



Events Grant Final Report

Date: November 13, 2025

Event: First Friday Series in Downtown Concord

The 2025 First Friday Series in downtown Concord took place in May, June, August, September, October, and November. We have received positive feedback from downtown businesses that First Friday has significantly increased their customer traffic during these months. Several businesses have even expressed interest in organizing their own First Friday-style events during the off months when Intown Concord does not plan one.

Over the past three years, we have seen tremendous growth and success with this program. We have been intentional about not having too many vendors and including only one non-profit per First Friday. One challenge we face is staffing—our team is small, and event-day logistics require additional support. To address this, we are exploring opportunities to collaborate with downtown business owners to lead certain aspects of First Friday in 2026, such as music programming.

Due to capacity constraints, we plan to limit participation to no more than three food trucks per event, as we currently do not have the resources for additional trash removal or cleanup. As the series continues to grow, we hope to incorporate more amenities such as porta potties, and other event necessities to enhance the attendee experience.

We are already in the planning stages for next year and are actively working with our partners and the downtown business community to continuously improve and strengthen the First Friday experience for all. We appreciate the continued support of the City of Concord.

Attachments:

- First Friday Business Survey Results
- Participation Spreadsheet
- Final Financial Report

