



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Carlos P. Baía, Deputy City Manager for Development

DATE: December 19, 2018

SUBJECT: Concord Municipal Airport Aviation Day

Recommendation

Accept this report authorizing the annual use of the Concord Municipal Airport for the Concord Aviation Day Event.

Background

Over the last few years, Council has authorized the use of the airfield at the Concord Municipal Airport for annual aviation awareness activities which have included 5k races, booths, demonstrations and free flights.

The event has grown to be a very successful exercise to attract Concord-area residents to the airport and expose them to the opportunities that our airport provides the community.

Discussion

The event, to date, has been largely organized and coordinated by the Granite State Airport Managers' Association (GSAMA). With the event's success, GSAMA believe that they are at a point where some more consistent partners are needed to ensure that the event continues to grow and thrive. The City's Parks & Recreation Director and Public Information Officer recently met with GSAMA and have developed a conceptual plan to better promote the event going forward. Tentative responsibilities will be as follows:

Securing event sponsorships	GSAMA
Accounting, Collection and Distribution of Sponsorship Funds	GSAMA
Development of FAA Safety Plan	GSAMA
Securing of FAA Safety Approval	GSAMA
Development of Event Program	GSAMA & City
Marketing of Event	City
Coordination on Event Day	GSAMA & City

With the exception of regular staff time, no City funds are proposed to be expended for this event.

Unlike in years past, Staff is requesting that the Council's authorization for the event's use of the airport be open-ended and not just specific to the upcoming year. This would provide event organizers with greater flexibility to seek sponsors throughout the years to come and to work with FAA sooner on the safety plan.