



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

FROM: David Gill, Parks and Recreation Director

DATE: April 13, 2015

SUBJECT: July 4, 2016 Celebration

Recommendation

In 2016, begin a tradition of hosting the City's annual July 4th celebration in Downtown Concord.

Background

For the past several decades, Concord's annual July 4th celebration has been held at Memorial Field. In recent years, there has been conversation amongst the community noting that Memorial Field is not the optimum place to hold the July 4th celebration and that another location should be evaluated.

Discussion

This year's event (July 4, 2015) will once again be held at Memorial Field (rain date July 5). If Council desires to move the event to the downtown area for 2016, we will need to begin planning and organizing the event soon.

If the annual celebration is moved to Downtown Concord, the fireworks could be launched from farm land behind the Post Office, which would allow visibility from several different areas around Concord. We would host events at several locations around the city, like Everett Arena, Eagle Square, Storrs Street near Cheers, and we could potentially host a VIP Party on the top deck of one of the parking garages. In order to host events at several different locations, we would need to increase the amount of private donations and potentially increase the number of events. A multifaceted coordination effort will need to begin soon if we are to implement a larger fireworks show with increased event sites. We will need to coordinate with the Downtown Complete Streets Project, local businesses, local and state police (I-393 and I-93), and Intown Concord. The estimated cost of this celebration is between \$40,000 and \$50,000.

If Council chooses to proceed, staff will need to meet with local businesses this summer to begin working on the logistics. I would recommend creating a fundraising initiative to raise additional funds above the \$32,000 that is currently funded by tax payers.