

**MEMO**

To: Mayor Jim Bouley and Concord City Council  
CC: Tom Aspell, Carlos Baia, Ed Roberge, Matt Walsh  
From: Susan Sokul, Intown Concord  
Gerry Carrier, Merchants Roundtable  
Re: Licensing agreement for seasonal decorations on new downtown Concord lampposts  
Date: October 2, 2015

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**Request:** Intown Concord and the Merchants Roundtable (“We”) are submitting a request for a licensing agreement to hang seasonal decorations on lampposts on Main Street in downtown Concord. We will be pleased to present this plan for City Council for approval at their meeting on October 13, 2015.

**Timing:** The plan period would be from approximately November 15 through January 15, depending on weather and other factors. Ideally, the licensing agreement would be for 3 years, beginning in time for the 2015 holiday season, and ending January of 2018, with an option to renew for another 5 years.

**Decorations:** Intown Concord and members of the Merchants Roundtable have agreed that the time is right – with the beautiful new North Main Streetscape – to add decorations that would lend holiday sparkle to our downtown, drawing attention and shoppers throughout the season. At the September 29, 2015 meeting of the Merchants Roundtable, the decision was made to display green artificial 36” lighted wreaths (commercial-grade white LED lights) with red bows on the light poles along Main Street in downtown Concord. The photo at right shows what the wreaths might look like. They are simple, festive, and non-religious in nature.



**Logistics:** Intown Concord has discussed the plan with the City of Concord General Services team, which would be contracted to hang the decorations and take them down at the end of the season. They would be mounted on the new banner brackets, currently in storage, adjusted to accommodate the 36” wreaths. Large black cable ties would be used to fasten the wreaths, which would not damage the brackets or poles. The wreaths would hang perpendicular to the street, and would be visible from north and south. The electrical outlets on the poles would be used to power the LED lights.

**Phasing:** Phase 1 (2015) would include the new single and double lampposts on North Main Street from Centre Street to Pleasant Street. Phase 2 (2016) would include the South Main lampposts, from Pleasant Street to Theatre Street. The east/west side streets would not be included in the holiday decoration plans.

**Funding:** Wreaths, lights, and bows will cost approximately \$65 per lamppost. Based on information from General Services, the initial cost of the hanging and removing the wreaths will not exceed \$1,600 annually. We would request that the City would not charge for use of electricity. We anticipate that \$10,000 will be needed to fund Phase 1 and Phase 2.

*(more)*

We appreciate the City making General Services staff available for installing and taking down the decorations, and we are fully prepared to reimburse the City for the cost. If, however, the City would consider donating this service, we would be grateful for the contribution.

At the Merchants Roundtable meeting, businesses in attendance agreed to conduct a campaign titled "Light Up Downtown," and request private funds from downtown supporters and businesses, including the second-floor community. Crowdfunding was suggested as a second means if we cannot raise all of the funds from local businesses.

The businesses in attendance on September 29 further approved using the funds in the Merchants Roundtable bank account, approximately \$800, as seed money for the Main Street holiday decoration plan. Additionally, Little River Oriental Rugs has announced a donation of \$500 to be used as a challenge/match, to encourage merchants and businesses to donate as much as they can afford to support decorations for Concord's great new downtown streetscape. Funds committed to date = \$1,300.

**Insurance:** The City of Concord is listed as additional insured on Intown Concord's liability policy for the seasonal decorations on the lampposts in the plan area.

**Outside factors:** We understand that City staff are meeting on October 7 to develop a downtown decorations policy. If, by the time of the City Council meeting on October 13, a decorations policy has not been finalized or approved, we ask that the Council consider our request for a one-season licensing agreement, with any modifications needed to ensure that the City's wishes are satisfied between now and January 2016.