



# CITY OF CONCORD

*New Hampshire's Main Street™*

## REPORT TO THE MAYOR AND CITY COUNCIL

**FROM:** Stefanie Breton, Public Information Officer  
**DATE:** August 19, 2019  
**SUBJECT:** City of Concord Outreach Update

### Recommendation

Accept the report.

### **Social Media & Outreach Update**

Included is a snapshot of some of the increases we have seen in social media and other communication channels since April 2019, as well as some additional outreach updates. We recently completed a resource guide project; see below for some additional information on how we are using and plan to use this information to complement our current outreach.

The City is currently utilizing several outreach channels to share information with the capital area community, including: social media (Facebook, Twitter, Instagram, and YouTube), a monthly podcast on Soundcloud and iTunes, blog ([www.cityofconcordnhblog.com](http://www.cityofconcordnhblog.com)), City website, City Manager's Newsletter, general media outreach, and the burbio online events calendar.

### **Social Media Numbers (as of August 19, 2019)**

Since April 2019, we have gained 486 followers and 312 likes on the City of Concord's Facebook page for current totals of 3,276 and 3,023, respectively. During the same period, we gained 80 new Twitter followers for a current total of 803 followers, and have 1,393 Instagram followers as of August 19. Our City YouTube channel has gained 20+ subscribers and has had 3,500 additional video views since April 2019.

See the chart below for some additional social media statistics:

<b>Page</b>	<b>Increase in Facebook Likes since April 2019</b>	<b>Increase in Facebook Follows since April 2019</b>	<b>Total Instagram Followers (as of 8/19/19)</b>
City of Concord NH	+312	+486	1,393
Concord Parks & Rec	+361	+383	1,001
Concord General Services	+105	+109	487
Concord Police Dept.	+538	+589	789
Concord Fire Dept.	+288	+322	796
Concord Public Library	+107	+114	1,047
Beaver Meadow Golf Course	+37	+40	431
Liberty, Concord PD Comfort Dog	+44	+60	432
Everett Arena	+109	+122	N/A

### **Resource Guides**

We recently completed a resource guide project and now have two guides available about the City of Concord: a general guide (attached to this report) and a political guide. These resources are available on the [concordnh.gov](http://concordnh.gov) website at [www.concordnh.gov/resourceguides](http://www.concordnh.gov/resourceguides) and can also be accessed on the home page by going to “City Services” under the “Stay Informed” tab.

This project included:

- Background and other topic-focused pieces of information about the City of Concord that are fully downloadable from the City’s website and can also be shared with media as a complete kit.
- A library of stock photography for social media, printed materials, City websites, media inquiries, and more. Utilization of these photos is already underway.
- Several videos that are available on the City’s YouTube channel, linked online, and are/or will be utilized for social media and the City’s websites ([concordnh.gov](http://concordnh.gov) and Invest Concord). There is also a collection of political-themed videos that talk about notable presidential stops, the political landscape in Concord, etc.
- General political information that will be shared with campaign managers across all parties (background, campaign stops directory and photos, etc.).

## **Video Outreach**

The City continues to work closely with Concord TV on video content that helps inform the community about events and other things happening in the City.

Here are some recently completed videos from approximately the last 4 months (all are available on the City of Concord YouTube channel):

- City of Concord tax bill changes public service announcement
- Ward 4 special election information
- 2019 Football for You Clinic coverage
- 2019 Public Works Celebration promo & event coverage
- 2 episodes of “From the Concord Room” about the NH State House and Eagle Hotel using materials and information from the Concord Public Library’s historical archives in the Concord Room (*more episodes to come in the coming months*)
- Merrimack Lodge at White Park promo video & follow-up ribbon cutting coverage
- I-93 expansion informational meeting with NH DOT
- Two videos covering the ConcordNEXT code update with Code Studio
- New non-resident pool pass video with Concord Parks & Rec
- Project FIRST informational video with Director Jeffrey Stewart
- National Night Out promo video & event follow-up coverage

## **Other Outreach**

We recorded our 13<sup>th</sup> episode of our “Talk Concord” podcast in August. We have had 835 total plays as of August 19. This is a joint effort between the PIO and Economic Development Director, with contributions from other members of City Departments as well as community guests.

In March 2019, we switched to an electronic version of the City Manager’s Newsletter that is sent out through MailChimp every Friday. The newsletter requires less clicks to access and is mobile friendly. We currently have 570 subscribers. It is also sent to local media, the Greater Concord Chamber of Commerce, and Intown Concord.



# CITY RESOURCE GUIDE

[www.ConcordNH.gov](http://www.ConcordNH.gov)



@CityofConcordNH



# Overview of Concord, NH



@CityofConcordNH

ConcordNH.gov

The **City of Concord** is New Hampshire's state capital with a population of 43,019 and is New Hampshire's third highest populated city. The City covers a wide land space of 67.49 square miles and includes the Village of Penacook.

With the City's central location in the northeast business corridor, coupled with high-quality business support services, Concord has been consistently touted as one of the most desirable communities in New Hampshire in which to live and work.

As the state's capital with no personal income tax, no sales tax, low professional business taxes, and no impact fees on non-residential construction, Concord offers businesses a unique advantage benefiting their bottom line. The City government is committed to working closely with new and expanding businesses by offering a variety of economic development incentives.



Concord is also viewed as a very livable community with seven City parks, a revitalized downtown, abundant amenities, reliable city services, low crime rate, and minimal traffic. Residents also enjoy relative proximity to Boston, the White Mountains and the ocean, which are all one hour away in various directions. There is also a wealth of local trails that may be used for hiking and cross-country skiing, giving residents the opportunity to delve into nature within the City limits.

The climate fluctuates with very distinct seasons. The warmest month is July with an average temperature of 70 degrees. The coldest month is January with an average temperature of 21.1 degrees. The median household income in Concord is \$57,566, the median age is 39.3 and median property value is \$204,600.

Several notable figures hail from Concord as well including the 14th U.S. President Franklin Pierce, Supreme Court Justice David Souter, Founder of the Christian Science Church Mary Baker Eddy, Teacher/Astronaut Christa McAuliffe, Stonyfield CEO Gary Hirschberg, and two-time NBA Championship winning basketball player Matt Bonner.





# Doing Business in Concord, NH



@CityofConcordNH

ConcordNH.gov

The **City of Concord** has a lot to offer to businesses that call the capital home or for those looking to expand or start a business in the area.

With the City's central location in the northeast business corridor and excellent interstate access to Boston and the Canadian Border, coupled with high-quality business support services, Concord has been consistently touted as one of the most desirable communities in New Hampshire in which to live and work. Its cultural and educational resources are among the best in the region. Concord's proximity to the Merrimack River, as well as three other rivers, and typical New England rural areas complements its commercial areas and the comfortable nature of its residential neighborhoods. This is Concord - New Hampshire's Main Street™ - and its front door is open and ready to welcome new business investment.

With 67 square miles (174 km) within its borders, Concord has available land for development and office space for immediate occupation. The Capital City is home to more than 4,500 businesses and a workforce of more than 30,000 people. Healthcare and manufacturing are among the largest employers in the area. Technological companies are among the fastest growing segment of Concord businesses.

As the state's capital with no personal income tax, no sales tax, low professional business taxes, and no impact fees on non-residential construction, Concord offers businesses a unique advantage benefiting their bottom line. The City government is committed to working closely with new and expanding businesses by offering a variety of economic development incentives and access to capital. **The following are just a few of these initiatives:**

**Community Development Investment Program (CDIP) tax credits:** Help finance projects which will benefit the community in economic and other ways.

**Community Development Block Grants:** Encourage economic development in Concord.

**Federal Historic Tax Credits program:** A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined to be "certified historic structures."

There are other avenues for aid as well such as the Revolving Loan Fund Program, Tax Increment Financing, New Market Tax Credit Program, and the Community Revitalization Tax Relief Incentive program.

**Would like to know more?** Please visit [www.investconcordnh.com](http://www.investconcordnh.com) or contact the City's Economic Development Director, Suzi Pegg, at [spegg@concordnh.gov](mailto:spegg@concordnh.gov) or at (603) 225-8595.







# Creative Assets of Concord, NH



@CityofConcordNH

ConcordNH.gov

The City of Concord is home to a number of non-profit organizations whose mission is to create events that highlight the businesses, locations, people and natural environments that make Concord special. The Greater Concord Chamber of Commerce, Creative Concord Committee, and Intown Concord organizations put a lot of effort into what they do.

The Greater Concord Chamber of Commerce defines its mission as developing economic opportunities, strengthening the business climate, and enhancing the quality of life in the Capital Region. The board of directors is made up of men and women from area businesses and organizations. Among the events the Chamber of Commerce offers is an annual golf tournament at Beaver Meadow Golf Course. The organization also provides grants for local teachers, and presents annual Pinnacle Awards to recognize businesses and individuals that have “demonstrated professional excellence and commitment to the Chamber and the community.”



The Chamber participates in the Tri-City Expo, a business to business networking event that also includes Manchester and Nashua. The Chamber maintains a helpful website that allows visitors to plan a trip to the capital region and take advantage of the area’s offerings, from outdoor adventures to touring the downtown area.

The Creative Concord Committee (CCC) is an offshoot of the Chamber of Commerce that encourages and supports the arts in the city. The CCC started an outdoor sculpture exhibit in 2018 and is involved in several other creative initiatives. The CCC group works closely with capital region artistic organizations such as the Kimball Jenkins School of Art and the League of New Hampshire Craftsmen, and encourages buskers (street performers) on Main Street.

Intown Concord’s mission is to promote and enhance the business environment, cultural activities, housing, and appearance of historic downtown Concord. Like the Chamber of Commerce, the board for Intown Concord is made up of local business owners and community members. Intown Concord holds many events that take place right on Main Street, including Market Days, Upstairs Downtown walking tour, Halloween Howl, and Midnight Merriment. Market Days is the organization’s largest event. Created in 1974, Market Days is held annually in June and lasts for three days. Most of Main Street is closed off to traffic and stores located in the area move their wares to the street itself to join with other vendors and organizations. There is also music, activities for all ages, and other entertainment on stages and in squares in the downtown area.





# Education in Concord, NH



@CityofConcordNH

ConcordNH.gov

## PUBLIC SCHOOLS

- **Concord School District** has five public elementary schools in the City, as well as Rundlett Middle School and Concord High School. Concord High also offers technical study at the Concord Regional Technical Center, located within the high school itself. Public elementary schools include Abbott-Downing, Beaver Meadow, Broken Ground, Millbrook, and Christa McAuliffe. **More information:** [www.sau8.org](http://www.sau8.org)
- **Merrimack Valley School District** includes elementary schools in Boscawen, Loudon, Penacook, Salisbury, and Webster, as well as Merrimack Valley Middle School, Merrimack Valley High School, and Merrimack Valley Learning Center. **More information:** [www.mvsdpride.org](http://www.mvsdpride.org)



## PRIVATE SCHOOLS

- **Bishop Brady High School** is a Catholic co-educational secondary school with approximately 300 students. Named for the Most Reverend Matthew F. Brady, D.D., Bishop of Manchester, 1945-1959, Bishop Brady High School opened its doors in September 1963. **More information:** [www.bishopbrady.edu](http://www.bishopbrady.edu)
- **Capital Christian School** is a Kindergarten through grade 8 school founded in 2007 by the Concord, New Hampshire, Seventh-Day Adventist Church. **More information:** [www.capitalchristian-school.net](http://www.capitalchristian-school.net)
- **Concord Christian Academy** was founded in 1974 and is an independent pre-Kindergarten through grade 12 Christian day school offering a comprehensive college preparatory program. **More information:** [www.concordchristian.org](http://www.concordchristian.org)
- **Parker Academy**, established in 1986, serves the educational needs of families. Programs include a private day school for middle and high school students, educational planning, 1:1 tutoring, and standardized test preparation. **More information:** <https://parkereducation.com>
- **St. John Regional School** was founded in 1888, and is a private, Catholic elementary school serving students from pre-Kindergarten through grade 8. **More information:** <http://stjohnregional.org>
- **St. Paul's School** was established in 1856 and serves as a co-educational private prep school





# Education in Concord, NH

of approximately 500 students who come from all over the globe. An Episcopal school, St. Paul's is fully residential, meaning that all faculty and students live on campus. Many historians believe that the first hockey game in the United States was played on St. Paul's Lower Pond in 1883. **More information:** [www.sps.edu](http://www.sps.edu)



- **Shaker Road School** was established in 1979 as a early education school. Today, it offers educational programs for approximately 230 students, ranging from infants through students in grade 9. In addition to its traditional education program, the campus facilities also support a summer camp, music programs, 6-hole golf course, extensive playgrounds, swimming pools, nature trails, an ice skating pond, and numerous other resources. **More information:** <http://shakerroadschool.org>
- **Trinity Christian School** was founded in 1984 and offers education from pre-school through grade 12 for approximately 250 students. **More information:** [www.tcsnh.com](http://www.tcsnh.com)

## COLLEGES & UNIVERSITIES

- **Granite State College** is a part of the University System of New Hampshire and offers both virtual (online) and in-person educational opportunities focused on adults and flexible schedules. Founded in 1972, Granite State College offers Bachelor's Degrees in Business Management, English Language Arts, and Health Care Management, as well as Master's Degrees in Project Management, Leadership, Nursing, and Health Care Management. **More information:** [www.granite.edu](http://www.granite.edu)
- **New Hampshire Technical Institute (NHTI)** opened in 1965 and changed its name to NHTI, Concord's Community College, in 2008. The campus sits on 240 acres along the Merrimack River and features an Academic Center for Excellence, three residence halls, and a Child and Family Development Center. NHTI offers 42 Associate Degree programs, two professional certificate programs, and 51 certificate programs. Areas of study include criminal justice, business, nursing, and engineering. **More information:** [www.nhti.edu](http://www.nhti.edu)
- **The University of New Hampshire Franklin Pierce School of Law** is the only law school in the state of New Hampshire. Founded in 1973, the UNH School of Law is named after 14th President Franklin Pierce (a New Hampshire native who practiced law in Concord) and specializes in intellectual property law. **More information:** <https://law.unh.edu/>





# Annual Events in Concord, NH



@CityofConcordNH

ConcordNH.gov

**Black Ice Pond Hockey and Winter Festival (January):** A big destination event in New England! It began in 2010 to highlight the fact that the first hockey game in the United States occurred at St. Paul's School in Concord in 1883. Teams come from across the region to White Park to partake in this event, which is typically scheduled for the last week in January. The event is organized by the Black Ice Pond Hockey Association.



**Governor's Easter Egg Hunt (April):** This is a hidden gem in Concord! Each year the Governor and their staff host an Easter Egg Hunt for local residents on the State House Lawn. The event is generally Saturday morning, the week before Easter. It includes treats, balloons, prizes, music and an appearance from the Easter Bunny!



**Rock N' Race (May):** A special community event that raises money for the Payson Center for Cancer Care at Concord Hospital. Thousands of participants hit the streets of Concord the second Thursday of May. Rock bands scattered across the City on the route to entertain and motivate participants. This event is organized by the Concord Hospital Trust.



**Market Days (June):** This is one of Concord's biggest annual events that has been running since 1974. This three-day event generally takes place the third week in June and runs Thursday morning through Saturday night. Vendors and merchants fill the streets and musical entertainment takes place at several locations in the City. This event is organized by Intown Concord.



**Halloween Howl (October):** A huge local favorite! This downtown event takes place the Friday night before Halloween. Main Street is closed and businesses hand out candy to children and the streets are filled with thousands of costumed families. This event is organized by Intown Concord.



**Christmas Tree Lighting (December):** This takes place in front of the State House the Friday after Thanksgiving and has taking place since 1986. The event generally includes music, a petting zoo and a horse drawn wagon ride leading up to the tree lighting. This event is organized by the Concord Grange.

**Midnight Merriment (December):** This Christmas time event is organized by Intown Concord and typically takes place the first Friday of December from 5 p.m. to Midnight in Downtown Concord. Holiday music is played throughout the streets as shoppers move in and out of Main Street stores. Santa makes an appearance, and there is generally a s'mores station set up at City Hall Plaza.







# Filming Opportunities in Concord, NH



@CityofConcordNH

ConcordNH.gov

Concord may be far from Hollywood, but that doesn't mean Hollywood can't come to Concord. Scenic locations to stage film scenes, interviews, or "B roll" can be found throughout the capital region. From historic downtown buildings to lush woodlands and rolling hills, Concord has a lot to offer the film industry.

Main Street offers a wide variety of settings for documentary interviews or film scenes. The New Hampshire State House (capitol building) is perhaps the most iconic building in Concord from an aesthetic standpoint. New Hampshire's State House is one of only 11 capitol buildings in the country with a golden dome. In addition to the building itself, the State House grounds offer excellent potential with the open courtyard and large arch that frames the State House when viewed from the street.



Not far from the State House on Main Street is another Concord icon, the clock tower. The clock began its life in 1873 when it was set atop the Board of Trade building at the corner of School and North Main Streets and its bell would chime the hours. The new clock and bell were set in a new tower designed by architect F. Duene Cowan and in late 1998 the clock bell rang once again, more than a century after its first toll. The new tower, complete with brick, glass and copper, is one of the most eye-catching sites on Main Street and serves as the entrance to Eagle Square, which, along with Bicentennial Square (and its fountain) are other notable locations on Main Street. Located within Eagle Square itself is another step back in time at Chuck's BARbershop. A speakeasy-themed bar hidden within a 1920s era barbershop entrance; the location is an inviting opportunity for filming a period piece.

Getting away from the Main Street, there are several more filming opportunities in nature within the City limits. White Park is a 25-acre scenic area in the heart of Concord. With a beautiful pond and varied landscape that includes open areas as well as wooded spots, the park provides a beautiful backdrop. Filmmakers looking for the quintessential New England apple orchard need search no further than Carter Hill Apple Orchard. The sprawling orchard has been producing apples since the 1870s. The Merrimack River also offers plenty of natural beauty and the bridge at Sewalls Falls adds a modern architecture to the area.





# History of Concord, NH



@CityofConcordNH

ConcordNH.gov

**1600's** The Concord area was originally populated by Native Americans known as Penacook (or Pennacook), who were a branch of the Algonquin-speaking Abenaki nation. The Penacook were led by chief Passaconaway through the early 1600s. Conflicts such as King William's War (1688-97) and the French and Indian War eroded the native population and led to further development of land by European settlers. By 1725, white settlements had moved across New Hampshire and in January of that year the Massachusetts Bay Colony claimed the area as the Plantation of Penacook.

**1700's** Over the next two years, it was settled by captain Ebenezer Eastman and incorporated in 1733 as Rumford. A bitter border dispute with Bow was not resolved until 1762. In 1765, the town was reincorporated and renamed Concord to denote the hope of a newfound harmony between the towns. In June of 1776, a contingent of New Hampshire leaders, among them Concord's Colonel Timothy Walker, sent forth a declaration to the New Hampshire Continental Congress delegates that stated that New Hampshire would stand with the other colonies against Great Britain.

**1800's** Following the revolutionary war, Concord thrived on industrial efforts that included furniture making, textiles, and the quarrying of granite. In 1808, Concord became the capital and construction on the State House began in 1816. It is the oldest state house in the nation where legislators meet in the original chambers. New Hampshire continues its strong tie to history with its first-in-the-nation primary status, which makes Concord a must-stop destination for presidential hopefuls. Through the 19th century, Concord became famous for its carriages and stagecoaches, which can still be seen as an emblem throughout the city.

**1900's** In 1990, the Christa McAuliffe Planetarium opened to honor the memory of Concord school teacher Christa McAuliffe, who died in the Space Shuttle Challenger disaster. Since its opening the center has grown considerably to include a museum and other attractions. It was renamed the McAuliffe-Shepard Discovery Center in 2009 to also honor New Hampshire native astronaut Alan Shepard.

**2000's** In 2014, the City began a project to revitalize Main Street. The project created wider sidewalks to encourage window shopping, added gathering places for people to congregate, became more accessible for those with disabilities, increased the lighting, added artwork, and slimmed the driving lanes from four to two while adding a stone paved median. The Main Street Project has received numerous awards from entities such as the American Public Works Association, American Council of Engineering Companies, and the Institute of Transportation Engineers.





# Recreation in Concord, NH



@CityofConcordNH

ConcordNH.gov

The Concord Parks and Recreation Department offers a variety of recreational programs for all ages, from young children through seniors. Their programs include: several different summer camps, sports leagues, adult fitness classes, drop-in sports, and opportunities for seniors.



They also maintain the City's parks and fields, and operate seven community pools, open during the summer months. More information about the Department is available on their website at [www.concordparksandrec.com](http://www.concordparksandrec.com).

The Parks and Recreation Department's main facility is the City Wide Community Center, located on Canterbury Road. This venue includes rooms for a variety of classes (fitness, yoga and more), and a gymnasium that boasts two basketball courts as well as courts for pickle ball and volleyball. It is adjacent to Keach Park, and also includes access to a nice level walking path.

Trails are abundant in Concord. Within City limits, there are more than 80 miles of trails maintained by volunteers. These trails vary



in hiking difficulty level and scenery as they travel through everything from urban locations to more densely wooded areas. Trail maps and more information are available at [www.concordnh.gov/trails](http://www.concordnh.gov/trails). In addition to the City's trail network, there are other trails available at several locations, including St. Paul's School, the Society for the Protection of NH Forests, and the Susan N. McLane Audubon Center, among others.



For those looking for other skating and hockey locations, the Douglas N. Everett Arena is the place to be. Built in 1965, the arena is named after a local Olympic silver medalist. During the winter, the arena is home to several local high school hockey teams and offers pick-up hockey and open skating hours. From early spring to late summer, the ice comes out and roller skating is available on Fridays and Sundays. The arena is also the home of the Granite State Roller Derby, made up of several teams who skate their home bouts in the building.



Concord and the Village of Penacook are located on the Merrimack and Contoocook Rivers, which provide opportunities for swimming, boating, kayaking, canoeing, and fishing.





# Learn more about Concord, NH

@CityofConcordNH  
ConcordNH.gov

## Growth-Driven Industries

The New Hampshire economy continues to steadily grow at a healthy pace and Concord is located on the pulse of that growth. Concord is poised to be that next platform as an incubator for innovation, early adoption and transformative change across many sectors.



MANUFACTURING

DISTRIBUTION



FINANCIAL AND BUSINESS SERVICES



TECHNOLOGY

MEDICAL HUB



## Travel

By ground, air and sea



Concord Municipal Airport



Manchester-Boston Regional Airport



Pease Development Authority & Pease Tradeport

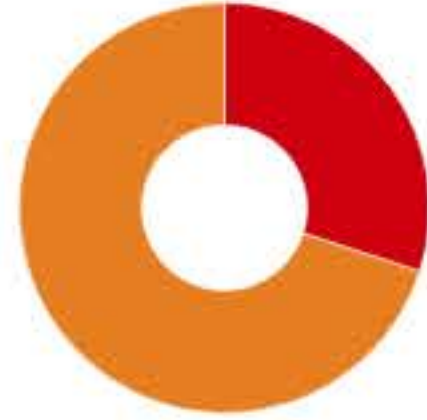


Interstates 89 and 93

## Concord's Workforce



Population: 43,000



- Concord Resident Workforce 30,000
- Daytime Concord Population 70,000



80+ Miles of Trails



27 Parks



7 Public Pools

Access to 4 Rivers

7,000 Preserved Acres



### smartasset™

Concord has been cited by SmartAsset as one of the five best state capitals to live nationwide.



### W WalletHub

Concord has been ranked the Seventh Best United States Capital City in which to live by Wallethub.



Main Street Complete Street named as a Gold Winner of the 2017 Engineering Excellence Awards.



### Forbes

Forbes Magazine listed Concord as the 7th most recession proof economy among smaller cities.



## CONTACT US

41 Green Street Concord, NH 03301  
Phone: +1 603-225-8595  
Email: [spegg@concordnh.gov](mailto:spegg@concordnh.gov)  
Website : [ConcordNH.gov](http://ConcordNH.gov)