

MEMORANDUM

To: Bowdoinham Selectboard
From: Community Development Advisory Committee
Date: April 5, 2024
Re: Recommendation for Community Outdoor Recreation
Assistance Recovery Grant Application

Recommendation:

CDAC unanimously recommends that the Town of Bowdoinham apply for a Community Outdoor Recreation Assistance Recovery Grant (CORA) to fund the design and installation of interpretive signage at the new waterfront park and to replace the existing interpretive sign at the Maily boat launch with new High Pressure Laminate signs which would last up to 50 years. In addition, adding qualifying characteristic signage to the trails for all person's accessibility. We recommend a motion to allow the committee to apply for this grant. We recommend utilizing the Rideau Family Trust to fund this project which will not entail any outlay of town money to launch the project.

Background

We have an opportunity to apply for a CORA grant to fund the design and installation of interpretive signage at the new waterfront park and to replace the existing interpretive sign at the Maily boat launch with new High Pressure Laminate signs which would last up to 50 years. In addition, adding qualifying characteristic signage to the trails for all person's accessibility. The CORA grant supports economic recovery from the Covid-19 pandemic of the travel and tourism industry in Maine, by strengthening the outdoor recreation sector in local communities so that it is more equitable, competitive and resilient. It provides funding for outdoor recreation that will increase and make access to outdoor recreation more sustainable for regions across the state, Priority will be given to projects that have the potential for long-term transformational impacts, campaigns that reach underrepresented and new and diverse communities of visitors; and projects that will create and/or improve recreational assets that will continue beyond the life of the grant term.

We are requesting to apply for a grant award of \$85,000 and for approval of our local match of \$30,000 from the Rideau Family Trust and \$4,038.72 hours of in-kind staff time from the Planning & Development office, for a total project cost of \$117,038.72.

This total project costs were researched by reaching out to vendors which we believe is on the higher end.

Grant Information

The CORA grant application is due April 25, 2024. This is a brand-new grant program from the Maine Office of Outdoor Recreation. The maximum award is \$200,000 with a

minimum of \$50,000. A match is not required but highly desirable. Our application will be reviewed within 21 days of receipt. Final application approval must be granted by the Economic Development Administration and if chosen funding would become approximately available 30 days later. Work must be completed by June 2025.

Proposed Scope

Phase 1

July – September 2024: Draft and issue RFP for project design, interview applicants, and award a contract for a design consultant for the project.

September 1, 2024: First Report to MOOR

Late September 2024: Kickoff meeting between staff and design consultant to review background and updates on projects and players; review schedule, set goals and review milestones, develop a communication plan.

October 1, 2024: Kickoff meeting with the Community Development Advisory Committee, staff, and consultant to introduce to group; review of project goals, principles, needs and expectations; committee to review and deliver any relevant existing reports or studies; discuss project fabrication budget; set dates for future meetings, including a date for the public information meeting; Designer to review schedule, goals and milestone dates for deliverables.

November 5, 2024: First Public Informational Meeting - Designer to meet with public to gather input on locations, concepts, and proposed sign messages.

December 3, 2024: Second meeting with Community Development Advisory Committee - Designer to present draft Analysis and Recommendations document with the goal of having completed an existing conditions inventory, understanding of primary destinations, and access points; Committee and Designer to discuss any questions and work to refine potential areas which require additional information in the document; discuss phasing and budget information; discuss how to incorporate public input into document.

Late December 2024: Delivery of Phase I Analysis and Recommendations document.

Phase 2

January 7, 2025: Third meeting with Community Development Advisory Committee - Designer to present draft/outline for Wayfinding and Signage Plan Document; Committee to discuss feedback; discuss how to best present concepts at second public informational meeting.

Late January, 2025: Second Public Informational Meeting - Designer to present two design concepts for feedback and comments.

February 4, 2025: Fourth meeting with Community Development Advisory Committee - Designer to present second round of refinement to design concepts; discuss how public comments were incorporated; Committee to provide feedback for Designer to apply design to remaining sign types.

March 4, 2025: Fifth meeting with Community Development Advisory Committee - Designer to present final package.

Phase 3

March 1, 2025: Second Report to MOOR

Late March – April: Draft and issue RFP for signage fabrication and installation, interview applicants, and award a contract for a fabricator.

May - June 2025: Sign creation and installation, and close out.

September 1, 2025: Final Report to MOOR