

# THE CITY OF CONCORD AND THE CAPITOL CENTER FOR THE ARTS GRANT PARTNERSHIP

## FINAL REPORT

### OBJECTIVE:

The CCA will partner with the City of Concord to utilize grant funding and provide free public performances to the community through two main performance series.

### CONCORD MUSIC FESTIVAL: THE CONCORD SOUND AND COLOR MUSIC AND ARTS FESTIVAL

#### The Initial Proposal:

The CCA will work with all venues to book, coordinate, advertise, and execute concerts and arts events throughout the city for a curated and comprehensive two-day event for the arts.

- A variety of performances will run from 12-10pm each day throughout the city.
- All performances will take place at indoor venues, throughout downtown.
- At 9pm - 10pm each night will feature a big group jam of local, regional, and national performers on one stage.
- Craft vendors will have popup locations throughout the empty storefronts in the city.
- The festival will partner with local craft breweries to have tastings and a variety of their product available at the venues and beer gardens throughout the city.
- The CCA will book two featured national acts as headliners.

#### The Results:

- The CCA was successful in partnering with over 16 local arts organizations and businesses to present 2 full days of arts and entertainment, all free to the community.
- The event presented 33 live concert performances at 5 different venues.
- The outdoor activities included over 20 local food and arts vendors
- We hosted a family friendly arts activity tent for children of all ages
- Sound and color offered a free trolley to assist with parking and allow the community to experience other arts locations across the city
- Please see the Sound and Color website for a listing of all the activities, sponsors and performances  
<https://concordsoundandcolor.com/>

#### Challenges:

- We attempted to go big in our first year to make a splash by hosting a two-day event instead of a one-day event
- Despite our best attempts, the planning and execution of the festival fell on a few dedicated members of the Creative Concord team, myself, and the CCA staff. This proved to be quite stressful and, in the end, led to some volunteer and staff burnout.
- We allocated a considerable marketing budget for the festival, but despite a robust marketing plan and expense, the outdoor events especially, did not draw nearly the numbers we had hoped for. This lack of attendance and enthusiasm negatively affected sales for vendors.
- Additionally, we did not see the anticipated participation from the additional sponsors we had hoped for.
- **Please see the attached final budget that highlights the revenue, expenses, and net result.**

#### The Stated Goal:

Our goal is to engage as many citizens as possible in the region in free high quality live performances.

#### Outcomes:

The Capitol Center for the Arts was able to effectively utilize the funds from the City of Concord to work with many other partners in the city such, the Greater Concord Chamber of Commerce, Intown Concord, Concord Community Music School, Pillar Gallery + Projects, & NH Music Collective, Queerlective, The Concord Arts Market, Outer Space, Feathered Friends Brewing, Red River Theatres, and Concord Community TV. This created a robust and consequential event for the community. Unfortunately, in an attempt to attract as many people as possible, the ambitions of the event as well as the expense, ultimately outpaced the community's engagement in the festival. While reservations for the indoor events were robust, participation from the community in the outdoor activities was severely lacking, leading to losses on multiple fronts. If this event were to take place in the future, it is recommended to have the event take place over one day instead of two and keep the performances to spaces that already have production staff in place to minimize expenses. The CCA is willing to participate in more of a supporting role for future versions of the project.

That being said, it was a fantastic effort, and the critical mass that was created by coalescing the art community from an industry perspective was quite evident.

## CONCORD COMMUNITY CENTER CONCERT SERIES

**OBJECTIVE:** The CCA and the City of Concord will leverage funding and the city venue to offer free, accessible, relatable, and an enjoyable concert series to the diverse new American Community on the Heights.

### The Initial Proposal:

- The CCA will work with the City to coordinate a 5-6 show concert series running from October - May at the Concord Community Center.
- The CCA will coordinate the rental of the venue from the City for the series
- The CCA will book and advance all diverse performers with the input of local community New American leaders.
- All shows will be free and open to the entire public but with a focus on those who cannot otherwise afford to attend performances
- When possible, the CCA will coordinate free culinary options for the guests that pair with the performance.

### The Results:

- The CCA has contracted and programmed 5 free community concerts for the city. One of which took place at the Unitarian Church in Concord and the other 4 are taking place at the Concord Community Center on the Heights.
  - Diwali Celebration in November of 2024
  - Kotoko Brass February 7<sup>th</sup>, 2025
  - Southeast Asian Classica Music Concert March 21<sup>st</sup>, 2025
  - April 11th A night of music with Alexis Nkomezi
  - May 16th Wilson Nsabigaba
- The organization was able to leverage the \$6,000 funding from the City to partner with the Gile Trust to support the concerts with an additional \$4,000 for a total budget of \$10,000. The Capital Center made up the difference in funding to cover production expenses.
- To date we have hosted 2 of the 5 concerts, both have had capacity audiences. We look forward to continuing this effort with the remainder of the season later in March, April and May.
- **Please see the attached files for some sample images and posters for the events so far.**

### Challenges:

- With the loss of our community outreach staff person, we have had to play some catchup with respect to programming, and the coordination of the logistics for these events. Fortunately, we have been able to narrow the gap and meet the expectations of the community for these performances
- We are working on methods of promotion to ensure we are maximizing the diversity of the audiences at the community center so we are moving beyond the traditional CCA audience. We are leveraging our connections with organizations such as Project STORY to help reach the desired audiences.
- Production expenses have increased and the CCA has been covering those additional expenses from the operating budget.
- **Please see the attached final budget that highlights the revenue, expenses, and net result.**

### The Stated Goal:

Our goal is to provide access to diverse performance offerings and eliminate barriers to access, by hosting the events in the areas of most need.

### Outcomes:

To date, the CCA has been able to meet the stated goal of this project and present quality performances to the community on the Heights free of charge at the Community Center. Our continued goal for these performances is to engage new audiences from all over Concord for this shared experience. We hope to continue this project in future seasons.