



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Crayton Brubaker, Community Development Specialist
Matthew R. Walsh, Interim Deputy City Manager – Development

DATE: January 25, 2023

SUBJECT: Concord Municipal Airport - Wings and Wheels Event

Recommendation:

Accept this report authorizing the City of Concord to host the annual Wings and Wheels Event at the Concord Municipal Airport

Background

Over the last several years, the City Council has authorized the use of the Concord Municipal Airport (the Airport) for special events intended to raise community awareness about the Airport and aviation related activities.

Over time, these special events have evolved from a 5K road race to a full blown, all day community event / festival.

Currently known as “Wings and Wheels”, this unique Event features free plane rides, model airplane demonstrations, informational booths, classic car and airplane vendors, family activities, and food trucks.

The Event, which is held each autumn, has steadily grown in popularity and currently attracts thousands of people annually to the community.

Historically, the Granite State Airport Management Association (GSAMA) has served as the lead organizer and coordinator of these annual aviation events. Sponsorships raised for the event were donated to organizations involved in Science, Technology, Engineering and Mathematics related to the aeronautics and aviation profession. Volunteers from the City and the local aviation industry (herein the “Event Committee”) handled various aspects of event planning and operations. With the exception of staff time, no City funds have historically been expended for this event.

The most recent Wings and Wheels Event was held on September 24, 2022. During its post-event debriefing meeting, the Events Committee recommended the following changes for the 2023 Event. First, that the Event forgo solicitation of sponsorship funds. Secondly, that the City become the primary event organizer. Based upon said discussions, GSAMA subsequently voted to step down as event organizer subject to the City agreeing to assume said responsibilities.

The next Wings and Wheels Event is scheduled for Fall 2023.

Discussion

Looking forward, City Administration recommends that the City assume responsibilities as the primary event organizer of all future Wings and Wheels events. Despite this change, City Administration envisions that the Event Committee will remain intact to assist with all aspects of planning and operations associated therewith.

Representatives of multiple City departments currently serve on the Event Committee. Recognizing the City's long-standing involvement in the event, the City's assumption of official event organizing responsibilities will have no material impact on staff involvement.

However, the City will take on some financial responsibility for the Event. Said responsibilities are projected to be approximately \$5,000. Said funds will be used to cover costs such as event insurance, a police detail, portable toilets, and other miscellaneous expenses.

The City Manager intends to utilize available funds within the current City Budget to support this undertaking. Funding for subsequent events will be addressed as part of the annual budget process.