

BOROUGH OF GETTYSBURG
59 EAST HIGH STREET, GETTYSBURG, PA 17325
DUE TO COVID-19 PANDEMIC, MEETING
CONDUCTED VIA TELECOMMUNICATIONS
DEVICES THROUGH ZOOM PLATFORM
COUNCIL MEETING MINUTES
APRIL 27, 2020

President Jacob Schindel called the meeting to order at 7:00 PM with the following Councilors present: Vice President Wesley Heyser, Mr. Christopher Berger, Ms. Patricia Lawson, Mr. John Lawver, Mrs. Judith Butterfield, and Mr. Matthew Moon. Staff present included: Mayor Theodore Streeter; Borough Manager Charles Gable; Borough Secretary Sara Stull; Borough Solicitor Harold Eastman, Puhl Eastman, and Thrasher; Police Chief Robert Glenney; Finance Director Nicolette James; Parking Manager Rebecca Fissel; Planning Director Carly Marshall; Director of Historic and Environmental Preservation Debra English; and Public Works Director Robert Harbaugh.

Others present include: Deb Adamik, President of Main Street Gettysburg; Norris Flowers, President and Chief Executive Officer of Destination Gettysburg in attendance through ZOOM Platform. Filming conducted by Community Media-ACCTV.

President Schindel announced that an executive session of the Borough Council will be held immediately following the adjournment of this evening's meeting consistent with section 708(a)(1) of the Sunshine Act in order to conduct preliminary discussions of matters involving the employment, the terms and condition of employment, and the possible furloughing and laying-off of Borough employees due to the financial impact upon the Borough because of the COVID-19 disaster emergency.

Moved Ms. Lawson, seconded Mr. Heyser to approve a motion to approve the April 27, 2020 agenda as presented. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Moon to approve minutes of the Council Meeting of March 9, 2020 and the Special Council Meeting of March 19, 2020 as presented. Motion carried unanimously.

There were no public comments.

Special Presentation

Deb Adamik, President of Main Street Gettysburg revealed a program designed to help the downtown businesses urgent needs during this COVID-19 crisis. See the attached Main Street Gettysburg Cares Program, COVID-19 Disaster Business Recovery Jump Start for Borough Businesses.

Norris Flowers, President and Chief Executive Officer and other members of Destination Gettysburg presented a COVID-19 Recovery Plan for tourism in Adams County (see attached).

Councilwoman Lawson questioned the plan, stating it looked like a “cookie cutter” plan and wondered how much the company charged Destination Gettysburg to provide information that we already knew was happening in our community. She pointed out that they also used a quote by former Secretary of State Hillary Clinton: “When we all help each other out, when we stand together, we are stronger together. Ms. Lawson asked what their strategy was for the community. She said that Destination Gettysburg should work closely with Main Street Gettysburg.

Councilman Lawver questioned the lodging tax due to the hotels being closed because of COVID-19. Mr. Flowers responded that there is a 95-percent drop in expected pillow tax revenues expected. He said that he expects tourism to bounce back faster than many other industries due to the Battlefield.

Finance Department

Finance Director Nicolette James reported that the Borough has approximately \$1.5 million in available funds, which would be enough to provide three months of operation. She said that property tax payments are coming in at normal levels; but parking revenues have plummeted, stating \$107,000 was received in April 2019 versus the expected amount of \$5,000 this year.

Finance Director James explained the Borough Zero-Interest Loan Program for businesses within the Borough to help them during this time. The businesses can apply for a \$3,000-loan to be repaid in three years.

Moved Ms. Lawson, seconded Mr. Berger to approve all bills and payrolls for the month as presented. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Berger to accept the J. P. Harris Tax Exoneration report for tax years 2008 through 2014 as presented. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Moon to authorize the Borough Finance Department to develop, implement, and execute an emergency small business loan program, utilizing available DCED Funds in the Borough’s Revolving Loan Fund (Fund 40), not to exceed the amount of \$180,000. The purpose of this emergency loan program is to assist small businesses in the Borough of Gettysburg to reopen after the conclusion of the state COVID-19 emergency declaration closure order and shutdown. Motion carried unanimously.

Planning Department/Zoning/Code Enforcement

Planning Director Carly Marshall reported that she is working on the Flood Plan Ordinance to be advertised for an upcoming meeting. She said that the Community Development Block Grant award given to the Borough was \$69,796.00 and is to be used for COVID-19 purposes. More information will be provided as we receive it.

Historical and Environmental Preservation

Debra English, Director of Historic & Environmental Preservation reported that they are preparing the storm water bills to be mailed soon. She applied for the National Fish and Wildlife Federation (NFWF)-Small Watershed Grant (SWG) for technical assistance costs for the Culps Run Stream Restoration project. If awarded, the Borough would receive \$50,000.

Public Works Department

Robert Harbaugh, Public Works Director gave the following report: Stevens Run Tiber along Kuhn Alley was completed and they will black top as soon as possible; Broadway still has a few items to be completed, but nothing can be done until construction can operate again; and the Gettysburg Municipal Authority is still reviewing the Delap Alley infiltration of storm water, and they plan to place a man hole at the end of the main so they can place a video inside to identify the problem.

Police Department

Chief Rob Glenny reported that the officers are maintaining a high presence around town, and he is following the guidelines on reopening the businesses as presented by government officials.

Borough Secretary

Moved Ms. Lawson, seconded Mr. Moon to adopt a resolution to appoint Christopher M. Berger as a member of the Board of the Gettysburg Municipal Authority in order to fill the vacancy in Board membership due to the resignation of Susan C. Naugle in order to complete the remainder of Ms. Naugle's five (5) year term of membership on the Board which will expire on the first Monday in January 2023. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Berger to accept the eligibility list of candidates for entry level patrol officer certified to the Borough Council by the Civil Service Commission of the Borough of Gettysburg. The list will expire on October 19, 2020 unless extended for up to an additional 12 months by the Commission at the request of Council. Motion carried unanimously.

Borough Manager

Manager Gable commended Parking Manager Rebecca Fissel for helping with the Main Street Cares Program in making disinfectant sprays, labels, masks, etc.; and Finance Director Nicolette James for helping with the process of the small business loan program.

Moved Ms. Lawson, seconded Mr. Berger to adopt a resolution continuing and extending the Declaration of Disaster Emergency for the Borough of Gettysburg. Motion carried unanimously.

Moved Ms. Lawson, seconded Mrs. Butterfield to adopt a resolution for the purposes of extending the dates for discount, par, and penalty payments for the 2020 Gettysburg Borough Real Estate Taxes and for the Borough Per Capita Taxes. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Berger to adopt a resolution for the purposes of extending time periods and deadline dates for employers to file quarterly returns and to remit employer-withheld Gettysburg Borough Local Services Tax quarterly payments of their employees to June 30, 2020 for the first quarter of 2020 and for extending the time period and deadline date to make such Local Services Tax quarterly payments by self-employed individuals to June 30, 2020 for the first quarter of 2020. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Berger to ratify the approval of suspension of bulk item pickup services by Waste Connections of Pennsylvania until at least May 1, 2020 pursuant to the force majeure provision and related terms of its municipal waste collection, transportation, and disposal contract with the Borough of Gettysburg. Motion carried unanimously.

Moved Mrs. Butterfield, seconded Mr. Berger to extend for an additional year through March 31, 2022 the Borough's municipal waste collection, transportation, and disposal contract with Waste Connections of Pennsylvania and to authorize the execution and delivery to Waste Connections of a one (1) year extension agreement. Motion carried unanimously.

Moved Ms. Lawson, seconded Mr. Berger to approve the 2020 Municipal Box Alarm Card information as submitted by the Gettysburg Fire Department Fire Chief for the Adams County Department of Emergency Services. Motion carried unanimously.

Liaison Reports

Steinwehr Avenue Heart of Gettysburg Battlefield

Councilwoman Butterfield reported that some of the businesses are trying mail order for their customers during this pandemic.

Adams County Heroin Awareness Task Force

Councilman Moon said that he spoke with some of the businesses regarding NARCAN and the availability if needed.

Trail Feasibility Study

Councilman Berger reported that Tim Shields approved the trail passing through his property.

There were no public comments.

Moved Mr. Lawver seconded Ms. Lawson, to adjourn the meeting to an executive session at 9:00 PM. Motion carried unanimously

Respectfully submitted,

Sara L. Stull
Borough Secretary

PREPARE • PREVENT • PROTECT



MAIN STREET
GETTYSBURG
Cares



CROSSROADS~ADAMS COUNTY

59 E. High Street
Gettysburg, PA 17325
(717) 337-3419



Together For You!

Mainstreetgettysburg.org/msgcares



TEAM

Main Street Gettysburg Cares Executive
Planning Team:

- Timbrel Wallace
- Wendy Allen
- Charles Gable
- Annie Frazee
- Deb Adamik
- Community-generous community members offering time, talents, and products.



PURPOSE

Main Street Gettysburg's (MSG) mission is to support the economic vitality of our community and historic assets through programs that unite our community for a common good. As a result of the COVID 19 Crisis, MSG has been connecting with individual businesses and listening to better understand their needs.

Main Street Gettysburg Cares is a comprehensive program launched to respond to the downtown business community's urgent needs during this COVID 19 crisis and encourage our community to join together to help our businesses as they seek to stabilize, reopen and return to a healthy business environment.





What is the *Main Street Gettysburg Cares* Program?

An economic revitalization program that provides essential funding, guidance and products that help downtown shops and restaurants plan and prepare to protect the medical and economic health of our community.

The initial program will begin with items such as:

01

Funding Connections

- Gettysburg Borough Zero-Interest Loan Program
- Federal Loan & Grant Programs
- State Funding
- Local Funding Programs





02

A Business Jumpstart Toolkit

- A blueprint for reopening while meeting important health protective standards
- Important information that is static, and includes e-blast documents that are changing and need to be updated frequently
- List of government programs available for financial help
- Additional information, to be created once the businesses begin sharing new ideas
- "Shop Local" promotional messaging



03

Venues for Outreach and Free Promotional Opportunities

- Main Street Minutes – e-blasts with short and important information
- Website: mainstreetgettysburg.org/msgcares
- Signage – Posters/yard signs
- Safety Recommendation Signs
- Health and Safety signs for business



04

Products/Items to Help Businesses Open

- Masks, Sanitizer and Gloves
- Social Distancing materials – decals for floors
- Other items as we discover what is available





THE BENEFITS

Prepare

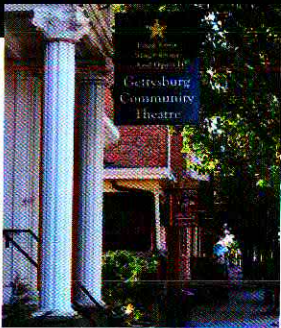
- Helps businesses plan for a new working environment, including social distancing and determining the impact on their business

Prevent

- Encourages business practices that prevents the spread of the COVID virus
- Offers financial resources that provides a financial bridge until businesses recover
- Unites and uplifts the community by engaging them in the program

Protect

- Seeks and distributes free supplies and educational information to protect employees, patrons and the community





Everyone is invited to participate in several ways:

- Business Champions – Any business person who would like to receive the free information, toolkits and limited free supplies as part of the Main Street Gettysburg Jumpstart Kit.
- Sponsorship Business Partners to support the program
 - Anyone willing to help find and obtain supplies
- Community Partners to help make it happen Volunteers
 - willing to help find or create the supplies
 - Volunteers willing to distribute program materials

Phases of the program

- Phase 1: Announcement
- Phase 2: Sign up for toolkit
- Phase 3: Distribution
 - Information, loans, promotional materials, and signs

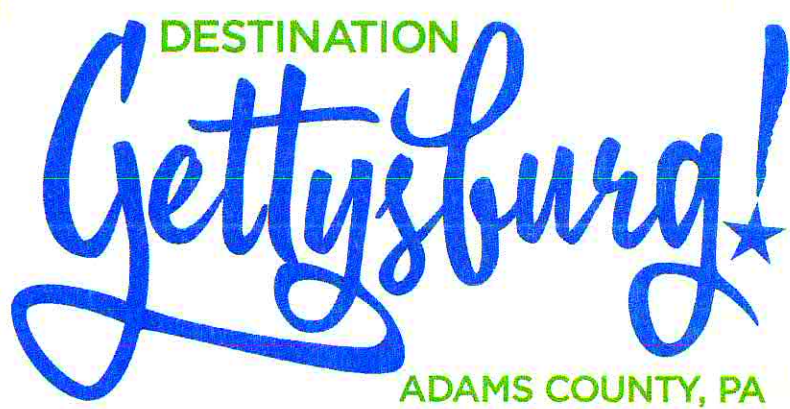




How can you participate?

- Sign up and become a business champion
- You will receive the Main Street Gettysburg Jumpstart
- Go to:

mainstreetgettysburg.org/msgcares

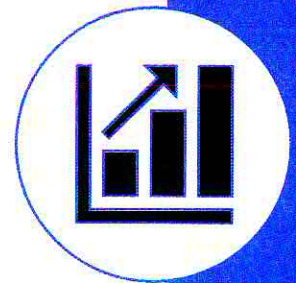


COVID-19 Recovery Plan

Mission: Destination Gettysburg, the official destination marketing organization of Adams County, markets Gettysburg-Adams County as a premier travel destination producing a positive economic impact.

Tourism is the number one industry in Adams County. It's critical to the economy of the county and our local business partners.

- Tourism supports more than **5,300** jobs in Adams County
- Visitors contribute **\$735M** in direct spending in Adams County
- Tourism generates millions in taxes
 - ◇ **\$40.6M** State & Local
 - ◇ **\$36.8M** Federal



Source: Tourism Economics 2018 The Economic Impact of Travel in Pennsylvania

DESTINATION
Gettysburg!
ADAMS COUNTY, PA

The team at Destination Gettysburg is utilizing a number of tools to track consumer confidence and trends in the travel industry as we move through these unprecedented times. All of these tools will be critical in shaping the strategy and timing of recovery marketing efforts.

- **STR Report**

Effective immediately, we will begin receiving weekly reports that will allow us to track real time data to establish trends and forecast when it's time to move to the next phase of our recovery strategy.

- **Arrivalist FREE Tools**

Arrivalist is offering technology that tracks an individual vehicle, using GPS for trips over 50 miles. Teaming with a leading automobile manufacturer, they can track an auto from a set origin to Gettysburg/Adams County.

- **Essex In-Market Arrivals**

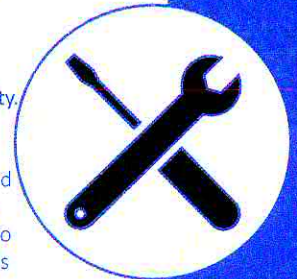
Destination Gettysburg has partnered with Essex Digital Platforms for the past 7 years to digitally market Gettysburg and Adams County as a premier travel destination to produce a positive economic impact. A key tool provided by Essex is reporting of in-market arrivals to track ROI. Destination Gettysburg receives monthly reports detailing when visitors who have been exposed to our digital ads, arrive in market and where they are visiting. This will be a key tool to track arrivals in market as we work towards recovery.

- **PA State Tourism Office – Sentiment Study**

The tourism office for the state of PA has conducted a traveler sentiment survey specific to the state. They are also providing DMOs with hotel, restaurant, and economic impact research regarding the impact of COVID-19.

- **Longwoods International COVID-19 Travel Sentiment Study**

Longwoods Int'l is conducting a study to gather information on how the coronavirus pandemic is affecting travel sentiment. The information is gathered through survey of a national sample randomly drawn from a consumer panel of 1,000 adults, ages 18 and over. Quotas were used to match Census targets for age, gender, and region to make the survey representative of the U. S. population.



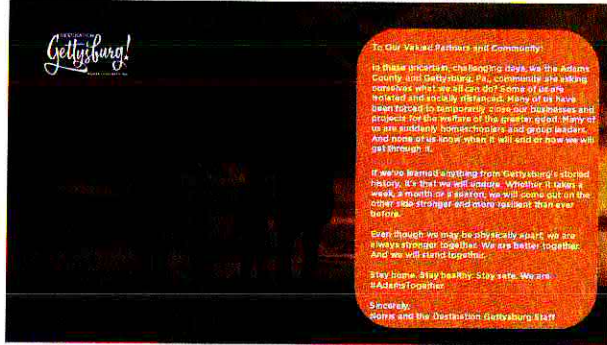
DESTINATION
Gettysburg!
ADAMS COUNTY, PA

Destination Gettysburg took the first steps in providing resources to our community and partners by creating a [landing page](#) on our website.



Coronavirus (COVID-19)

Destination Gettysburg is aware of concerns regarding COVID-19 (Coronavirus Disease 2019). The safety of Gettysburg residents and visitors is our top priority. This page is a resource for our residents, visitors, and local partners. We will continue to make regular updates to this page as needed. Please visit back often to ensure they are still relevant as things are changing rapidly.



Click the image to download a direct link you can share the #AdamsTogether hashtag.

Pennsylvania Governor Tom Wolf has issued an Executive Order for all businesses (non-essential) to close as of 8 p.m. March 17th with enforcement to begin at 6 a.m. March 21st. (Work/Work from home is an option for businesses to remain open. Click here for Gov. Wolf's life sustaining business list).

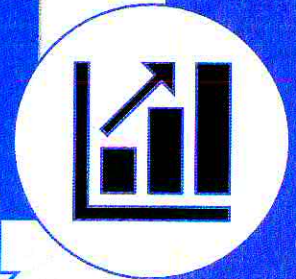
**** Click here to submit your business or event updates ****

Restaurants Offering Carryout, Delivery and/or Curbside Services

- 1301 Restaurants - Carryout/Delivery - 2 p.m.
- 1301 Restaurants - Carryout/Delivery - 2 p.m.

This site is being updated daily and contains information on the following topics:

- Open Restaurants
- Businesses with Modified Operations
- Temporary Closures
- Event Updates - DG, Industry, Area
- Industry Resources
- Employee & Employer Resources



IMPACT ON TRAVEL PLANS

Information and Content of Interest to Travelers



Travel Sentiment Study Wave 5

Longwoods | miles

Longwoods International COVID-19 Travel Sentiment Study, Wave 5, 4.8.2020

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ADAMS COUNTY, PA

Gettysburg & Adams County

3 Phase Recovery Marketing Strategy

Phase I:

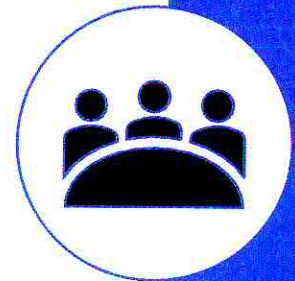
Community Support
#AdamsTogether

Phase II:

When this too is history...
we'll be waiting for you!

Phase III:

We're Open...
#GettysburgReinspired



DESTINATION
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ADAMS COUNTY, PA

Phase I

In collaboration with our partner, BOOM Creative, Destination Gettysburg has launched the first of three marketing campaigns in response to the COVID-19 pandemic. The first phase is aimed at unifying our community during these unprecedented times by coming together.



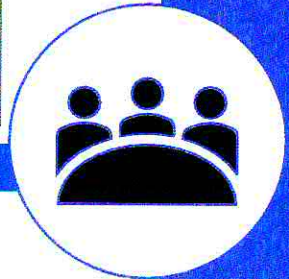
Stay home. Stay healthy. Stay safe. We are
#AdamsTogether

DESTINATION
Gettysburg!
ADAMS COUNTY, PA

Even when socially distanced, we are stronger together. As we've learned from Gettysburg's storied history, we will endure. Whether it takes a week, a month or a season, we will come out on the other side stronger and more resilient than ever before.



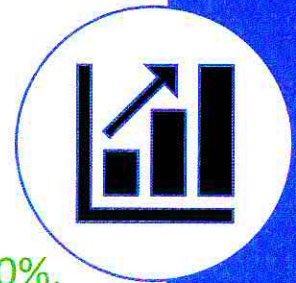
#AdamsTogether



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Gettysburg!
ADAMS COUNTY, PA

Focus on core customers first. Deliver on your promises.

The probability of selling an existing customer is 60-70%, while the probability of selling to a new prospect is 5-20%.



Source: <https://www.invespcro.com/blog/customer-acquisition-retention/>

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Gettysburg!
ADAMS COUNTY, PA

The safety of Gettysburg residents and travelers is our top priority. It is imperative that Destination Gettysburg maintain communication with our residents, visitors, and tourism partners. Our communications team has created several tools to connect with our many audiences.

Gettysburg! Bingo

THE OVER-BOOKED AT GETTYSBURG	REACHING THE TOP OF THE MOUNTAIN	THE GREAT GETTYSBURG
THE GREAT GETTYSBURG	THE GREAT GETTYSBURG	THE GREAT GETTYSBURG
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#Adams

Social
Media
Engagement
Efforts



THIS OR THAT

Gettysburg!

#AdamsTogether

GHOST TOUR	HISTORIC WALKING TOUR
CLING DEVIL'S DEN	HIKE LITTLE ROUND TOP
DOUBLE DECKER BUS TOUR	SOLO DRIVE TOUR
TRAVEL FOR FOOD AND POOP TOUR	TRAVEL FOR HISTORY
APPLE HARVEST FESTIVAL	PEACH FEST
HORSEBACK RIDE	CARRIAGE RIDE
VISIT IN THE FALL	VISIT IN THE SUMMER
MAKE YOUR PICKS AND TAG TWO FRIENDS!	

MARK YOUR CALENDAR

COMMUNITY CALL-IN ON COVID-19

Tuesday April 7, 2-15 PM

Call 603-313-4162

Use access code 2955536

Leaders of key Adams County community institutions will be on the call to give brief updates on what their organizations are doing to address this public health crisis and respond to your questions.

7 Community Foundation Call-in: Covid-19 & Adams County

Call-in: Tuesday, April 7, 2020 2:15 PM - 3:15 PM

★ **REGISTER**

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Destination Gettysburg was invited by the Adams County Community Foundation to participate in a community-wide call on the COVID-19 pandemic. To date, Destination Gettysburg along with a dozen key community organizations, has participated in two community calls.



Gettysburg!

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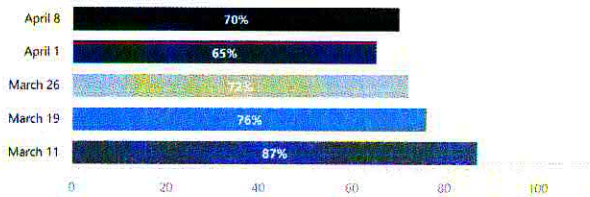
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DESTINATION
Gettysburg!
ADAMS COUNTY, PA

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



Key Takeaway

70% of respondents plan to travel in the next 6 months.

Longwoods International
COVID-19 Travel Sentiment
Study, Wave 5

Travel Sentiment Study Wave 5

Longwoods | miles

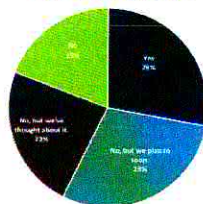
Of the 70% of respondents whose trips were impacted, most consumers are planning to reschedule trips.

Key Takeaway

57% of respondents whose trips were impacted, plan to reschedule.

Visit: PA COVID-19 Impact on
Traveler Sentiment Survey,
Wave 1

Have you rescheduled your travel yet?



Note: This percentage of re-scheduled trips is in line with national findings that about 1 in 4 have re-scheduled

DIFFERENCES BASED ON INCOME

Consumers with HH <\$50K are less likely to have re-scheduled (16% indicated yes)

DIFFERENCES BASED ON ETHNICITY

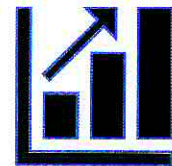
African American consumers are more likely to have re-scheduled (31% indicated yes)

DIFFERENCES BASED ON AGE

Older respondents (45+) are more likely to have re-scheduled (24% indicated yes)

IMPLICATION
Consumers are likely calculating personal risk in deciding their next steps

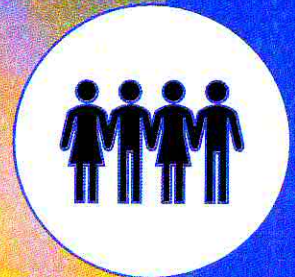
Pennsylvania
Protect your destination



DESTINATION
Gettysburg!
ADAMS COUNTY, PA

Phase II

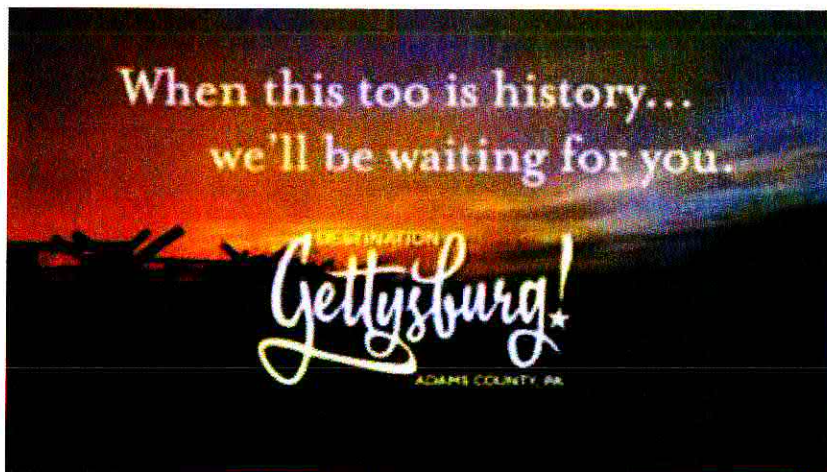
We remain in contact with our local community and our very loyal visitors and followers. We are encouraged by the number of people who are postponing/rescheduling their visit to Gettysburg, rather than cancel. It's imperative that we continue to stay top of mind while maintaining a supportive, sensitive tone. As we transitioned into Phase II of our strategy, we continued with the use of #AdamsTogether to show the solidarity of our community.



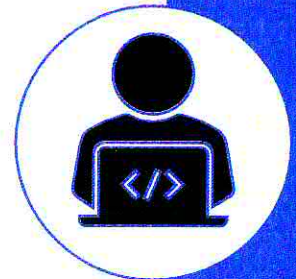
#AdamsTogether

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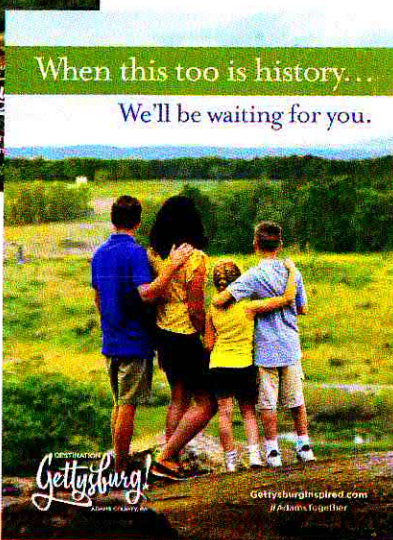
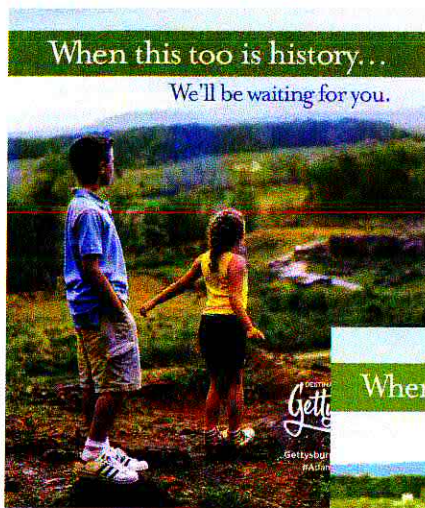
This phase offers support, words of encouragement and reminds our visitors that we are resilient and that we will be here when they are ready/the time is right. This video, from the POV of the members and businesses, reminisces of the joy our destination provides and gives hope for a return to normal.



In the first week, this video has reached more than 60,000 people and been shared over 435 times across all social media channels.



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We are Gettysburg.

In our great history we have endured suffering and uncertainty before.

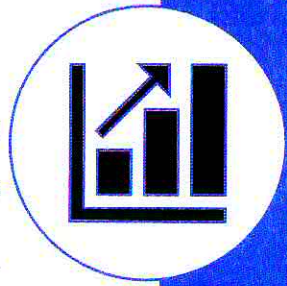
Now we are met with a challenge unlike any other. Not on a great battlefield of war, but in our communities, businesses, and homes.

Rest assured; we will endure. We will persevere - together - through this hardship. And as our devoted visitors return and the sun rises once again over these hallowed grounds, we stand steadfast and resolute – ready to welcome you back.

Through your eyes, we find *our* Inspiration.

We are Gettysburg.

When this too is history, we will be waiting for you.



Phase III

This phase will be our recovery marketing for Gettysburg and Adams County and will focus on bringing visitors back to our destination to stimulate and sustain our economy. This phase will utilize the hashtags below. Timing is critical and the staff of Destination Gettysburg will use all of the tools available to determine when it's appropriate to transition to Phase III.



#Rededicated
#GettysburgReinspired

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Gettysburg and Adams County are located within 300 miles of 60 million potential visitors. Our target markets are within a 3-4 hour drive and include Pittsburgh, Harrisburg, Baltimore, Washington D.C. and Philadelphia.

Consumers will stay closer to home to feel safe.



68%

ranked car as their most likely form of transportation

Followed by Train, Plane, and finally, bus

Note: Note: This percentage is in line with national findings suggesting people will take more road trips to avoid air travel.



44%

indicated they'd be likely to travel between 0-3 hours from home.

Note: This percentage is in line with national findings suggesting many consumers will be taking more regional trips

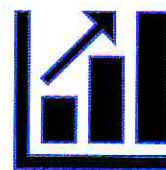


49%

agree or strongly agree they are more likely to take a staycation in the coming year

DIFFERENCES BASED ON AGE

Older consumers (<54 y/o) are surprisingly less likely to agree with the above (42% vs. 49%)



Q16: Rank the likelihood of using the following modes of transportation when traveling again.
Q17: In the current environment, how far away from home (in hours) would you be likely to travel for any reason?
Q23: Indicate how much you agree with the following statements, in the coming year.

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Source: Visit PA COVID-19 Impact on Traveler Sentiment Survey, Wave 1

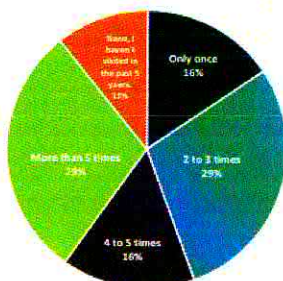
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**Safety is our primary concern, not only for our visitors,
but for businesses, their employees and our citizens.**

Consideration of PA

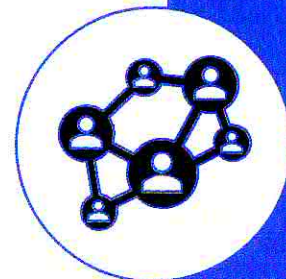
**People are thinking of PA as a safe and accessible destination that will have
what they need in this new age of travel!**

Approximately how many times have you visited Pennsylvania as a
tourist within the past 5 years?



63%

somewhat likely or very
likely to visit PA as a tourist
for a getaway in the next 6
months to a year



Q6: Approximately how many times have you visited Pennsylvania as a tourist within the past 5 years?
Q18: How likely are you to visit Pennsylvania as a tourist for a getaway (two to three nights) in the next six months to a year?

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A robust marketing campaign will be initiated once travel bans and shelter in place mandates are lifted and there is a return to our new normal. All touchpoints will be utilized to promote this messaging to our target markets.

Tactics will include:

Print

Regional Lifestyle
Publications

Outdoor

I-95 Phila / Central PA /
Northern MD / Pittsburgh

Social Media

Facebook / Instagram
Twitter / Pinterest

Digital Advertising

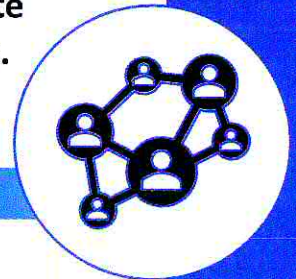
Baltimore, Pittsburgh,
Philadelphia & DC

Expedia Campaign

Expedia Brands /
expedia.com / hotels.com

Radio

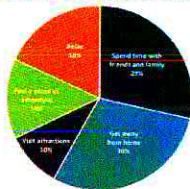
iHeart Radio
DC Market



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Overall, people will just want to relax, see their loved ones and get away.

What are you most excited to do when traveling again?



IMPLICATION
The "feeling of vacation" will trump actual experiences. People will choose "safer" options.

How can you meet the needs of our future visitors?

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Q2: What are you most excited to do when traveling again?
Destination Analytics: Update on Coronavirus Impact on American Travel—Week of April 13, 2020

Desired activities are mostly unchanged, but vary by demographics.

Over half

of respondents indicated that their likely activities are **unchanged** from before COVID-19

Top activities include:

- Getting away to a city
- Biking, hiking or other outdoor activities
- Exploring a small town
- Attending a sporting event
- Going on a food, wine or beer tour

Other options included: Camping, touring museums, visiting a historical site or battlefield, attending a festival, none of the above

Q15: Are the activities shown different than the activities you traveled for before COVID-19?
Q16: Which activities might you travel for once social distancing policies are lifted?

DIFFERENCES BASED ON HH

Consumers with HH >\$100k are more likely to select city experiences than outdoor ones, like camping.

DIFFERENCES BASED ON GENDER

Females preferred broader activities, like getting away to a city, while males indicated specific attractions, like attending a sporting event

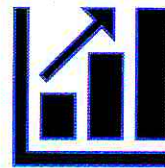
DIFFERENCES BASED ON AGE

Older consumers (45+) were less interested in active experiences, instead indicating interest in historical sites, festivals and exploring cities.

DIFFERENCES BASED ON STATE

Pennsylvanians are more likely to seek out biking, hiking or outdoor experiences (43% vs. 39%)

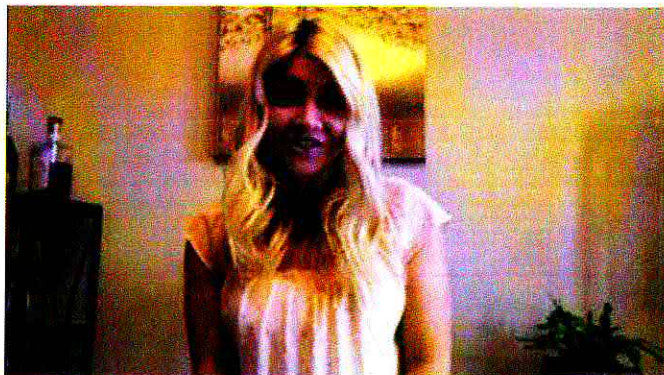
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Based on preferred activities, Destination Gettysburg will leverage the success of the Adams County Pour Tour in our Phase III efforts.

- The Pour Tour was critical in **5** partners seeking to open operations in Gettysburg and Adams County
- Grown from **13 to 22** partners in less than one year
- Over **28,000** passports distributed since the May 2018 launch
- **61%** of Pour Tour patrons indicated they live in **PA**
 - ◊ **40%** Adams County resident participation



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Takeaways – Wave 1

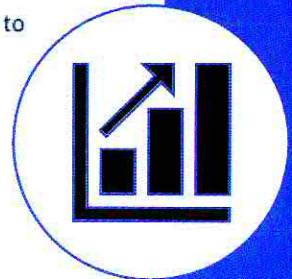
While stay-at-home orders are still in place, consumers are focused on the present; it feels early to push future trips

Continue to share relevant messages as a trusted source (and from authorities) on safety and travel restriction updates

Prepare for waves of consumer comfort with travel; offer flexibility where possible

Future messages should feature beloved activities, but message should focus on the renewal and respite travel can provide

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Source: Visit PA COVID-19 Impact on Traveler Sentiment Survey, Wave 1

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Thank You Gettysburg Borough Council



Even though we may have different goals and missions,
we are always stronger together. We are better together. And we will stand
together.

We are #AdamsTogether

#Redeclared
#GettysburgReinspired



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