



Partnering, Leading and Investing



The David Wills House rendering by Joe Cheung was donated by Tim Daniel and Tracey Daniel of Zavos Architecture + Design.

Main Street Gettysburg



*The future of Gettysburg
is rooted in its history.*



- Main Street Gettysburg is building upon this historical identity and provides *opportunity* for *economic growth*.
- Your future can also be rooted in this success by *partnering* with Main Street Gettysburg to *lead* and *invest* in a community that continues to be economically vibrant and successful.

Partnering



Partnering creates a synergy of talents, creativity, and fund-raising abilities that results in sustainable commitment to improving the future of Gettysburg.

Who are the partnerships?

• **Business**

*The Wiley Group
Sites Realty
Gettysburg Hotel
Adams County National Bank
Adams Electric Cooperative*

• **Non-profit**

*Gettysburg-Adams Chamber of
Commerce
Gettysburg College
Journey Through Hallowed Ground
Lutheran Theological Seminary
Adams County Historical Society
Convention and Visitor's Bureau
Civil War Institute
Adams County Economic
Development Corp.
Gettysburg Area School District
Gettysburg Hospital*

• **Community Individuals**

Memberships and volunteers

• **Associations, Foundations & Organizations**

*Steinwehr Avenue Business Alliance
GARMA
Lincoln Cemetery Project Association
The Gettysburg Foundation
Third Ward Concerned Citizens*

• **Government**

*Gettysburg Borough and Council
Gettysburg National Military Park
Department of Community and
Economic Development
PennDOT
Adams County Commissioners
USDA
Cumberland Township
Pennsylvania Department of Cultural
and Heritage Tourism
Governor's Community Action Team*

Benefits of Becoming a "Main Street Gettysburg Partner"

- *Connections to all levels of the community and leaders of profit, non-profit, public and private organizations*
- *Contributing to the success of the community*
- *Exposure to potential business opportunities*
- *Exchange of creative ideas and benchmarking opportunities*

Board of Directors



- **Dr. Brad Hoch**, *MSG Chair*
- **Emried Cole**, *MSG Vice Chair* *VP of Seminary Advancement,
Lutheran Theological Seminary of Gettysburg*
- **John Latschar**, *MSG Secretary* *Superintendent, Gettysburg National Military Park*
- **Larry Defuge**, *Treasurer* *Certified Public Accountant*
- **Robin Fitzpatrick** *President, Adams County Economic
Development Corporation*
- **Norris Flowers** *President, Gettysburg Convention & Visitors Bureau*
- **Elliot Gruber** *Vice President, Gettysburg Foundation*
- **Jean Green** *Lincoln Cemetery Project Association*
- **Claire Lewis** *Borough Council Representative*
- **William Hall** *Superintendent, Gettysburg Area School District*
- **Patricia Lawson** *Associate VP of Communications and Public Relations,
Gettysburg College*
- **Dr. Charles Marley** *Vice President for Medical Affairs, Gettysburg Hospital*
- **Wayne Motts** *Executive Director, Adams County Historical Society*
- **Phillip Murray** *Gettysburg-Adams County Chamber of Commerce
General Manager, Gettysburg Hotel*
- **Glenn Snyder** *Adams County Commissioner*
- **Susan Trostle** *President, GARMA*

Leading



Main Street Gettysburg is a partnership of prominent leaders who are decision-makers from key organizations, comprised of many non-profit organizations, merchants, businesses, community and public organizations.

Results of Leadership in Action:

- *The Gettysburg Historic Pathway Plan*
- *The Interpretive Plan*
- *Preserve America Designated Community*
- *The Majestic Theater*
- *Gettysburg Railroad Station*
- *David Wills House*
- *Wayfinding Signage*
- *Steinwehr Avenue*
- *DCED "New Communities" Funding Opportunities*
- *Main Street Licensed Town Guides*

Benefits of becoming a leader in this organization:

- *Work with action-oriented leaders focused on results*
- *Work with leaders who make a major impact on this community*
- *Become part of a group that continues to preserve history and enhance the world's most famous small town.*
- *Be associated with some of the most respected leaders in the county.*

Investing



As a non-profit, Main Street Gettysburg partners seek and leverage both public and private financial support to maximize the return of investment for historic preservation and economic revitalization. This in turn, helps the Gettysburg community achieve their vision for a brighter future.

Highlights of investments in the Gettysburg community through Main Street Gettysburg partnerships:

- *Gettysburg Railroad Station*
- *David Wills House Startup & Operations*
- *David Wills House Finishing Touch*
- *David Wills House Scholarship Fund*
- *DCED Grants and Funding*
- *Museum and Visitor's Center*
- *Hometown Streetscape*
- *Grants for Marketing and Events*
- *Façade loan programs and grants*
- *Elm Street Planning grant*
- *Third Ward District*
- *Majestic Theater*
- *World-wide outreach and promotional programs of Gettysburg*

Future Investment Opportunities for the Gettysburg Community:

- *Wayfinding Signage*
- *Shuttle Transportation*
- *Steinwehr Avenue Corridor Revitalization*
- *Economic Development opportunities as they arise*
- *Schmucker Hall*
- *Gettysburg 20/20 – Sesquicentennial 5-Year Planning Project*



Main Street Gettysburg

Mission: *Main Street Gettysburg is a nonprofit organization dedicated to the historic preservation and economic revitalization of Gettysburg for the benefit of its citizens, businesses, and visitors. Main Street Gettysburg is partnering, leading, and investing in Gettysburg's future.*

MAIN STREET GETTYSBURG PARTNERSHIP 2008 ACCOMPLISHMENTS

PARTNERING

- **David Wills House Grand Opening** - The grand opening events were a tremendous success, with nearly 6,000 visitors in the first week. Main Street Gettysburg donated \$30,000 in free admission fees to the local community and the events drew additional customers to local businesses for a boost in revenues.
- **Finishing Touch Campaign** - In partnership with the Gettysburg Area School District and Gettysburg Times, raised \$37,000 toward exterior period painting of the David Wills House and created a David Wills Scholarship
- **Museum Operations** - Worked closely with the National Park Service to establish standards of excellence for the operations of a museum with international appeal. Main Street planned, purchased and implemented systems, equipment and furniture necessary to operate the facility.
- **Marketing and Promotional Achievements** - Achieved international and national coverage of the David Wills House with the partners of the National Park Service, Convention and Visitors Bureau, Gettysburg Foundation and Gettysburg College.
- **Educational Programs** - The David Wills House Art Contest, The Finishing Touch Campaign, and National Park Services programs are just a few examples of what is yet to come.

LEADING

- **Interpretive Plan I and Beyond:** Promoted the success of Interpretive Plan I to state, regional and national entities and as a result, gained their support to begin planning the vision for the next 10 years – Gettysburg 2020.
- **Steinwehr Avenue Revitalization Initiatives:** Raised \$215,000 and worked with the Steinwehr Avenue Business Alliance leaders in creating a revitalization plan for southern Gettysburg.
- **Broadened Representation of Decision Makers in the Community** – Expanded and continued to strengthen the community leadership of Main Street Gettysburg's board to include Adams County Commissioners, Gettysburg Area School Superintendent and business leaders
- **Growth in State and Regional Partnerships** – Hosted the 2008 Annual Pennsylvania Downtown Center conference and promoted Gettysburg's success of the Interpretive Plan I. This has become a model for other government entities that are scheduling additional conferences in town to share Main Street Gettysburg's successful partnering, leading and investing approach.

INVESTING

- **The Journey Through Hallowed Ground Partnership:** This regional partnership has resulted in a National Heritage Area Designation, Pennsylvania State By-Ways designation and hopefully, in 2009, an all American Roads designation for the Route down Steinwehr Avenue and Through Gettysburg. These designations offer future funding opportunities that would not have been available.
- **Community Investment** - Within 25 months Main Street Gettysburg partners achieved \$2,000,000 in grants that go toward revitalization and historic preservation improvements for Gettysburg.
- **Main Street Gettysburg Operations Budget** – The 2008 budget was met, along with the purchase of new computers and a phone system

FIVE MAJOR 2009 GOALS PARTNERING, LEADING AND INVESTING

- **David Wills House Operations** – Operate the museum to achieve financial and interpretive success. Partner with the town’s businesses to ensure an exceptional visitor experience and marketing success.
- **Interpretive Plan I** - Support and coordinate the remaining initiatives in the Interpretive Plan I with Schmucker Hall now in the forefront.
- **Steinwehr Avenue**- 2009 will be the transition year from planning to prioritizing improvement goals and then seeking the resources necessary for success.
- **Gettysburg 2020** – Main Street Gettysburg will facilitate the process for a 10 year vision entitled Gettysburg 2020.
- **Main Street Gettysburg Organization**—Continue to partner with Borough Council, regional, state, and national partners, as well as downtown businesses to identify business growth opportunities and make the connections that benefit local businesses

IMPACT ON THIS COMMUNITY:

- Investment in the local community – close to \$2,000,000 yielding a stronger economy
- Contribution to a healthy business community
- Historic Preservation
- Enhanced educational programs
- Partnerships that ensure a balance of growth, preservation and quality of life.

Benefits of Investing in Main Street Gettysburg's Partnership



To the Community:

- *Supporting an organization that brings substantial investments into the Community*
- *Preserving the unique history of Gettysburg*
- *Contributing to a healthy business community*
- *Maintaining a quality of life for people who want to live, work, visit and play*
- *Ensuring the critical balance of growth, preservation and quality of life*

To Supporting Organizations:

- *Return on your investment*
- *Supporting specific interests important to your organization*
- *Expanding your community connections and involvement*
- *Exposure to new business colleagues and future clients*

Invest in your future through Main Street Gettysburg

The Board of Main Street Gettysburg is looking for your financial support. Because we are a tax exempt, non-profit organization and can find matching funds, we can leverage your financial support, and multiply investments to accomplish the important goals of this community.

Your contribution to Main Street Gettysburg, a 501(c)3 organization, is tax-deductible and will ensure future economic benefits to the Gettysburg community – to the future of your very own neighbors and families.

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MAIN STREET GETTYSBURG



*Partnering, leading, and investing
to create a brighter future for Gettysburg.*



Main Street Gettysburg BACKGROUND



York Street 1890



Main Street Gettysburg

Fact Sheet

Main Street Gettysburg is a non-profit organization committed to the preservation and revitalization of historic Gettysburg for the benefits of its citizens, businesses, and visitors.

FOUNDED: Established as Downtown Gettysburg in 1984
ORGANIZATION STATUS: Non-profit 501(c)(3)
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Partnering & Leading

The Board of Directors is a partnership of decision-makers from key organizations including the Adams County Economic Development Corporation, Adams County Historical Society, Gettysburg Adams Chamber of Commerce, Gettysburg Area Retail Merchants Association, Gettysburg Convention and Visitors Bureau, the Gettysburg Foundation, Gettysburg College, Lincoln Cemetery Project Association, Lutheran Theological Seminary, the National Park Service, the Gettysburg Hospital and the Borough of Gettysburg.

Main Street Gettysburg has successfully implemented the Gettysburg Interpretive Plan, a comprehensive plan created by the leaders of this community that builds upon the historical identity of the town and provides opportunity for economic growth and prosperity to the community. The vision for 2010 through 2020 is underway titled Gettysburg 20/20. The major initiative of this plan is economic stimulus by planning the Sesquicentennial Celebration from 2011 through 2015.

Main Street Gettysburg's most recent exciting project currently underway is the opening and operations of David Wills House in downtown Gettysburg, a historic attraction that opened February 12, 2009 as part of Gettysburg National Military Park. In accordance with a Memorandum of Understanding with the National Park Service, Main Street will operate and manage the facility for the more than 180,000 visitors expected each year. The site is on the National Register of Historic Places.

Investing

As a non-profit, Main Street Gettysburg leverages both public and private financial support to achieve important goals of this community.

Main Street Gettysburg

Mission of Main Street Gettysburg:

- *Main Street Gettysburg is a non-profit organization committed to the preservation and revitalization of historic Gettysburg for the benefit of its citizens, businesses, and visitors.*

Main Street Gettysburg Background:

- *“Downtown Gettysburg” was established in 1984 as a non-profit 501 (C)(3) corporation.*
- **Creating a Community Vision:** *The vision started in 1990 with the Gettysburg Historic Pathways Plan which evolved into the Gettysburg Borough’s Interpretive Plan in 2000.*
- **Making the Vision a Reality:** *Eleven partner institutions designated Main Street Gettysburg to implement, manage, and establish funding strategies and priorities for the Interpretive Plan.*
- **Committing to the Vision:** *The “Memorandum of Understanding (MOU)” is the document that formalizes the commitment made by the eleven partners to support and implement the Interpretive Plan.*

The Vision and Goals of the Gettysburg Community:

Vision:

- *The Interpretive Plan, created by the community, is designed to help those who visit Gettysburg appreciate its history by telling the story of its people, of their lives during the Civil War, and of their role in the Battle’s aftermath and commemoration. In doing so the plan will help preserve the Borough’s historic buildings and sites and bolster the economic health of the town.*

Goals:

- *Preserve historic resources*
- *Provide economic benefits*
- *Maintain quality of life*
- *Provide quality interpretation and education*

Main Street Gettysburg’s Role:

- *It is the role of the Main Street Gettysburg organization to bring community leaders and institutions together and provide what is necessary to achieve historic preservation and economic revitalization for the Gettysburg community.*

Main Street Program Overview



Background:

- **National Trust for Historic Preservation** - *The National Trust is a privately funded non-profit organization that provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities. www.nationaltrust.org*
- **"Main Street"** - *trademarked by the National Trust for Historic Preservation*
- **National Main Street Center** – *In the 1970's, the National Trust developed its pioneering Main Street approach to commercial district revitalization, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. www.mainstreet.org*
- **Department of Community and Economic Development** – *The state entity that oversees the funding of the Main Street Program funding.*
- **Pennsylvania Downtown Center** – *A state non-profit that works for DCED, created to support, train, and assist DCED in managing the Main Street Program funding.*

The Main Street Program:

Main Street is a comprehensive, community-based revitalization approach, developed by the National Trust for Historic Preservation in 1980. Communities across the U.S. apply its four key components with great success:

4-Point Approach

Organization: *A focus on creating a volunteer driven program with an organizational structure of board, committees, and professional management, that can ease the difficult work of building consensus and cooperation among the varied groups that have a stake in the community.*

Promotion: *A focus on selling the community vision to all prospects by marketing the district's unique characteristics through advertising, retail promotional activities, special events, and marketing campaigns. The goal is to create an effective promotion strategy that forges a positive image to shoppers, investors, new businesses and visitors.*

Design: *A focus on helping the downtown community define and achieve top physical shape by capitalizing on its best assets such as historic buildings and the traditional downtown layout. It also includes creating an inviting atmosphere through signs, sidewalks, street lights and landscaping.*

Economic Restructuring: *A focus on helping existing downtown businesses expand, converting unused space into productive property and recruiting new businesses when needed, all in conjunction with the vision of the community.*

THE DAVID WILLS HOUSE Fact Sheet



David Wills was an attorney whose house was in the heart of downtown during the Battle of Gettysburg. Wills arranged for President Lincoln to come to Gettysburg and stay overnight in his home before the dedication of the Soldiers' National Cemetery on November 19, 1863. In the Wills House on the evening beforehand, President Lincoln put the finishing touches on what has become the most famous speech in American History – *the Gettysburg Address*.

Partnering & Leading

- On February 12, 2009, Main Street Gettysburg and Gettysburg National Military Park celebrated the Grand Opening of the David Wills House, a National Park Service owned site in downtown Gettysburg which has been rehabilitated as a museum dedicated to Abraham Lincoln and the Gettysburg Address.
- The project is a partnership between Main Street Gettysburg and Gettysburg National Military Park and is supported by the Gettysburg Borough Interpretive Plan (2000). In accordance with a Memorandum of Understanding with the National Park Service, Main Street Gettysburg will operate and manage the facility for the more than 180,000 visitors expected each year. The site is on the National Register of Historic Places.
- Main Street Gettysburg has entered into a partnership with the Gettysburg Convention & Visitors Bureau who will provide Visitor Information Services in the main lobby of the Wills House. This partnership will expose additional visitors to the Wills House and expose visitors intending to visit the Wills House to a plethora of experiences, retail, dining and overnight accommodations available through the Gettysburg Convention & Visitors Bureau. This partnership will also provide cross-promotional opportunities, as the Gettysburg Convention & Visitors Bureau will list their location online and in printed materials.

Investing

- The National Park Service is spent over \$7 million to create a world class museum on Abraham Lincoln, the Gettysburg Address and the aftermath of the Civil War on the small town of Gettysburg. Artifacts are from the park's museum collections and other individuals and institutions. The project is restoring areas in the home to their 1863 appearance, including David Wills' office on the first floor, and bedroom where Lincoln spent the night before giving the Gettysburg Address.
- The expected 180,000 annual visitors to the David Wills House will substantially increase the spending in the downtown. The return on investment improves economic opportunities for businesses and the community.
- Exhibits interpret the aftermath of the Battle of Gettysburg and its impact on the citizens of the town. It also depicts David Wills and the early efforts to set aside battlefield land for a cemetery for the Union dead. The Legacy of the Gettysburg Address and the national perspective on the speech and the ceremony is depicted, as well as Lincoln at Gettysburg, the personal and the introspective.
- Construction began in December 2006 under the architect GWWO of Baltimore. Exhibit designer is Gallagher & Associates of Washington, DC.

WAYFINDING AND SIGNAGE

Fact Sheet



Partnering & Leading

Main Street Gettysburg is working with the National Park Service, the Borough of Gettysburg, PennDOT, and other partners on a new Wayfinding system of signs directing pedestrian and vehicle traffic to points of interest throughout Gettysburg.

The updated signage system will integrate with a planned new sign system throughout Gettysburg National Military Park. The National Park Service is spending \$195,000 on its park-wide signage project for Gettysburg National Military Park.

The Wayfinding & Signage system will also integrate signs needed for another major project in development - a planned shuttle system connecting the new Gettysburg National Military Park Museum and Visitor Center with the David Wills House and numerous sites downtown. The shuttle system is a joint project between the park, the Borough of Gettysburg, and the Adams County Transit Authority. It will alleviate traffic congestion and create new opportunities for visitors to experience the town on foot.

Results of coordinated efforts:

- Reduced confusing sign clutter and improved wayfinding for both cars and pedestrians
- Consistent signage for the new shuttle system between the new GNMP Visitor's Center and downtown Gettysburg

Gallagher and Associates will coordinate and design the new Wayfinding systems.

Investing

- The Wayfinding and Signage project is a combined effort that maximizes the return on the money invested in creating a directional signage system for the entire Gettysburg experience.
- With clarified directional signage, more visitors will experience the downtown, exposing them to additional businesses. The economic benefit will be increased visitor spending in our retail and dining properties.

Cost: \$266,000.00

Main Street Gettysburg projected cost for fabrication and installation of the Wayfinding and Signage System within Gettysburg Borough totals \$266,000. Main Street Gettysburg has facilitated grants to achieve this project.

Steinwehr Avenue Revitalization Planning Project

Fact Sheet



Partnering & Leading

The Steinwehr Avenue Business Alliance (SABA) is an organization of over 30 businesses and property owners who are leading the way to revitalize the Steinwehr Avenue corridor in partnership with Main Street Gettysburg, the Gettysburg Borough, and the Delta Development Group, Inc. (Delta) of Mechanicsburg.

The owners and stakeholders of the commercial properties located on Steinwehr Avenue are concerned that the relocation of the Gettysburg National Military Park Visitor Center and Museum, from across the street to several miles away, may have a negative impact on their businesses. They seek to not only retain their current level of business activity, but to also improve their physical environment and business climate and attract a larger share of visitors to their businesses.

The opportunities these community leaders foresee include:

- Benefiting from shuttles traveling from the new Museum and Visitors Center with stops on Steinwehr Avenue
- Increasing visitation 20% as projected for the Museum and Visitor Center
- Partnering with the Journey Through Hallowed Ground initiative, a regional initiative supported by the Federal government, that includes Steinwehr as its main route.
- Partnering with the Main Street Gettysburg initiatives and staying connected to the important leaders and funding opportunities that would help achieve the Steinwehr Avenue revitalization goals.
- Adding additional parking and rest rooms
- Attracting a variety of new businesses for a mix appealing to visitors and residents

This revitalization planning process will provide a strategic blueprint that will enable Steinwehr Avenue stakeholders to capitalize on the best opportunities for redevelopment and revitalization.

Investing

The first step of this revitalization is a comprehensive Steinwehr Avenue Revitalization Plan. Almost 100% of the business owners (37) have committed \$20,000 in matching funds toward the total \$215,000 that was necessary to complete this plan. Main Street Gettysburg facilitated funding through the USDA Rural Business Enterprise Grant, DCED Land Use Planning and Technical Assistance (LUPTAP) Grant, and DCED Community Revitalization Program Grant. It is Main Street Gettysburg's 501 (c)(3) status that enables the community to seek the public funding for investing in the Gettysburg community.

Cost: \$215,000 for the Steinwehr Avenue Revitalization Plan



Main Street Gettysburg's Strategy For Success

Partnering, Leading, Investing

Gettysburg. The future of this community is rooted in its history. Most communities search for a unique identity. Gettysburg's is ingrained and profound. When the smoke and the dust of battle cleared after three terrible days in July 1863, the spirit of the community faced its greatest challenge. More than 20,000 wounded soldiers were left behind, filling homes, barns, churches, and stores used as temporary hospitals. The citizens of Gettysburg rose to the challenge of caring for the wounded, and they were the first to set aside battlefield lands for what would become the Soldiers' National Cemetery. Once Lincoln came to give the Gettysburg Address, the town's identity had been forged in steel. The strength, commitment, and vision of those early citizens continue today in the spirit of Main Street Gettysburg.

Main Street Gettysburg is a non-profit organization committed to the preservation and revitalization of historic Gettysburg for the benefit of our citizens, businesses, and visitors. Main Street is implementing the Gettysburg Interpretive Plan, a comprehensive plan that builds upon this historical identity and provides opportunity for economic growth and prosperity to the community.



Procession to the Cemetery Dedication November 19, 1863, Baltimore Street

GOALS OF THE ORGANIZATION

The Board of Directors is a partnership of decision-makers from key organizations including the Adams County Economic Development Corporation, Adams County Commissioners, Adams County Historical Society, Gettysburg Adams Chamber of Commerce, Gettysburg Area Retail Merchants Association, Gettysburg Convention and Visitors Bureau, Gettysburg School District, the Gettysburg Foundation, Gettysburg College, Lincoln Cemetery Project Association, Lutheran Theological Seminary, the National Park Service, and the Borough of Gettysburg.

Educate - Improve understanding for both citizens and visitors of the town's role in the Battle of Gettysburg, its aftermath, and commemoration. Making a visit to the Borough's attractions, businesses, and historic sites and programs a core experience for many of the nearly two million annual visitors to Gettysburg National Military Park.

Preserve - Identify historic buildings and sites that are important to telling Gettysburg's story and provide an economic means to assure their maintenance and preservation.

Provide Economic Benefits – Main Street's efforts will ensure that the residents of the Borough of Gettysburg benefit economically from increased visitation resulting from interpretation, preservation, and marketing of the town's historic resources.

Maintain Quality of Life – New projects and programs designed to increase visitation will maintain the quality of life for local residents, ensuring that Gettysburg remains a vibrant place to live and work.

These goals are modeled on the four point approach of Main Street programs nation-wide, as developed by the National Trust for Historic Preservation administered by the Pennsylvania Downtown Center.

...Our most important job is to manage a brighter future for Gettysburg...



Licensed Town Guide giving a tour in Lincoln Square