



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: David Gill, Parks and Recreation Director

DATE: July 30, 2025

SUBJECT: Kiwanis Park Sign

Recommendation:

Review and accept this report.

Discussion:

Concord Crew has been based out of Kiwanis Park for over a decade and is a 501c3 non-profit. Their operations at Kiwanis Park include: a boat house, floating seasonal docks for their boats, boat storage, learn to row programs, competitive rowing for all ages and they are responsible for all fundraising efforts to support their organization. As part of their efforts to enhance their programs and raise awareness in the community, they are looking to install an information sign at the eastern entrance to Kiwanis Riverfront Park.

The sign concept, similar in design and size to the entrance sign at the Everett Arena, has been approved by both the Everett Arena Advisory Committee and the Recreation and Parks Advisory Committee. The new sign would be installed in location consistent with the new Kiwanis Park Master Plan. Once the sign is installed it will be donated to the City of Concord understanding Concord Crew will have the ability to use the sign to help advertise their program.

City staff will be submitting the required paperwork with the planning division for approval of the sign in the coming weeks with the hope of having the new sign installed this fall.

Sign design is on next page.

