



CITY OF CONCORD  
*New Hampshire's Main Street™*

REPORT TO THE MAYOR AND CITY COUNCIL  
Ad-Hoc Semiquincentennial & Tri-Centennial Committee

From: Co-Chairs: Councilor Jennifer Kretovic and former Mayor Jim Bouley  
Date: March 31, 2026  
Subject: Request for Use of Official City Marks

At its March 10, 2026 meeting, Committee members voted to recommend submission of this report and to request that the Concord City Council grant formal authorization to permit designated non-profit organizations to utilize the official Concord 250th / 300th Anniversary logo, and to grant the Concord Historical Society permission to use the City's Concord Coach logo for the purpose of producing a commemorative coin.

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### **Request Details**

#### **Use of Concord 250/300 Anniversary Logo by Non-Profit Organizations**

We respectfully request that the City Council authorize the use of the official Concord 250/300 Anniversary logo by local non-profit organizations in good standing for purposes that align with the celebration and recognition of:

- The 250th Anniversary of the United States
- The 300th Anniversary of Pennycook / Concord

#### **Proposed Conditions of Use:**

- Use must be non-commercial in nature or directly tied to fundraising efforts that benefit the non-profit's mission.
- The logo must not be altered without prior approval.
- Organizations must submit a brief request or notification outlining intended use.

- The City Manager (or their designee) reserves the right to revoke usage if it is deemed inconsistent with the intent of the anniversary celebrations or the City's standards.
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### **Use of Concord Coach Logo by Concord Historical Society**

We further request that the City Council grant specific authorization to the Concord Historical Society to use the City's Concord Coach logo for the limited and defined purpose of designing and minting a commemorative coin.

#### **Project Purpose:**

- To create a historical keepsake that commemorates Concord's heritage and its milestone anniversaries in keeping with traditional commemorative coins minted on past celebratory periods.
- To support educational outreach and historical preservation efforts.

#### **Proposed Conditions of Use:**

- The logo will be used solely for the commemorative coin project.
  - Final design proofs are submitted here for review and approval prior to production.
  - The logo will not be modified beyond what is necessary for engraving or minting purposes.
  - Any proceeds derived will support the mission of the Concord Historical Society. Tentatively, the minting of the coins is being sponsored by Milestone Construction
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#### **Requested Action**

That the Concord City Council vote to:

- A. Approve the use of the Concord 250/300 Anniversary logo by qualified non-profit organizations under the outlined conditions.
- B. Grant the Concord Historical Society permission to use the Concord Coach logo for the commemorative coin project under the specified conditions.