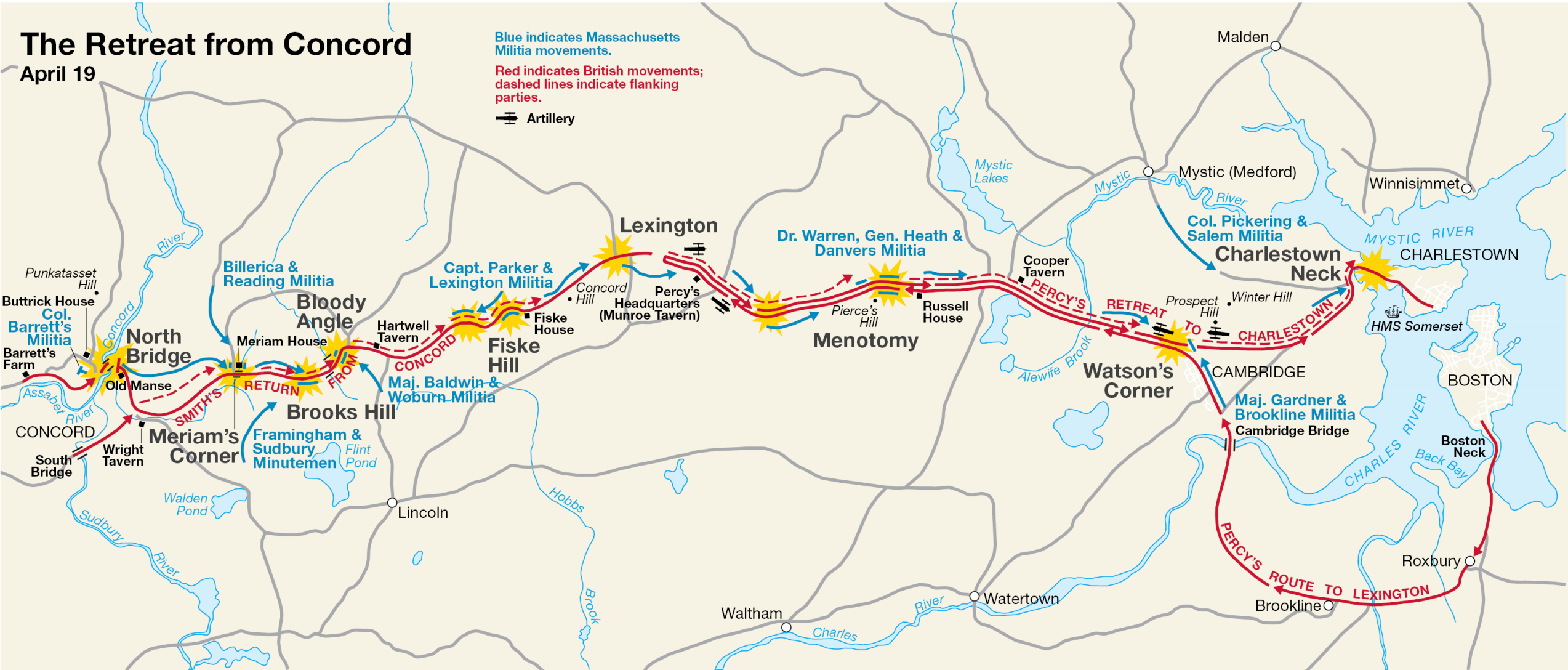



Honoring Democracy

Celebrating the 250th Anniversary of
the American Revolution





What Began on April 19, 1775...






Communications



Publicity



EVENTS



ARTS




MEMORIAL





HISTORY & EDUCATION




COMMUNITY OUTREACH



Public Safety



Hospitality



Arts

Music and literary symposia

Poetry Slam featuring poetry written by Amanda Gorman

Performances: Concord Conservatory of Music, Concord Band, Concord Orchestra, Concord Players, Concord Women's Chorus

Reenactment of Revolutionary debate

Events

Celebration of Ellen Garrison and Frederick Douglass (2023)

Robbin's House and Native American contributions marked and celebrated

Traditional Patriot's Day Parade(s) and events

Memorial

Permanent Memorial on Town property in Monument Square

Plant 250 trees

History and Education

3 exhibitions on "Whose Revolution?"

Teacher workshops to update teaching the Revolution in MA

A catalog of the Concord Museum collection of Revolutionary War artifacts

Tell the stories of Concord soldiers, wives, householders, and widows

Community Outreach

Engage community organizations

Concord Piece Makers Quilt

Parade Day Pancake Breakfast

Essay contests

Highlight Concord History and Houses



Communications

Create logo, tagline, and style guidelines for use across community

Podcast Series on Concord Stories

Revolutionary History series in *Discover Concord Magazine*

Publicity

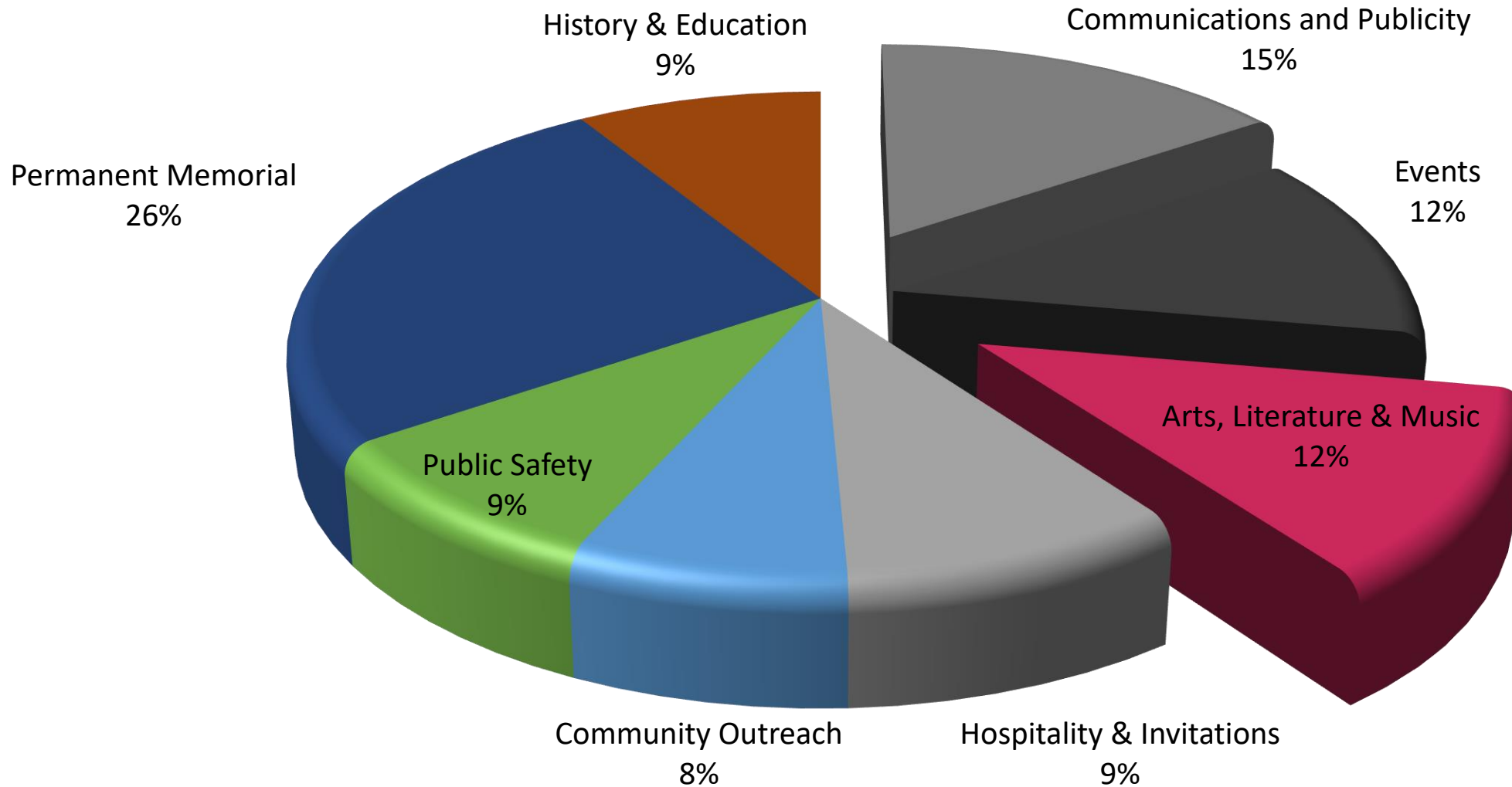
Create Core Press Materials

Coordinate and Manage Press Work

- Professional Contractor
- Media Train Spokespeople

Website and social media

Budget Overview (2023-2026) = \$2,096,248

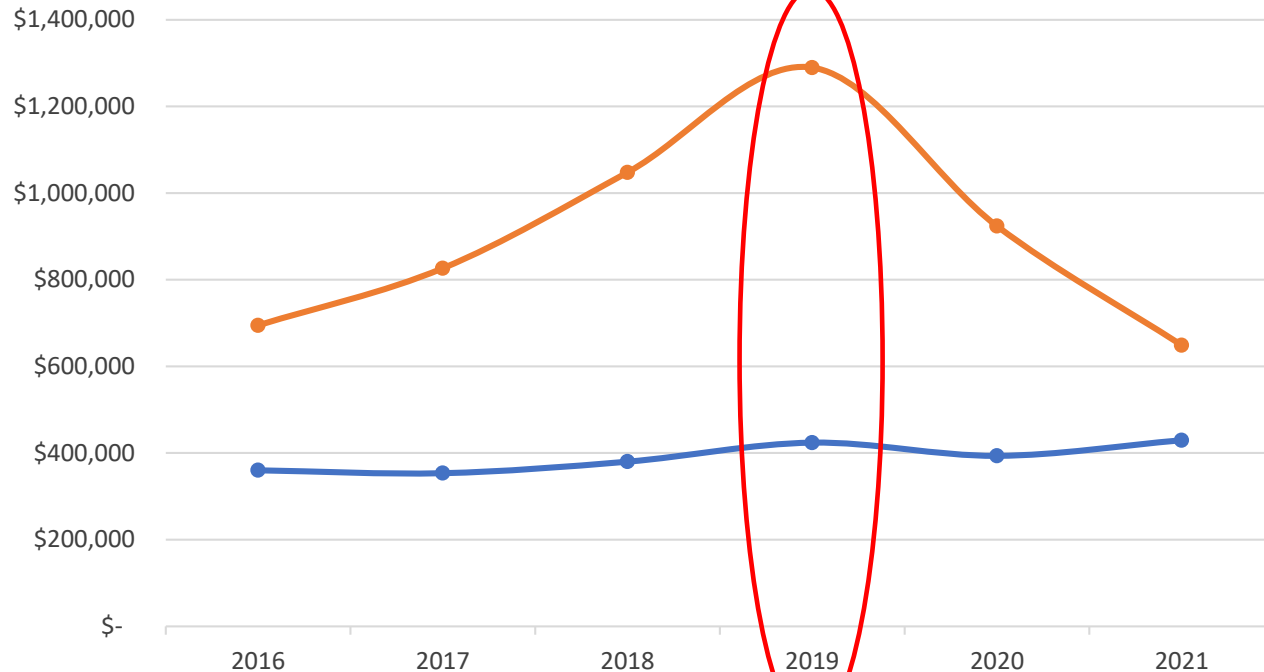


(c) The Town of Concord 2023

Town Benefits from Tourism: Concord Example



Meals and Lodging Taxes



The direct impact of tourism translates into more than \$1.2M/year in lodging and tax revenues to the Town of Concord. Promoting a long series of activities leading up to the 250th Anniversary of April 19, 1775 creates meaningful impact on income to the town.



2019 LODGING TAX \$865,598

67%



2019 MEALS TAX \$423,880

37%

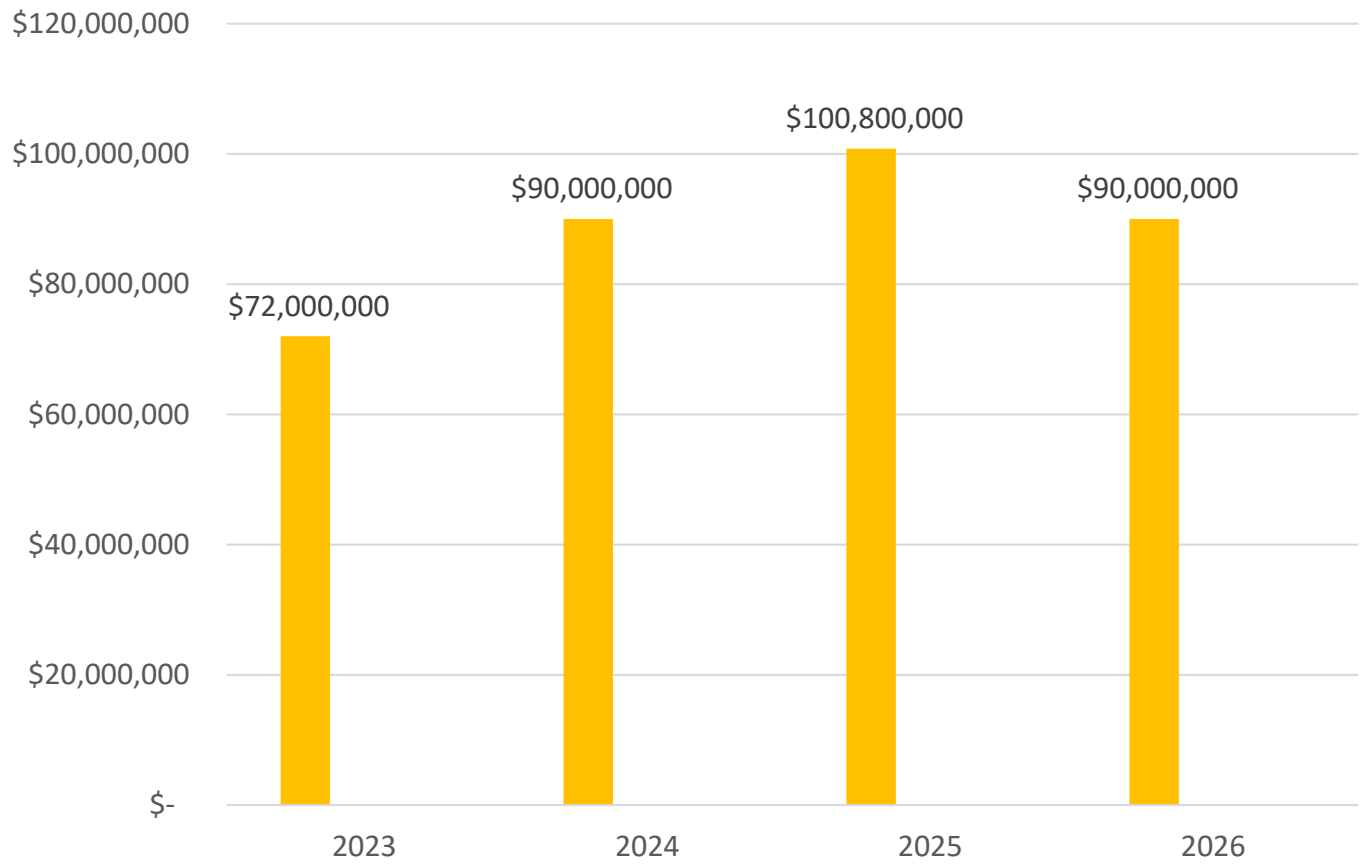


2019 TOTAL CONTRIBUTION




\$1.29M

Concord Delivers Back to Massachusetts

Concord Generated Tourism Output

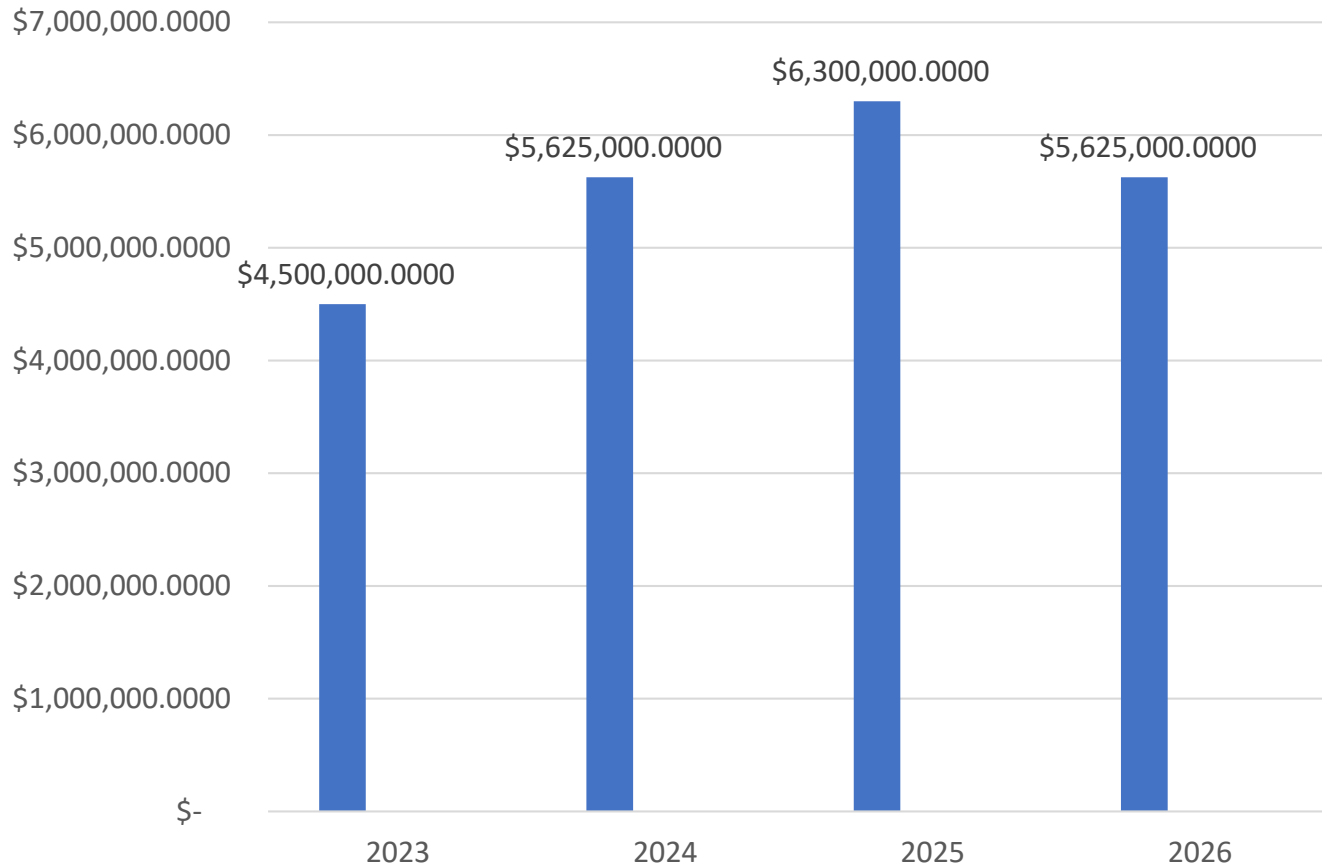


As a baseline, Concord generates \$72M in tourism-related sales of commodities. This revenue generates secondary economic growth in terms of employees for businesses and their related spending

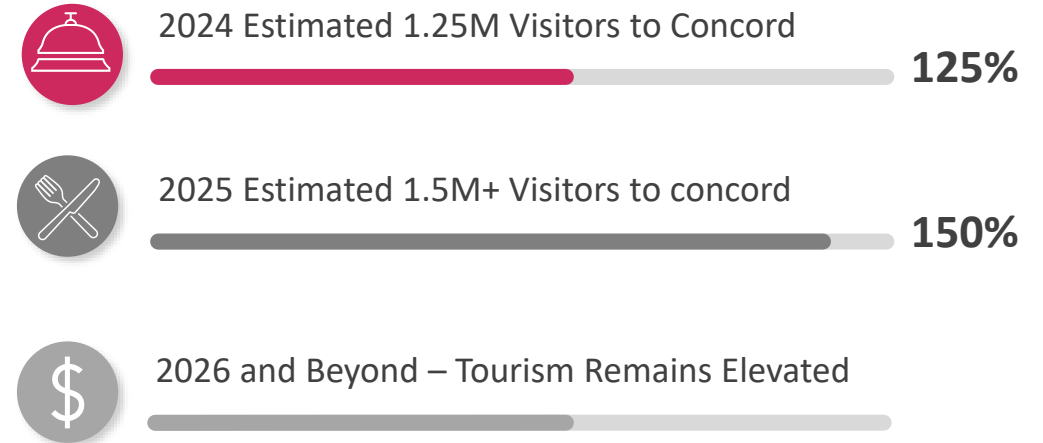
-  2024 Estimated 1.25M Visitors to Concord **125%**
-  2025 Estimated 1.5M+ Visitors to concord **150%**
-  2026 and Beyond – Tourism Remains Elevated

Sales Tax Generated by Tourism in Concord

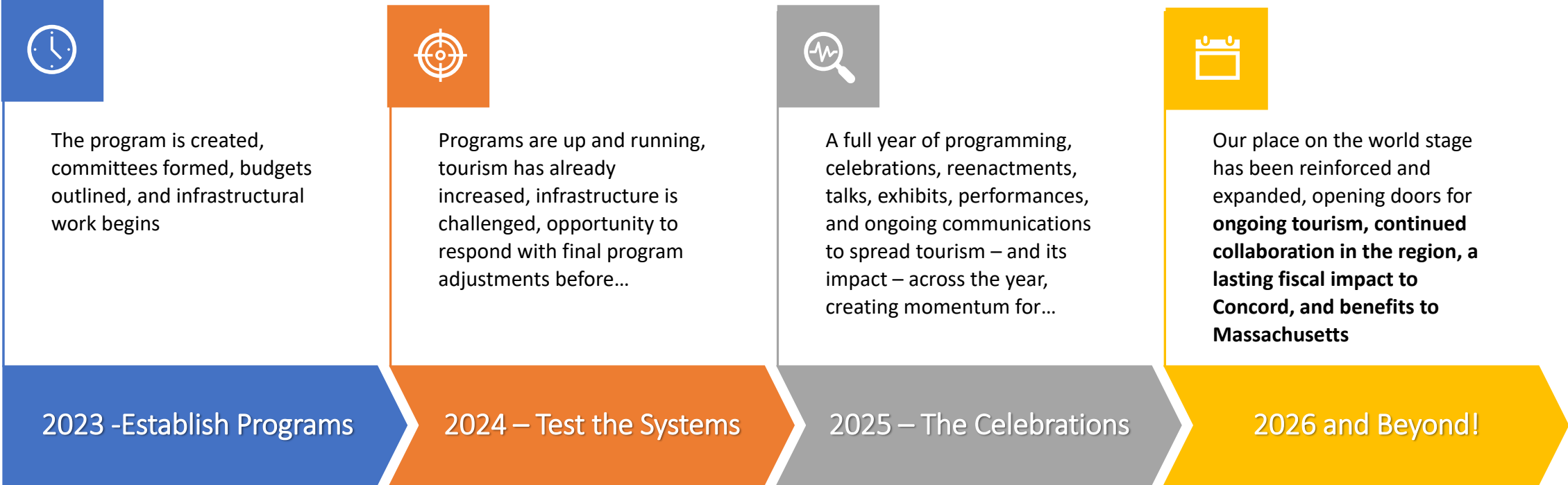
Concord Sales Tax Revenue to MA from Tourism – Potential Increase \$4M+ in Just 3 Years



As a baseline, Concord delivers \$4.5M in tourism-derived sales tax to the State of Massachusetts each year. A solid investment in growing tourism capacity/infrastructure and programming will yield a proportional increase in \$\$ to the State



Creating an Arc of Tourism



As it Began...Stronger Together

Discover
CONCORD
SPRING 2023

Patriots' Day 2023
The Civilian Evacuation of April 19, 1775

Phebe Bliss Emerson Ripley

Following the Trail of Louisa May Alcott



PLUS! 16 THINGS TO SEE & DO THIS SPRING

CONCORD 250
ANNUAL CELEBRATION

PATRIOTS' DAY 2023

Commemorating the Battles of Concord & Lexington



April is a very special time in Concord and Lexington. Hundreds of historians, researchers, park rangers, docents, and tour guides work together to present living history to thousands of visitors from all around the world. You won't want to miss a moment of the exciting history that comes alive as we remember and honor the bravery of those who fought for liberty on April 19, 1775. Here are a few of the highlights of this year's events:

SATURDAY, APRIL 15
12:00 - 4:30 pm - Search of the Lost James Barrett Home
Colonel James Barrett Home, 448 Barrett Mill Road, Concord
At 3:00 pm on April 19, 1775, Colonel James Barrett was evicted by a messenger showing he was the King's troops were coming to occupy the town and "not anyone" Colonel Barrett and his wife Rebecca, along with their children, needed to find refuge, seeking to find refuge, and their sole possession park rangers and volunteers of the Barrett House and more more about colonial military preparations. Get ready because around 3:30 pm, British soldiers will arrive and conduct a search of the property, making the supplies.

SUNDAY, APRIL 16
9:30 am - 11:45 pm - Caught in the Storm of War: The Civilian Evacuation of April 19, 1775
Barrett's Tavern and Captain William Smith House, 150 North Great Road, Concord
If you had to leave your home in a hurry, what would you take with you? Learn about the local civilians on April 19, 1775, who struggled to save their families and belongings from the path of war. Meet living history volunteers at the Hartwell Tavern and the Captain William Smith House portraying colonial civilians. Starting at 11:45 am, with the sounds of battle approaching, they will quickly close up the house and head off down the road. Experience the stories of ordinary women and men whose lives were suddenly upended by war. The civilian evacuation stories will begin in the Hartwell Tavern at 11:45 am and end near the Parker's Rowing Site, a distance of nearly two miles. Then you will be directed to the viewing area to see the tactical demonstration at 1:00 pm.

10:45 pm - Parker's Rowing Site - Battle Road Tactical Demonstration
Mason-Webb House Center, North Great Road, Lexington
Captain Parker's words describe for the militiamen killed in Lexington earlier that day, and he still have 81 William's hundreds of British and colonial militia engaged in a battle demonstration of the morning.

MONDAY, APRIL 17
8:30 am - Ceremony on the Battle Green, Lexington
Bear witness to the last live events of the Lexington Green, where a shell fired far doesn't know by whom caused the British light infantry to attack Captain Parker's company with bayonets and muskets. A long night of gunfire and hearing 30 more waves of the musket spread for and wide, and shared the weather of the minutemen who would be walking at the North Bridge and beyond, later that day.

WEDNESDAY, APRIL 19
10:00 am - Arrival of the Sudbury Militia at the North Bridge
The Sudbury Companies of Middle and Minute will make their annual march to the North Bridge in honor of their fellow Concordians who made the same march in 1775. They will be led from the North Bridge in a solemn salute.

THURSDAY, APRIL 20
7:00 pm - Patriot Vigil at the North Bridge
North Bridge Visitor Center, 104 Green Street, Concord
As darkness descends upon the North Bridge, battlefront, join in the solemn light procession and ceremony as you reflect on the events of April 19, 1775, and the meaning of liberty. The evening ceremony will feature a lantern-light procession, poetry, music, and a recitation of the names of the soldiers who gave their lives on that "over-remembered" 19th of April.

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FRIDAY, APRIL 21
12:00 pm - Battle Road Anniversary Mile
Battle Road, 1000 Main National Historical Park
This National Park rangers for an anniversary. Battle Road is a 10-mile walk, follow the footprints of the 2000 British soldiers and their stories, come to the bases of the 2000 and thousands of those who experienced the bloody events of April 19, 1775. After the program concludes at 1:00 pm, a shuttle bus (separate fee required) will transport registered participants back to the parking area. <https://battleroadanniversary.org>

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NATIONAL PARK SERVICE
staff will be on hand to help guide you to parking, but please plan well ahead for these increasingly popular events.
Dress to layer, wear comfortable shoes, and bring water. Restrooms are available, but could be spaced far apart.
Please stay behind the rope lines. While all interactions are living history, it is still dangerous to step into an active reenactment site. If you must cross a roped area, they will stop the actors to help provide you. Please respect the hard work that goes into preparing these events, and abide by the rules.
Musicals and cannon fire are loud. Those with sensitive hearing and small children may find these events uncomfortable watching from a distance. And while your frustrated ferry friend may think he wants to come along, many dogs are frightened by loud noises. They might be more comfortable at home.
The Patriot Vigil allows candles to burn only. No flashlights or LED lighting please, out of respect for those who passed on this important day in our nation's history.
For updates on events, be looking what to do in the event of an actual weather with the National Park Service website at www.nps.gov/lexington/patriotsday/ or call (978) 326-8200.

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Any questions please email
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