



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

FROM: Councilor Jennifer Kretovic and Jim Bouley Co-Chairs
Ad-Hoc Semiquincentennial & Tri-Centennial Committee

DATE: December 17, 2025

SUBJECT: Request for City Council Approval of Committee Logo Design for 250th and 300th Anniversary Activities

Recommendation

The Ad-Hoc Semiquincentennial & Tri-Centennial Committee respectfully requests City Council approval of the proposed committee logo design to be used to plan, organize, and promote educational and celebratory activities commemorating the 250th anniversary of the Declaration of Independence and the 300th anniversary of Concord's founding in 1726.

Background

The City of Concord will commemorate two significant historic milestones: the 250th anniversary of the Declaration of Independence in 2026 and the 300th anniversary of Concord's founding in 1726. In recognition of these important anniversaries, City Council established the Ad-Hoc Semiquincentennial & Tri-Centennial Committee and charged its members with planning, organizing, and promoting appropriate educational and celebratory activities to honor these milestones.

As part of its initial work, the Committee identified the need for a consistent and recognizable visual identity that can be used across anniversary-related activities, communications, and outreach efforts.

The Committee reviewed logo concepts intended to reflect both the national significance of the Declaration of Independence and Concord's unique local history. The proposed logo is designed to be flexible and suitable for use across a variety of platforms, including print materials, digital communications, signage, and event-related materials.

The logo will support the Committee's work by establishing a unified visual identity for activities commemorating the City's 250th and 300th anniversaries, enhancing public awareness and recognition of related educational and celebratory programming, supporting coordinated outreach and collaboration among City departments, schools, historical organizations, and community partners, and ensuring anniversary-related materials are easily identifiable to the public.

Consistent with City practice, City Council approval is requested prior to use of the logo in public-facing materials.

There is no fiscal impact associated with City Council approval of the proposed logo design. Any future costs related to educational programming, celebratory events, or promotional materials will be addressed through normal budgetary processes or partnership opportunities, as appropriate.

Approval of the proposed logo will allow the Ad-Hoc Semiquincentennial & Tri-Centennial Committee to move forward with coordinated planning and promotional efforts in fulfillment of its charge to celebrate the 250th anniversary of the Declaration of Independence and the 300th anniversary of Concord's founding in 1726 through educational and celebratory activities.

