

Title **Town of Concord** 07/08/2025  
by **Mimi Graney** in **FY 2026 Destination Development Capital Grants** id. 51020446  
22 Monument Sq  
Concord, Massachusetts  
01742  
Massachusetts  
United States  
9783183007  
mgraney@concordma.gov

## Original Submission 07/08/2025

Organization Name	Town of Concord
Project Name	Concord Black History Markers
Federal Tax ID #	046-001-121
Website	concordma.gov
Lead Contact	Mimi Graney
Lead Contact Title	Economic Vitality Manager
Lead Contact Phone Number	+19783183007
Lead Contact Email Address	mgraney@concordma.gov
Organization Mailing Address	22 Monument Sq Concord MA 01742 US 42.461128 -71.348603
Year Organization Established	1635
Number of Full-Time Employees	211
If Membership Organization, list number of members	

Do you have a Board Yes  
of Directors?

Attach a list of board members/governing board

[Select\\_Board\\_2025-2026.pdf](#)

A public agency, Yes  
municipality, tribal  
entity, or nonprofit  
organization  
incorporated in  
Massachusetts with  
501(c)3, 501(c)5,  
501(c)6, status from  
the Internal Revenue  
Service (IRS)

Agency is in good Yes  
standing with the  
Commonwealth of  
Massachusetts and  
city/town?

In operation for at Yes  
least 24 months?

Organization spends Yes  
at least \$15,000 in a  
fiscal year on tourism  
related items

List how the funding Yes  
is spent on tourism  
related marketing. Visitors Center including information desk staff and public restrooms, tours,  
advertising and other promotion, support for bus and other tour operators.

Grant Amount 15000  
Request

Short project description Historical markers will be installed at 8-10 key sites illustrating Concord's  
Black History. These markers will include historically accurate text to  
deepen knowledge about each of these sites and build upon the popular  
"Patriots of Color" walking tours created as part of MA250.

Capital project type Infrastructure

Capital project meets Yes  
eligibility  
requirements?

Name of Existing or Various locations  
Proposed Facility for  
Project

Facility Location	Multiple Concord MA 01742 US 42.4551512 -71.3745916
Facility Leased or Licensed	Licensed
Date Lease or Licensing Period Ends	
Facility Open to Public?	Yes
Funds can be spent by June 30, 2026?	Yes
Able to match grant funds 1:1?	Yes
Will the project promote the goals of MOTT and the goals of the Regional Tourism Councils?	Yes
Demonstrated history of collaboration with the tourism community, local officials, and other strategic partners within the identified region?	Yes
Able to obtain required permits or regulatory approval needed for the project?	Yes
Will hold relevant meetings and update MOTT on progress with local, state or federal permits required to implement the proposed project?	Yes

FY25 Total Operating 34000000  
Budget of  
Organization

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Audited financial or draft audit statements for the most recent fiscal year.

[5-4\\_-\\_Concord\\_MA\\_296290\\_ACFR23\\_-\\_Final.pdf](#)

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Did your organization No  
receive any federal  
grants in FY25?

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Did your organization No  
receive funds from  
the Cultural Facilities  
Fund in FY25?

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Did your organization Yes  
receive any other  
state or quasi- public  
funding in FY25?

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Please list granting organization and amount	Mass Cultural Council MOTT
	Concord 250 programming Concord MCI planning

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Letters of Support

[Destination\\_Capital\\_Grant\\_App\\_2025\\_Support\\_letters\\_compiled.pdf](#)

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Images of the overall site as well as specific areas of work

[Black\\_Heritage\\_Sites\\_Map\\_and\\_photos.pdf](#)

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OPTIONAL Supplemental Materials

[Black\\_Heritage\\_Markers\\_CSV.csv](#)

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Climate Standards  
Tool Report

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DESTINATION DEVELOPMENT CAPITAL PLAN	Keep answers short and concise. Each DDC grant will be scored based on the percentages noted.
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Vision And Clarity:  
30% (250 word  
maximum)

This project will install eight to ten permanent historical markers at key sites that tell the story of Concord's Black residents, soldiers, and racial justice activists. It builds on the "Patriots of Color" initiative launched in 2025 as part of Massachusetts' 250th commemoration, which deepened awareness of Concord's untold stories. These new markers create a lasting and accessible experience that honors Black history as central to the town's identity.

Supported by a Destination Development Capital grant, this next phase invests in permanent infrastructure to increase tourism access, visibility, and interpretation of historically marginalized narratives. The project strengthens Concord's commitment to inclusive storytelling and enhances its educational and cultural tourism offerings.

Project partners include the Town of Concord, The Robbins House, local historians, educators, cultural organizations, community leaders, and the broader MA250 network. Deliverables include the design, fabrication, and installation of eight outdoor markers, along with companion online content.

By highlighting Concord's lesser-known Black history and Massachusetts' role in the abolition movement, these markers bring new relevance to often-overlooked sites. They add depth and meaning for heritage travelers, school groups, and international visitors. The result is a more inclusive and engaging historic landscape—one that fosters community pride and attracts a broader, more diverse audience.

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Alignment and Partnerships: 25% (250 word maximum)

Concord's top tourism assets include: (1) Minute Man National Historical Park, drawing hundreds of thousands annually with its Revolutionary War history and scenic trails; (2) Concord Center's historic and cultural sites, such as the Old North Bridge, Concord Museum, and homes of Emerson and the Alcotts; and (3) Walden Pond State Reservation, a major literary and natural destination. These sites attract heritage tourists, educators, families, and cultural travelers from across the region and around the world.

This project strengthens Concord's cultural tourism infrastructure by expanding access to underrepresented stories and aligns with local and state economic development goals, MA250 priorities, and the Massachusetts tourism strategy. It supports Concord's commitment to inclusive interpretation and adds new depth to the visitor experience.

Tourists are drawn to Concord for its historic significance, natural beauty, and cultural richness. This project adds a powerful layer by honoring the lives and legacies of Black residents and racial justice advocates who helped shape the town and the nation.

Key partners include the Town of Concord's divisions of Tourism and Economic Vitality, the Concord250 Executive Committee, the DEI Committee, The Robbins House, local historians, and representatives from each site receiving a marker. These collaborators bring deep local knowledge, trusted community relationships, and promotional capacity. They will lead research, content development, public engagement, and outreach.

Located within the Concord Center Cultural District and aligned with Concord 250 commemorations, this project contributes to a more inclusive, place-based storytelling experience within a nationally significant destination.

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Ability To Execute:  
20%

The Town of Concord is prepared to execute this project on time and within budget. The total project cost is \$30,000, with matching funds committed by the Town. The Town Manager has designated either the General Fund or ARPA funds to fulfill the required match for this grant.

The project team includes municipal staff from the Tourism and Economic Vitality Division, the Planning and Land Management Department, and the Concord250 Executive Committee, along with local historians and The Robbins House. These partners bring deep experience in project management, public engagement, historical research, and collaboration with private property owners.

Project Timeline:

September: Finalize sign text; review for historical accuracy

October: Finalize sign designs; execute contract with sign maker

November–January: Secure Historic Districts Commission approvals

January–February: Finalize agreements with private property owners for installation sites

March–April: Fabrication of signs

May–June: Installation of eight permanent historical markers

This realistic and detailed timeline reflects input from experienced municipal staff, design professionals, and permitting officials. The project is structured to ensure all components—research, design, permitting, agreements, and installation—are completed by early summer 2026, well in time to support Concord250 programming and high-season visitation.

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Economic Impact:  
15% (250 word  
maximum)

Highlighting Concord's Black history through permanent markers will strengthen the region's cultural tourism economy by offering a compelling, self-guided experience that complements the successful "Patriots of Color" walking tours launched by Concord in April 2025. These markers enable year-round access for independent travelers, school groups, and tour operators, expanding capacity beyond the limitations of guided programs.

Project success will be measured through increased foot traffic to featured sites, engagement with associated digital content, visitor feedback, and social media metrics. We will track participation in walking tours, group bookings, press coverage, and website analytics.

Concord attracts more than one million visitors annually and is a key heritage destination in the Merrimack Valley. This project adds interpretive infrastructure that encourages repeat visits and aligns with state tourism and MA250 goals. It appeals to heritage travelers, educators, and cultural tourists seeking inclusive and meaningful narratives.

Marketing will focus on regional and statewide audiences through Visit Concord, Concord250 promotions, the MA250 network, and cultural tourism platforms. Key targets include history enthusiasts, DEI organizations, educators, and school groups. Metrics will include online engagement, tour inquiries, and promotional reach.

According to a 2023 Market Analysis, direct tourism spending accounts for 33% of Concord's total annual sales of commodities, with total tourism output—including indirect and induced impacts—comprising 53%. This project builds on that strength, deepening visitor engagement and generating long-term economic benefits through inclusive, place-based storytelling.

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Policy Priorities:  
10% (200 word  
maximum)

This project creates a walkable Black Heritage Trail that enhances the Concord Center Cultural District by linking major destinations—North Bridge, Concord Museum, and the MBTA station—through a network of interpretive markers. These sites are each about a mile apart, a distance that often encourages driving. By adding historical interpretation along the pedestrian route, the project fosters a more connected, engaging, and walkable visitor experience. It builds on the FY25 Destination Capital grant that funded benches to support walking and outdoor use in this area.

The markers will be fabricated from durable, weather-resistant materials, reducing maintenance needs and ensuring long-term resilience to climate impacts such as heat, precipitation, and freeze-thaw cycles. This investment supports sustainable infrastructure in a changing climate.

Most of the marker locations fall within the state-designated Concord Center Cultural District. The project also directly supports the 250th anniversary of American Independence by amplifying the stories of Concord's Black residents—enslaved and free—during the Revolutionary era and beyond. It builds on the successful "Patriots of Color" initiative, funded through MOTT's FY25 Rev250 program. This project promotes cultural equity, enhances outdoor public space, and contributes to both climate-conscious tourism development and historically inclusive interpretation.

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#### Project Budget

[Facilities.xlsx](#)

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Construction  
Itemization

Design includes finalizing the text (research, fact checking) as well as artistic design.

Construction includes fabrication of the signage and installation.

September: Draft sign text, review and fact checking for accuracy

October: Contract with sign maker, finalize sign design

November – January: Historic Districts permitting

January – February: Agreements with private property owners

March – April: Sign making executed. Web materials developed to promote sites that include new markers and other Black heritage sites.

May-June: Markers Installed, web materials completed to showcase markers

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#### Timeline for Completion

[Timeline.xlsx](#)

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Signatory,  
Certification, &  
Acknowledgement

checked

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Conflict of Interest      checked

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Appendix A: Climate Resilience Design Standards Tool

All applicants requesting engineering or construction funds from the Destination Development Capital (DDC) Grant Program must attach a project output report from the Commonwealth's online Climate Resilience Design Standards Tool ("Climate Standards Tool"). This Tool guides users to input basic project information and generates a downloadable report for attachment. These reports provide preliminary climate exposure ratings by location, which reviewers use to better understand future climate risks to your project site. This appendix provides step-by-step guidance to assist DDC Grant applicants with inputting their projects. The entire process, exclusive of registration, should take no more than 15 minutes. Technical Assistance For technical assistance with the Tool, please email [climatescience@mass.gov](mailto:climatescience@mass.gov). Please note that technical problems may require investigation. Applicants are encouraged to generate their project output report as soon as possible and budget at least three (3) business days prior to submission of their application to allow adequate time for resolution of any technical problem, should a problem arise. An informational webinar including an overview of the tool and other key resources found on the ResilientMass website can be viewed at <https://www.youtube.com/watch?v=EnSRGhVpQ3E>. Log-In / Register

◆◆  
◆◆ Navigate to the Tool Click the Log-in/Register button If first-time user: Click Create an account Complete the sign-up form, then click Sign Up Follow the on-screen and emailed instructions to activate your user account If returning user: Enter username and password, then click Login If forgotten password: Click Forgot password Enter username, then click Send Reset Code Follow the on-screen and emailed instructions to reset your password If forgotten username: Please see the Troubleshooting Tip below. If unsuccessful, email [rmat@mass.gov](mailto:rmat@mass.gov) as soon as possible. Usernames cannot be retrieved without technical assistance

Troubleshooting Tip for Forgotten Username: An email address can never be a username. However, when creating a username, many new users choose an abbreviation of their email address. For example, a user with the email address [john.doe@city.gov](mailto:john.doe@city.gov) might choose john.doe as their username. Users may wish to test an abbreviation of their email address first. Entering Your Project For building projects – Additions, renovations, or repairs to a structure with four walls and a roof Log-in to the Tool Click New Project and enter a short name under Project Name Follow the on-screen instructions to draw the project area. Don't over think it! A video clip on how to draw your project area can be found here, if desired. Follow the on-screen instructions to complete Steps 1-3 of the Tool. Here, users will input basic project information. Hyperlinks to video clips for each step are provided below for additional assistance, if desired. Step 1 Core Project Information Step 2 Project Ecosystem Service Benefits Step 3 Project Climate Change Exposure After completing Steps 1-3, click Step 4 Project Asset, then click Building/Facility Assets (+) For the Asset Name, enter the name or a 1- to 3-word description of the building – e.g., "Welcome Center" or "Concessions Stand" For the Asset Type: Select Typically Occupied for buildings that allow year-round access Otherwise, select Typically Unoccupied For the Asset Sub-Type, select Other, then retype the Asset Name – e.g., "Welcome Center" or "Concessions Stand" For the Construction Type, select the option that best matches your project. Don't

overthink it! For Construction Start Year, enter the calendar year during which construction of your project will start For Asset Useful Life, enter the estimated number of years before the project will likely need a major renovation or replacement Complete the Asset Criticality Questions to the best of your ability. Don't overthink them! Look for information icons (?) to assist with responses, as needed. Click the Project Output header. If no errors are found, the Tool will advance to the Project Output tab. Click the Submit Project header, then click Submit Project, followed by Submit Click Download Report For non-building projects – Improvements, renovations, or new construction of outdoor spaces or structures with no walls (walking paths, public plazas, parking areas, pavilions, grandstands, outdoor stages, etc.)

Log-in to the Tool Click New Project and enter a short name under Project Name Follow the on-screen instructions to draw the project area. Don't over think it! A video clip on how to draw your project area can be found here, if desired. Follow the on-screen instructions to complete Steps 1-3 of the Tool. Here, users will input basic project information. Hyperlinks to video clips for each step are provided below for additional assistance, if desired. Step 1 Core Project Information Step 2 Project Ecosystem Service Benefits Step 3 Project Climate Change Exposure After completing Steps 1-3, click Step 4 Project Asset, then click Infrastructure Assets (+) For the Asset Name, enter the name or a 1- to 3-word description of the outdoor space or structure – e.g., “pavilion,” “grandstand,” “parking lot,” or “stone wall” For the Asset Type, select Other For the Asset Sub-Type, select Other, then retype the Asset Name – e.g., “pavilion,” “grandstand,” “parking lot,” or “stone wall” For the Construction Type, select the option that best matches your project. Don't overthink it! For Construction Start Year, enter the calendar year during which construction of your project will start For Asset Useful Life, enter the estimated number of years before the project will likely need a major renovation or replacement Complete the Asset Criticality Questions to the best of your ability. Don't overthink them! Look for information icons (?) to assist with responses, as needed. Click the Project Output header. If no errors are found, the Tool will advance to the Project Output tab. Click the Submit Project header, then click Submit Project, followed by Submit Click Download Report

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