Massachusetts</b>	<ul style="list-style-type: none"> <li>● Boskalis (Boston, MA)</li> <li>● Manson Construction Co. (Bellingham, MA)</li> <li>● Cashman Dredging and Marine Contracting Co. (Quincy, MA)</li> <li>● Weeks Marine Inc. (Cranford, MA)</li> <li>● Great Lakes Dredge &amp; Dock Corporation (Norwood, MA)</li> </ul>
<b>Erosion Control Experts in Massachusetts</b>	<ul style="list-style-type: none"> <li>● Profile Products (Whitman, MA)</li> </ul>

	<ul style="list-style-type: none"> <li>● Soil-Tek (Dorchester, MA)</li> <li>● ERTECH Environmental (Boston, MA)</li> </ul>
<b>Sea Level Rise and Climate Resilience Consultants in Massachusetts</b>	<ul style="list-style-type: none"> <li>● AECOM (Chelmsford, MA)</li> <li>● ICF (Cambridge, MA)</li> <li>● The Cadmus Group (Waltham, MA)</li> <li>● CDM Smith (Boston, MA)</li> <li>● Arcadis (Boston, MA)</li> </ul>
<b>Geotechnical Engineering Firms in Massachusetts:</b>	<ul style="list-style-type: none"> <li>● Geosyntec Consultants (Acton, MA)</li> <li>● Terracon (Woburn, MA)</li> <li>● Schnabel Engineering (Westford, MA)</li> <li>● Haley &amp; Aldrich (Burlington, MA)</li> </ul>
<b>Marine Construction Contractors in Massachusetts:</b>	<ul style="list-style-type: none"> <li>● The Dutra Group (Bellingham, MA)</li> <li>● Weeks Marine Inc. (Cranford, MA)</li> <li>● Cashman Dredging and Marine Contracting Co. (Quincy, MA)</li> <li>● Manson Construction Co. (Bellingham, MA)</li> <li>● Corman Marine Construction (Dorchester, MA)</li> </ul>
<b>Flood Barrier Manufacturers in Massachusetts:</b>	<ul style="list-style-type: none"> <li>● Flood Control International (Boston, MA)</li> <li>● Hesco (Boston, MA)</li> <li>● Water-Gate Barrier (Boston, MA)</li> <li>● FloodBreak (Boston, MA)</li> </ul>

**Art and Cultural Collaborations**

Partnering with local artists, cultural organizations, and galleries to integrate art installations into the open spaces can add a unique and engaging dimension to the Hull HRA open space and coastal mitigation project. These collaborations can help raise awareness, engage the community, and enhance the overall aesthetic and cultural value of the project. Here are some examples of art and cultural collaborations that will work for our project: While these are not necessarily a direct dollar source of funding, the in-kind contributions of art installations provide a lower cost enhancement of the HRA land via this project.

<b>Public Art Installations</b>	Partner with local artists to create site-specific public art installations that celebrate the natural beauty and significance of the open spaces and coastal areas. These installations could serve as landmarks and focal points within the project.
<b>Outdoor Sculpture Gardens</b>	Collaborate with sculptors to design and install sculptures that harmonize with the landscape, adding an element of creativity to the open spaces.
<b>Environmental Art Workshops</b>	Organize workshops where artists and community members create art pieces using natural materials found in the coastal environment. These workshops could promote environmental awareness and creativity.
<b>Nature-Inspired Performances</b>	Coordinate performances such as outdoor theater, dance, or music events that draw inspiration from the local ecology and the theme of coastal resilience.
<b>Art Walks and Tours</b>	Design curated art walks or tours that guide visitors through the open spaces, showcasing artworks that highlight the area's natural features and the importance of coastal preservation.

<b>Educational Art Programs</b>	Develop educational programs that combine art and science, engaging students and the community in understanding the coastal ecosystem and environmental challenges through creative expression.
<b>Mural Projects</b>	Collaborate with local muralists to create murals on public spaces or structures that reflect the project's themes, such as ocean conservation, community unity, and coastal beauty.
<b>Outdoor Cinema</b>	Host outdoor film screenings with environmental or coastal themes, creating a cultural gathering space within the open spaces.
<b>Cultural Festivals</b>	Organize cultural festivals that celebrate local traditions, music, dance, and cuisine in conjunction with the open space project.
<b>Art-Based Workshops</b>	Our space would be an inviting location for local schools, community centers, and organizations to participate in art workshops that involve creating art pieces inspired by the coastal environment.
<b>Artist Residencies</b>	Establish artist residencies where artists work within the open spaces, using the natural surroundings as inspiration for their creations.
<b>Artistic Interpretation Panels</b>	Install artistic interpretation panels that provide information about the local ecology, cultural history, and the significance of coastal preservation.
<b>Temporary Installations</b>	Temporary installations that highlight specific themes or events, would create a sense of excitement and anticipation within the community. By virtue of its temporary nature, revolving installations keep the interest going.

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### **Community Crowdfunding Campaigns**

Launching a community-driven crowdfunding campaign specifically for the Hull HRA land project encourages residents, businesses, and visitors to contribute to the project's success. In addition to the energy it brings, it established HRA land as a community asset.

### **Community Development Block Grants (CDBG)**

These grants from the Department of Housing and Urban Development can support a wide range of community development activities, including infrastructure improvement. CDBG is a flexible program that provides communities with resources to address a wide range of unique community development needs, including open space and coastal mitigation projects.

### **State Cultural Council Grants**

These grants support arts, humanities, and interpretive science projects that enhance cultural vitality in communities.

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### **Federal Programs**

<b>Department of Housing and Community Development (DHCD)</b>	The DHCD administers programs that offer grants and funding opportunities aimed at community revitalization and development. Given the alignment of this proposal with open space enhancement and community betterment, DHCD would be an essential funding source.
<b>Department of the Interior (DOI) Agencies</b>	The DOI encompasses several agencies, including the National Park Service (NPS), the U.S. Fish and Wildlife Service (USFWS), the Bureau of Land Management (BLM), and the Bureau of Indian Affairs (BIA). These agencies



	manage and protect public lands, natural resources, and cultural heritage. Their missions often align with open space preservation and community development, making them potential partners for funding and support.
<b>Land and Water Conservation Fund (LWCF)</b>	The LWCF provides funding for the acquisition and development of public lands, including open spaces, parks, and recreational facilities. It can be used to protect coastal areas and improve <i>Open Space</i> access.
<b>Coastal Zone Management Grants</b>	Administered by the National Oceanic and Atmospheric Administration (NOAA), these grants support programs that help coastal communities manage and protect their resources, including <i>Open Spaces</i> and mitigation projects.
<b>Emergency Coastal Resilience Fund</b>	This fund, managed by the U.S. Department of the Interior, provides resources for projects that enhance the resilience of coastal communities to natural disasters, including those that involve <i>Open Space</i> preservation and coastal mitigation.
<b>Federal Emergency Management Agency (FEMA) Grants</b>	EMA provides various grants and programs for disaster mitigation, which can include coastal resilience projects and protection of <i>Open Spaces</i> from natural hazards.
<b>Transportation Alternatives Program (TAP)</b>	While not solely focused on <i>Open Spaces</i> , TAP provides funding for projects that enhance non-motorized transportation, which can include trails and pathways through <i>Open Spaces</i> .