

Concord Economic Vitality & Tourism Review 2025

Mimi Graney

Economic Vitality Manager

Beth Williams

Tourism Manager



Who We Are

Economic Vitality:

- Small Business Support, Public Amenities, Policy
- Inward-facing
- Work Groups: Economic Vitality, Concord Cultural Council, West Concord Cultural District
- Liaison: Concord Business Partnership

Tourism:

- Visitor Center, Marketing
- Outward-facing
- Work Groups: Revolutionary Valley, Tourism Huddle
- Liaison: Concord Chamber of Commerce

Home within TMO office reflective of cross-departmental work



Topics for Today



Concord 250
Commemorations

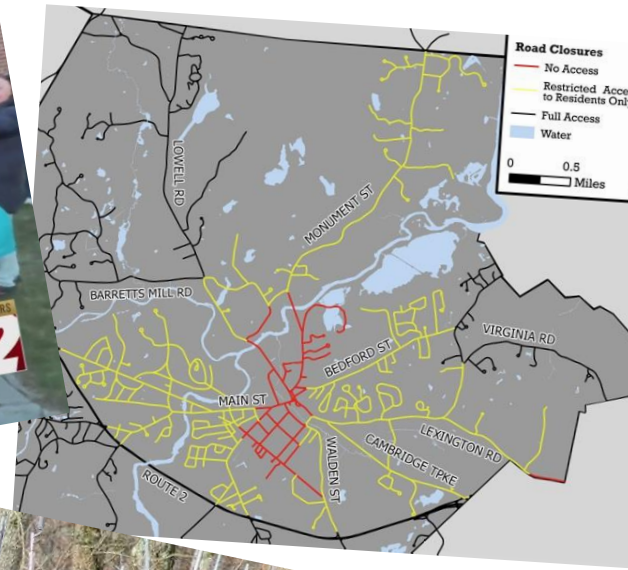


New Development



Zoning





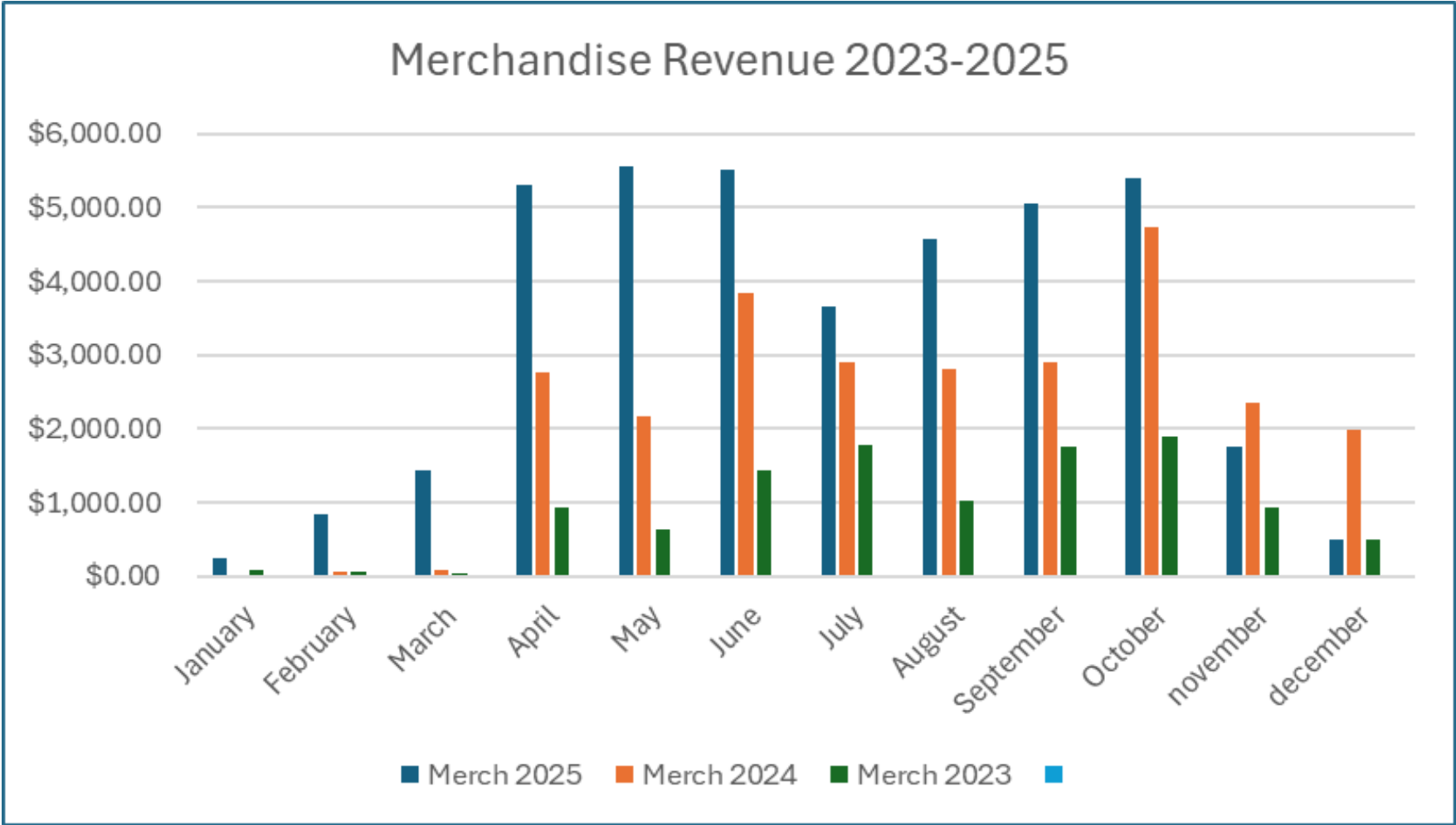
- Generational historic milestone
- Multi-dimensional
- Wide engagement
- Big footprint
- Stretching impacts





- Top Sellers:
- Concord250 Coin
 - T- shirt
 - Tricorn hats

Visitor Center - Revenue Boost





Top Pages:

- Museums
- Restaurants
- Concord250

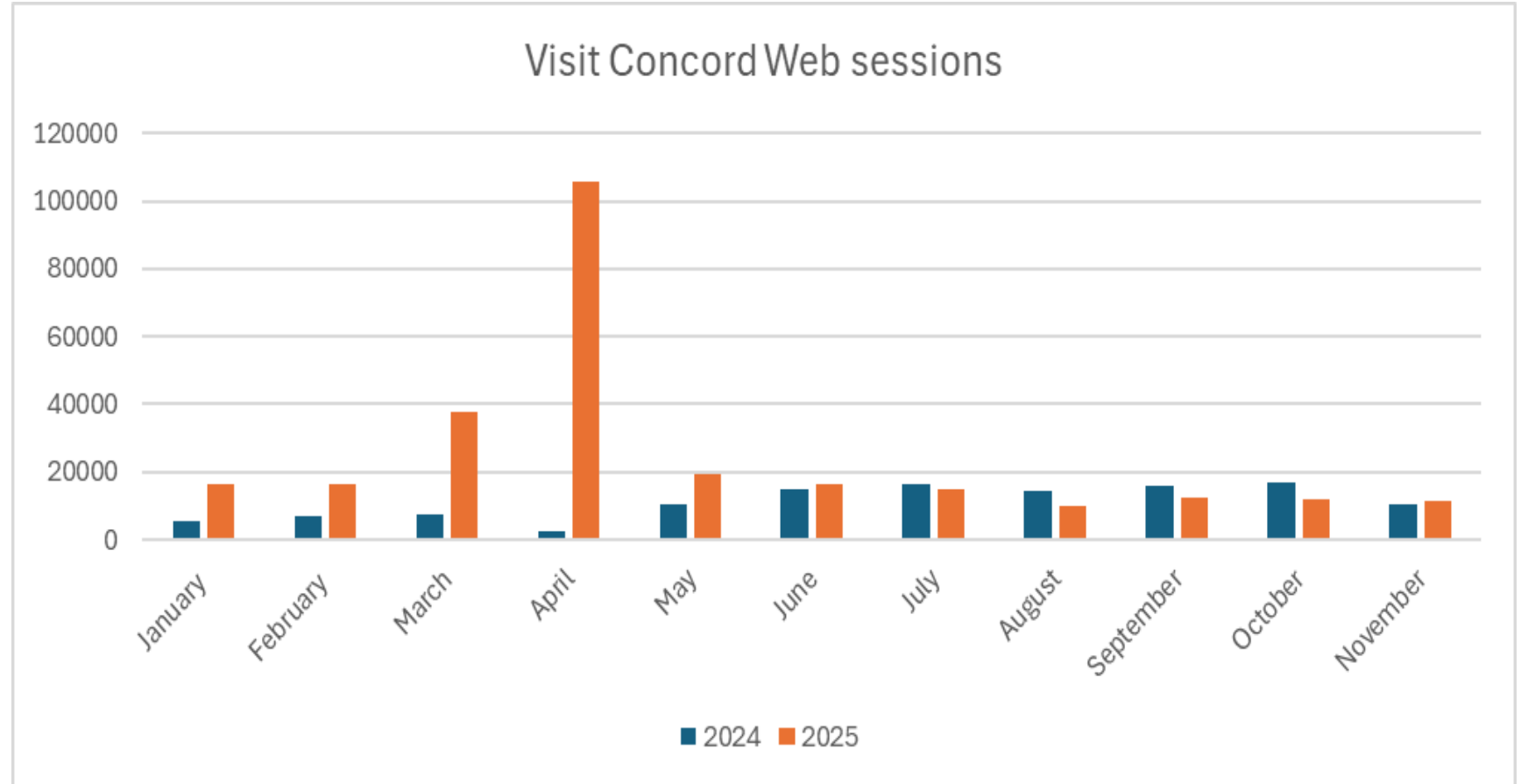
Average Time On-Site:

- 2+ minutes

Top Referrals:

- VisitNewEngland (paid ads)
- Concord Museum
- Google

VisitConcord.org - Website Visits

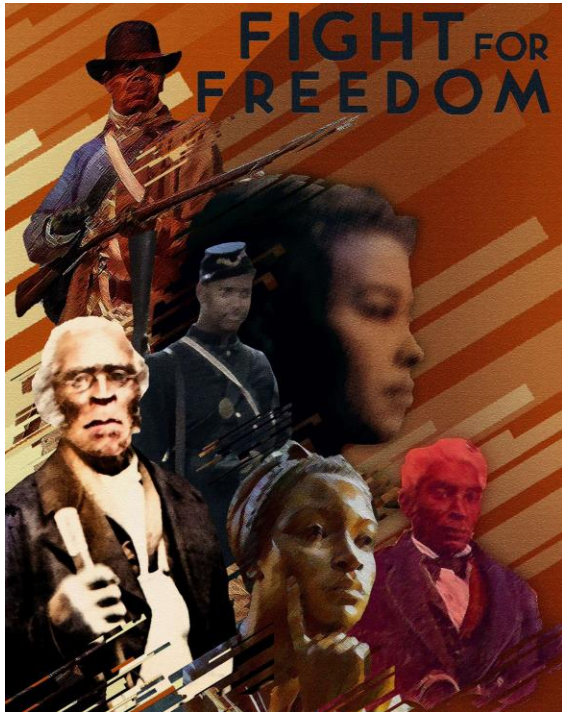


Visitor Center - Programs

New Tours in 2025:

- Patriots of Color
- Beyond 1775
- Hidden in Plain Sight
- AARP Webinar Series
- MBTA MassAdventures





Visitor Center – Key Partnerships

Intermunicipal Agreement

- Concord, Lexington, Lincoln, Arlington
- Beth Williams was the Town of Concord staff liaison with a focus on transportation

Patriots of Color

- Film, Tour, Interpretation
- Partners were Robbins House, Umbrella Arts Center, Minuteman National Historical Park
- Funded in part by MA250 grants
- Top attended Tour in 2025
- Permanent addition to tour line-up





Visitor Center – Key Partnerships

Local Level

- Tour Partners – Attractions: National Park, Robbins House, Wright Tavern, Concord Museum, Thoreau Farm, Emerson House, Old Manse, Orchard House
- Tour Partners – Businesses: Fiorella's, Concord Market, Graem Nuts, Barrow Bookstore, Debras Gourmet, Barefoot Books, Verrill Farm



State Level

- MOTT (Mass Office of Travel and Tourism)
- MeetBoston
- Boston Concierge Association
- Metrowest Visitor Bureau
- Revolutionary Valley





Visitor Center – Key Partnerships

Revolutionary RTC

- Regional Tourism Council set by the State
- Rebranded from Greater Merrimack Convention and Visitor Bureau
- 21 cities and towns (Lexington, Concord, Lowell)
- Beth Williams is the Chair of the Board
- Co-op advertising:
 - *Yankee Magazine*
 - *Dick Clark's New Years Eve*
 - Ken Burns' *The American Revolution*





<https://drive.google.com/file/d/1cgwURA3WyP4l7kFb0r5Q4VqCQ3AWndfi/view>

Tourism an Economic Driver for MA

“Tourism is more than a visitor activity -- it’s a driver of local opportunity. From Gateway Cities to coastal towns, the sector supports jobs, energizes main streets, and brings national and international attention to communities across the state. As we look ahead to major events like Sail250 and FIFA World Cup, we have a real opportunity to showcase Massachusetts and ensure all regions benefit from this momentum.”

52.6 Million Visitors to MA in ‘24

- Spent \$24.2 Billion in Massachusetts in 2024
- \$600 million increase over 2023
- MA Tourism Industry added 1,500 jobs
- Revolutionary Valley generated nearly \$100 Million from visitor spending



Lt. Gov. Kim Driscoll





Wayfinding and Public Amenities



250th Benches installed at 15 sites
In Concord Center



Wayfinding Mural Maps at
Visitor Center and Thoreau Depot



Pedestrian Navigation Temporary
Event Signage



Business Support



ATTENTION BUSINESSES
SAVE the DATE
Friday, March 14
7:45-9am

CONCORD 250
MASSACHUSETTS

CONCORD250TH
INFORMATION SESSION
for the
APRIL 19 WEEKEND
@First Parish



← Scan code to register

Business Meetings One-on-One Outreach Merchandising



Business Support

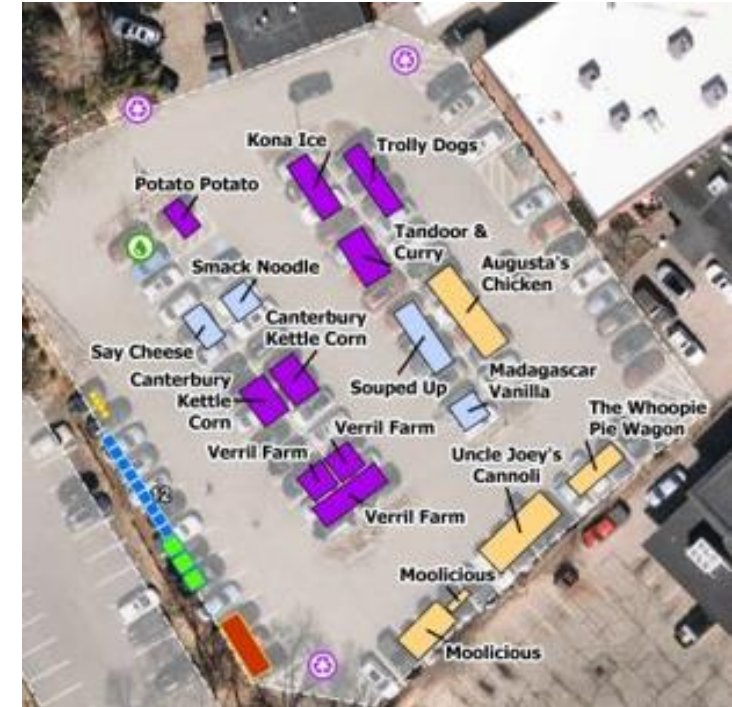
Food Safety Program & Mobile Vending



75 people receive full-day training and certification exam in Food Safety



Equipment Grants awarded to 6 farm stands and 11 food businesses

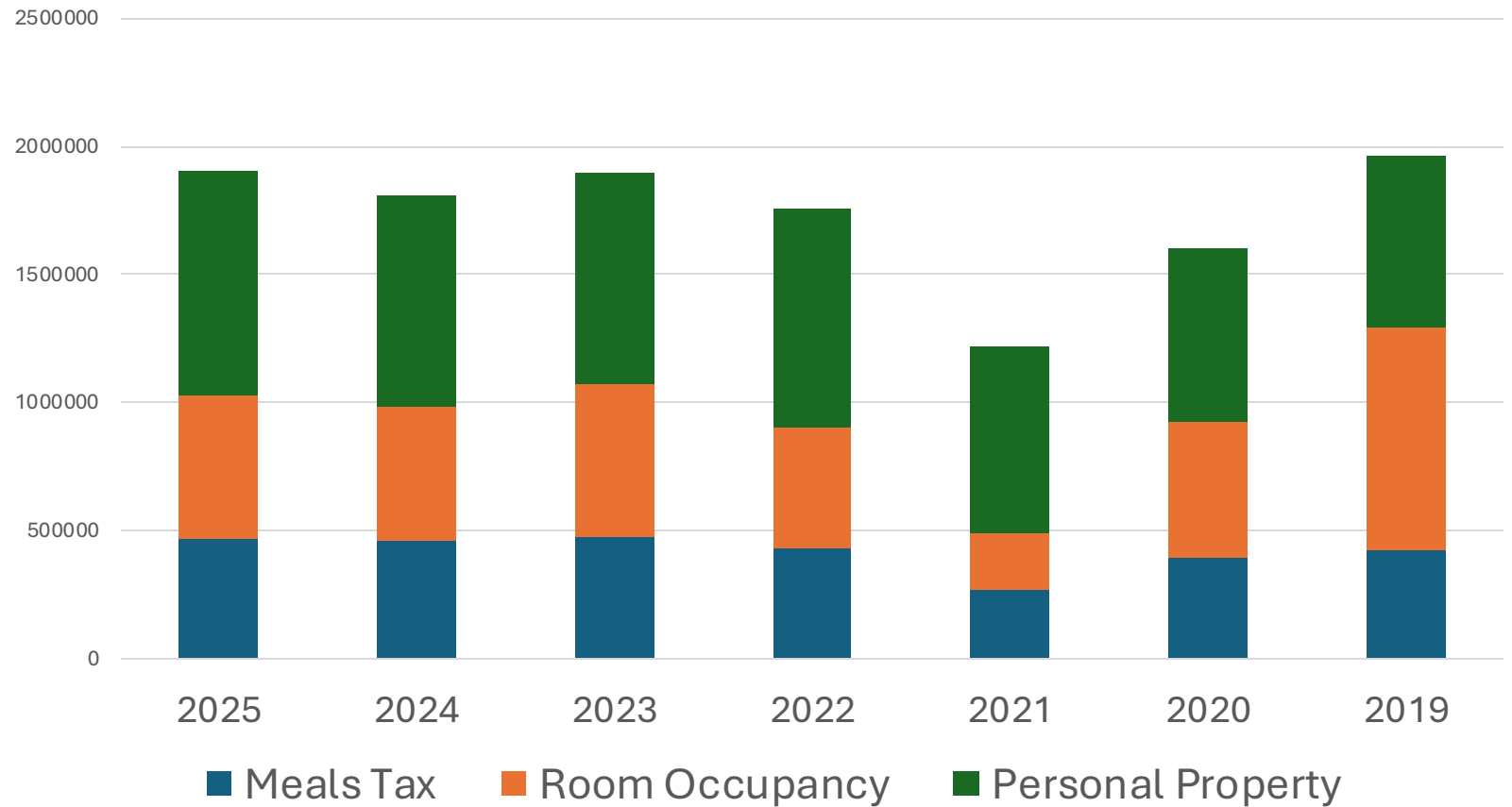


Food Trucks and Mobile Vending by Local Businesses



Local Receipts from Business Activity

\$1.9M
generated
from business
activity



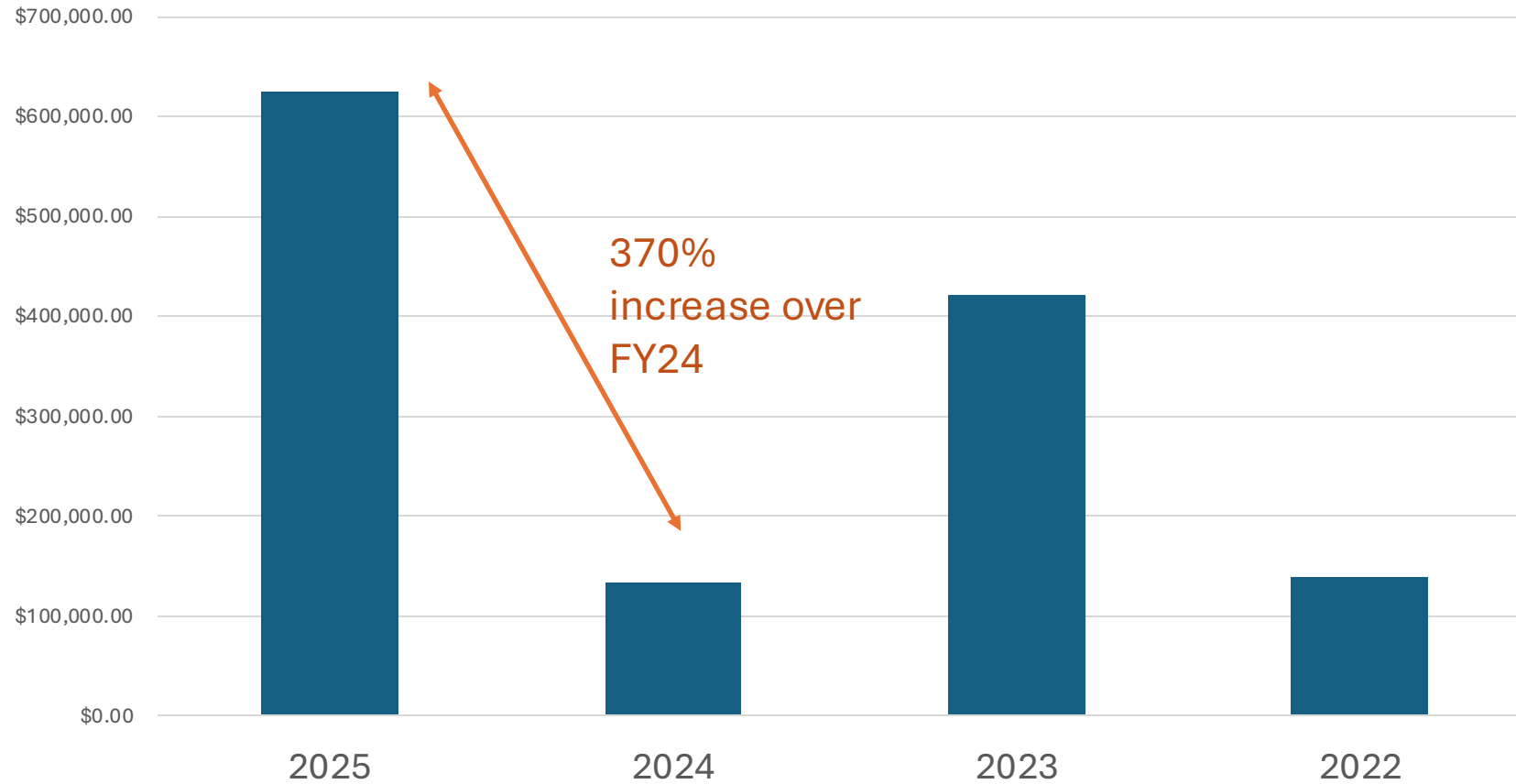


Order
Pick Up
Only
5 Minutes

Order
Pick Up
Only
5 Minutes

Commercial Development

Building Permit Fees - Commercial



\$52.15M
in Commercial
Construction
in FY25



MCI Redevelopment Planning continues Initial "Vision Plan" complete



Land Use Working Group looks at redevelopment opportunities



Potential to Address Sewer Capacity at MCI





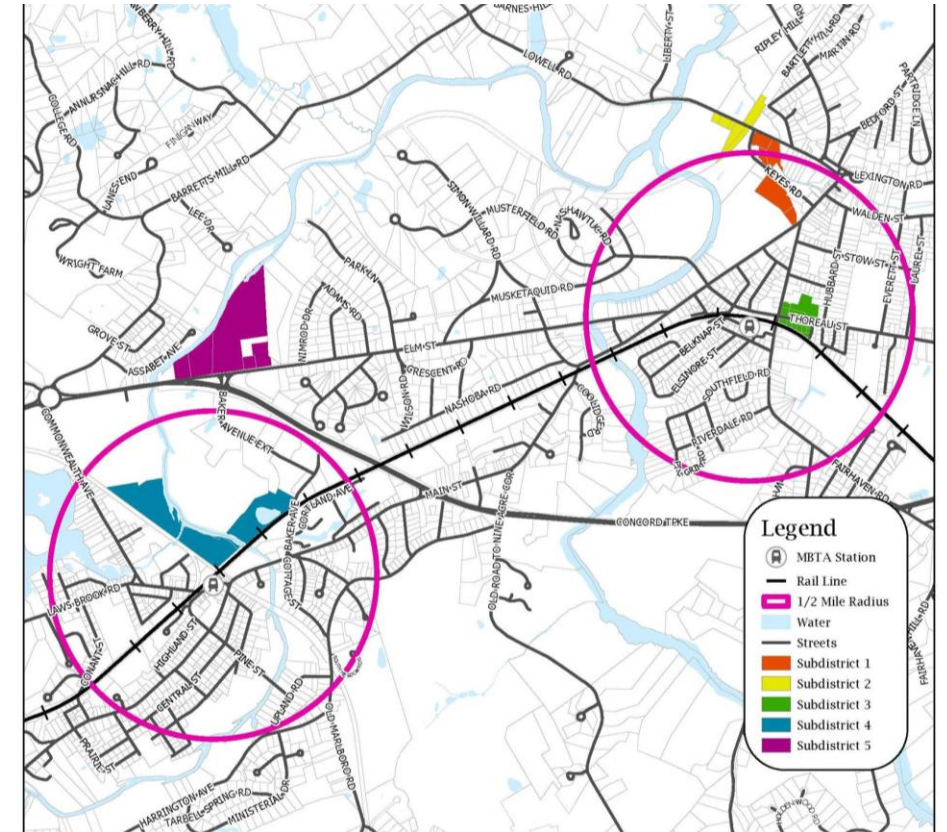
Launched Monthly Tracking of Commercial Vacancies

- Early trend of extended vacancies of office spaces
- Property owners considering change of use





MBTA Zoning Passes Concord Town Meeting



- Five subdistricts where multi-family zoning is allowed by-right
- No developments submitted yet





Economic Vitality Committee Warrant Articles Approved



*In commercial districts removed
minimum parking requirements for
changes between permitted business
uses if no change to square footage*



*Accessory retail uses permitted in
Industrial Districts*



Looking to 2026



Arts & Culture



World Events
FIFA & Tall Ships



Integrated Work
Flow for Business
Permitting

