



CITY OF CONCORD

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Thomas J. Aspell, Jr., City Manager

DATE: January 31, 2018

SUBJECT: Inaugural League of NH Craftsmen Event in Concord

Recommendation:

Accept this report authorizing the City Manager to include up to \$5,000 in the FY 19 budget to defray City-imposed charges for the inaugural League of NH Craftsmen event on South Main Street.

Background

During the deliberations of the Council's Ad-hoc Events Committee, Committee members encouraged the League of NH Craftsmen to hold a juried crafts fair in Concord during Columbus Day weekend. Committee members felt that this event would accomplish several important goals: 1) it would fill a gap in the downtown events calendar in the early fall; 2) it would strengthen the presence of the League in Concord hopefully leading to larger scale events in the future; 3) it would encourage more travel and tourism to Concord thereby helping to bolster economic development. City Council has affirmed this position indicating that enhanced special event programming is a Council priority.

The League was receptive to coordinating this event but, as with any new event, cautious about logistics and costs.

Discussion

In conducting its due diligence on the event, the League found that Columbus Day weekend already tends to have a lot of existing activity (such as a major city-wide soccer tournament). The League concluded that it would be best to hold its event on another fall weekend where it could be the highlight. The weekend chosen is September 28, 29 and 30th of this year.

The event would have several artists and craftspeople arranged in tents along South Main Street in a 1-2 block area between Theatre and Fayette Streets. A beer tent would also be included. In a preliminary review of the event's needs, City staff has determined that there could be up to \$5,000 in City charges assessed to the League in terms of permit fees, police detail costs, and on-site EMS depending on the full extent of what the League ultimately requires.

City Administration is proposing that the City off-set these costs in the FY 19 budget, likely with revenue from the Economic Development Reserve. This will provide the event with greater financial flexibility at the outset, increasing its chances of success and potential to return and grow in subsequent years.

Upon conclusion of the 2018 event, City Administration and League officials would review the event's performance and determine if City funding would be needed in year 2. It is not the City Administration's recommendation that this event be perpetually funded from the City.

City Administration is making this request now, rather than introducing it for the first time with the FY 19 budget, so as to give the League sufficient time and confidence to begin scheduling artists and vendors. These types of arrangements typically require a long lead time.