



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

FROM: David Gill, Parks and Recreation Director

DATE: March 1, 2016

SUBJECT: July 4th Celebration.

Recommendation:

Approve Option 2 for this year's annual July 4th celebration.

Discussion

For as long as everyone can remember we have hosted the City of Concord's annual July 4th celebration at Memorial Field in Concord. Memorial Field has been a great host however; the site has some constraints if we would like to grow the celebration. For years we had the show fired from the State of New Hampshire corn fields which allowed greater access to Memorial Field for spectators. However, the land over the past couple of years has been unusable due to wet conditions, in addition over the years the trees around the field have grown, limiting the view of the lower shells.

For the past two years we have fired from the JV football field and limited the size of the shells to allow park access for the celebration. The feedback from this change has been extremely positive with a majority of the spectators very pleased with the show. The drawbacks from firing the show from inside the park is it continues to limit the visibility for spectators who might try to watch the show from outside the park.

During the past several years there has been talk about other possible locations for the City of Concord Annual July 4th Celebration. The City of Concord for the past two years has fully funded the July 4th celebration at \$30,000 per year.

Two options to consider are as follows:

Option One: Continue hosting our July 4th celebration at Memorial Field. In doing this the cost of the event will be similar to past years, with a total budget of \$30,000. The cost of the firework show is \$20,000 and another \$10,000 is allocated for music, and police and fire overtime.

Option Two: Move the celebration to a location along the riverfront. (Map 1) The fireworks would be launched from the city owned property behind the Post Office which is currently leased for farming. In doing this it would make the fireworks visible from several different areas around Concord. There would be hosted events at several locations around the city: Wild Wings, Eagle Square, Storrs Street near Cheers. With the increased number of events it would feel more like a larger city wide celebration. The cost of this celebration would be around \$55,000 with \$25,000 being raised by private donations.

Fireworks Show: \$25,000 to \$30,000
Police/Fire OT: \$10,000
Music/Bands: \$10,000 (at three locations)
Use of corn fields (4 acres): \$1,600 (\$400 per acre)
Advertising: \$3,400

In choosing Option 2 the following will take place:

The Parks and Recreation Department will work with representatives from the following organizations: businesses at 8 Loudon Road, Buffalo Wild Wings, El Rodeo Restaurant, Main Street Concord, Concord Police and Fire Departments, the Everett Arena, Greater Concord Chamber of Commerce and staff from Green Gold Farms who currently leases the land behind the post office.

If acceptable with the farmer, we would schedule a date (as ground conditions allow) to conduct a test fire from the new location. The City would have volunteers situated in several different locations within the city to see what areas are best for viewing. Three recommended locations would be: parking lot behind Wild Wings/8 Loudon Road, Storrs Street next to Cheers and the City owned parking garage on Storrs Street. Our fireworks company will test fire twelve 6 inch shells and 6 eight inch shells. In conducting the test shots we will know if these locations are ideal to host events during the expanded celebration. The main goal is to check the visibility of the test shots. The date and time of the test fire will be advertised to allow residents the ability to see if the new location will work.

If the test shots show this new area will work, we will proceed to move ahead to receive the required permissions. We will create a full schedule and sponsorships for the expanded July 4 celebration.

In the event the location is not acceptable and/or the \$25,000 of private funding is not able to be raised by May 1, there will be a recommendation brought forward at the May, 2016 City Council Meeting to continue to hold the event at Memorial Field.
