

Michael Borg  
Town Manager



TOWN OF NORTH ATTLEBOROUGH  
43 South Washington Street  
North Attleborough MA 02760  
508-699-0100

---

## INTEROFFICE MEMORANDUM

**DATE:** Tuesday, April 09, 2024  
**TO:** Town Clerk Pat McNielly  
**FROM:** Michael Borg  
**CC:** Linda Catanzariti Town Accountant  
Chris Sweet Tax Collector/Treasurer  
Gail Heidke Executive Assistant  
**RE:** **Measure 2024-085- Approval of \$44,000.00 to be funded by NEU ARPA Funds in support of the Public/Private Partnership with North Attleborough Junior Football to replace the scoreboard at Community Field**

---

**Town Council Meeting- President Justin Paré**

**Measure 2024-085- Approval of \$44,000.00 to be funded by NEU ARPA Funds in support of the Public/Private Partnership with North Attleborough Junior Football to replace the scoreboard at Community Field.**

### **Purpose and Justification:**

#### **Purpose:**

The purpose of this measure is to secure \$44,000 in funding from the Town's American Rescue Plan Act (ARPA) Non-Entitlement Unit (NEU) allocation to replace the existing scoreboard at the Community Field. This initiative is a result of a collaborative effort between the Town Administration and North Attleborough Junior Football, embodying a Public-Private Partnership aimed at enhancing community recreational facilities. The new scoreboard will be a significant upgrade over the current installation, which is obsolete and inefficient, particularly in terms of visibility during sunny days.

#### **Justification:**

**Enhanced Visibility and Utility:** The current scoreboard at the Community Field is outdated and suffers from poor visibility, especially during sunny days, which significantly hampers the spectator experience.

**Revenue Generation through Advertising:** A feature of the new scoreboard is its small advertising space. This space can be used to generate revenue by allowing local businesses to advertise during events. This not only opens a new revenue stream but also strengthens ties with local businesses by providing them with a platform to reach their audience directly.

**Leveraging ARPA Funds for Community Benefit:** The funding request leverages the town's allocation from the ARPA NEU, which is intended to support the community's recovery and development post-pandemic. By investing in community infrastructure, such as the scoreboard, the project directly contributes to enhancing public spaces and facilities.

**This aligns with the broader objectives of ARPA funds to foster resilient and inclusive communities.**

**Public-Private Partnership Model: The collaboration between the Town Administration and North Attleborough Junior Football serves as a model for public-private partnerships. By working together, both entities can achieve a common goal that benefits the community, demonstrating effective use of resources and community engagement.**

The Town Council met on March 25, 2024, and on behalf of the Town Council, a motion was made by Vice- President Simmons to refer Measure 2024-085- Approval of \$44,000.00 to be funded by NEU ARPA Funds in support of the Public/Private Partnership with North Attleborough Junior Football to replace the scoreboard at Community Field to the Finance Sub-Committee for further review and consideration.

The motion was seconded by Councilor Donovan.

**Motion carried. 8-0 UNANIMOUS**

The Finance Sub-Committee met on April 1, 2024, and on behalf of the Committee, a motion was made by Councilor Donovan to refer Measure 2024-085- Approval of \$44,000.00 to be funded by NEU ARPA Funds in support of the Public/Private Partnership with North Attleborough Junior Football to replace the scoreboard at Community Field back to the Full Town Council with a positive recommendation.

The motion was seconded by Councilor Costello.

**Motion carried. 6-0 UNANIMOUS**

The Town Council met on April 8, 2024, and on behalf of the Town Council, a motion was made by Councilor Slobogan to approve Measure 2024-085- Approval of \$44,000.00 to be funded by NEU ARPA Funds in support of the Public/Private Partnership with North Attleborough Junior Football to replace the scoreboard at Community Field.

The motion was seconded by Councilor Donovan.

**Motion carried. 7-0 UNANIMOUS**