

Sent to city clerk
3/15/17 Golube

March 15, 2017

GREATER CONCORD
CHAMBER OF COMMERCE



Report to Mayor and City Council

From: Tim Sink, Greater Concord Chamber of Commerce
Subject: Capital Arts Fest Street Closure Request for May 6, 2017
Request: Close North Main Street from Center Street to School Street on May 6 from 8:00 AM to 2:30 PM for Capital Arts Fest special presentation on City Hall Plaza

G. Sink - TIME change

Details:

On May 6, 2017, The Greater Concord Chamber of Commerce would like to hold **Capital Arts Fest**, a celebration of Concord's new Main Street and the numerous arts and cultural organizations here. Nearly 20 of Concord's leading arts and cultural institutions will be holding special events in and around Concord's downtown throughout the day and into the evening. As a headliner, we would like to bring a special act called "Squonk Opera" for two performances at City Plaza at 11:30 AM and 1:00 PM. This necessitates a limited street closure in front of City Plaza.

Goal

To showcase and market Concord and our newly redeveloped downtown as a vibrant cultural and visitor destination. We have a unique opportunity to more aggressively tap into the second largest industry in New Hampshire (tourism) and at the same time build on the growing civic pride of Concord residents. This "shoulder season" event will enhance Concord's image to visitors and increase visitor spending, which has been increasing significantly over the past several years.

Background

Creative Concord, a standing committee of the Chamber has partnered with the Capitol Center for the Arts, Kimball Jenkins School of Art, Concord Community Music School, Red River Theater, The League of NH Craftsmen, Intown Concord and numerous other organizations to plan this one day celebration. The limited street closure is just for the Squonk Opera shows at City Plaza. We anticipate various sidewalk performances and presentations throughout downtown during the day that would have no impact on traffic flow. Many of the events will take place within the participating organizations. Louis Karno & Company has been actively supporting promotion and marketing planning. We have partnered with Concord Coach Lines who will provide special rates from Boston and other markets as part of the promotional plan. The event will be marketed both in and out of state. Sponsor commitments so far include The Duprey Companies, Concord Coach Lines, Louis Karno & Associates, Capitol Center for the Arts, Merrimack County Savings Bank, Lincoln Financial, Nathan & Wechsler, Mason and Rich, Orr & Reno and others. We have met with Code Enforcement and Concord Police regarding a street closure plan. Information centers for the day will be set up at New England College downtown campus and the Chamber of Commerce Visitor Center.

The Chamber will continue to work with city departments to ensure all proper procedures, licensing and other requirements will be in compliance. Thank you for your consideration and please do not hesitate to contact me with any questions.

Sincerely,

Timothy G. Sink, CCE
President