

Town of Franklin

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OFFICE OF THE TOWN ADMINISTRATOR

June 18, 2021

To: Town Council
From: Jamie Hellen, Town Administrator

RE: Resolution 21-34: Appropriation - Franklin Downtown Zoning and Marketing Capital Account

This resolution will approve the transfer of excess FY21 appropriations to a Franklin Downtown Zoning and Marketing Capital account. A total of \$130,000 will be transferred into this account, \$110,000 will be transferred from the Library Salaries account and the remaining \$20,000 will be transferred from the Town Administrator expenses line item.

The capital account will be under the care of the Town Administrator and Community Planning Director. The purpose of these finds are for three purposes:

- To fund the long term zoning diagnostics for Downtown Franklin within ½ to 1 mile of the Downtown MBTA stop. These monies will hire MAPC to facilitate the zoning diagnostics as well as the public input process. This process will likely take up to 6-8 months as has been discussed at the EDC and Town Council meetings. We know this is a very big priority for the Council. It is the first comprehensive zoning analysis of downtown since 2003. We are hopeful the state provides financial incentives as well.
- Funds will be for implementation of the Downtown zoning diagnostic recommendations. We do not have a complete assessment of costs here, but to have a small amount of money available will be helpful as the Town moves through this process.
- The final use of funds will be for town marketing. As the last major recommendation and project from our Marketing Director, Anne Marie Tracey, the town is hoping to work with a major television and film production company (who produces the show Viewpoint with Dennis Quaid on PBS) to visit Franklin and produce elite, high quality broadcasting footage of the quality of life in Franklin. The producers of the show contacted the Town due to the quality of life as a potential fit for the series, which highlights great local communities, their signature businesses, notoriety and culture to help tell our story. Think of it like a national "Chronicle".

While the final decisions are off in the future regarding the full potential of being a feature on the series, the company will be coming to Franklin later this year to tape hours of footage of the community, some of which is guaranteed to be broadcast nationally on major networks. The additional nugget here is the hours of B-reel footage that will become the property of the Town. This footage should be of enormous value for our own marketing purposes. Anne Marie was very passionate about the potential ads. This type of footage has been a

major gap in our ability to generate marketing material. If you notice, the appropriation for this is coming from the Administrator's budget, which was being earmarked for this purpose.

I want to take this opportunity to thank Anne Marie Tracey for her incredible work over the past two years. Her success is our success. We knew it would not last forever due to her talent. She was instrumental in convincing me of the value of this project and its potential in marketing the Town to a regional, national and possibly global audience.

I am requesting a capital account for these funds as the financing of these projects will eclipse multiple fiscal years and is sound for accounting purposes, as well as good for transparency of how the Town is using its taxpayer money.

If you have any additional questions please feel free to ask and we look forward to the discussion next week.



RESOLUTION 21-34

APPROPRIATION: Franklin Downtown Zoning and Marketing Capital Account

PURPOSE: To transfer excess FY21 appropriations to the Franklin Downtown Zoning and Marketing Capital Account

SOURCES:	01610100 Library Salaries	\$110,000
	01123200 Town Administrator Expenses	<u>\$20,000</u>
		\$130,000

USES: 01950XXX Franklin Downtown Zoning and Marketing \$130,000

MOTION:

Be It Moved and Voted by the Town Council that the sum of One Hundred Thirty-Thousand Dollars (\$130,000) be transferred from the FY21 funding sources indicated above to the Franklin Downtown Zoning and Marketing Capital Account to be expended at the discretion of the Town Administrator including any residual funds remaining in the line item.

This resolution shall become effective according to the provisions of the Town of Franklin Home Rule Charter.

FINANCE COMMITTEE ACTION

Meeting Date: June 16, 2021 Vote: 9-0 Approved Recommended Amount: \$130,000

DATED: _____, 2021

VOTED: _____

UNANIMOUS: _____

A TRUE RECORD ATTEST:

YES: _____ **NO:** _____

ABSTAIN: _____ **ABSENT:** _____

RECUSED: _____

**Nancy Danello, CMC
Temporary Town Clerk**

**Glenn Jones, Clerk
Town Council**