

BOROUGH OF GETTYSBURG
59 EAST HIGH STREET, GETTYSBURG, PA 17325
DUE TO COVID-19 PANDEMIC, MEETING
CONDUCTED VIA TELECOMMUNICATIONS
DEVICES THROUGH ZOOM PLATFORM
COUNCIL WORK SESSION MEETING MINUTES
MAY 24, 2021

President Jacob Schindel called the meeting to order at 7:00 PM and asked the Borough Secretary Sara Stull to conduct a roll call of Council members in attendance. The following **Councilors were present:** Vice President Wesley Heyser, Mrs. Judith Butterfield, Ms. Patricia Lawson, Mr. John Lawver, Mr. Christopher Berger and Mr. Matthew Moon. **Staff present included:** Mayor Theodore Streeter; Borough Manager Charles Gable; Assistant Borough Manager/ Secretary Sara Stull; Borough Solicitor Harold Eastman, Barley Snyder; Parking Manager Rebecca Fissel; Director of Historic & Environmental Preservation Debra English; Planning Director Carly Marshall; Finance Assistant Tammy Murdorf; Public Works Director Robert Harbaugh; and Chad Clabaugh, Borough Engineer, C. S. Davidson, Inc.

Others present included: Jill Sellers, President, Main Street Gettysburg; Tom Jolin, Susan Naugle, and Michael (Max) Bramel representing the Gettysburg Inner Loop/ Healthy Adams Bicycle/ Pedestrian Inc.(HABPI); Jackie White and Malcolm Johnstone representing the Steinwehr Avenue BID; Blessing Shahid representing the Juneteenth Day Event; Jim Hale representing the *Gettysburg Times*; and Mark Wherley, *Community Media-ACCTV* filming through Zoom platform.

Announcements

President Jacob Schindel announced an executive session of the Borough Council of the Borough of Gettysburg was conducted earlier today on Monday, May 24, 2021, commencing at 4:00 p.m. consistent with section 708(a)(1), section 708(a)(4) and section 708(a)(5) of the Sunshine Act for the following purposes: (1) to discuss matters involving the employment and the terms and conditions of employment of current and prospective Borough employees; (2) to provide, consider and discuss information regarding pending grievances and matters on which identifiable complaints have been filed by the International Brotherhood of Teamsters Local No. 776, Police Labor Organization; (3) to provide, consider and discuss information in connection with litigation filed in the United States District Court for the Middle District of Pennsylvania to Docket No. 1:19- cv-01412 captioned Linda Atiyeh, et al, Plaintiffs v. Borough of Gettysburg, Defendant, and in connection with litigation filed in the Court of Common Pleas of Adams County to Docket No. 2019-SU-983 captioned Mary A. Mehaffey, Plaintiff. John T. Held, Karl E. Held, and Gettysburg Borough, Defendants; and (4) to review and discuss matters of Borough business which, if conducted in public, would violate a lawful privilege or lead to the disclosure of information or matters of confidentiality protected by law.

Public Comment – Restricted to Old Business and New Agenda Items (not tabled items).

There were no public comments.

Special Presentations

A. HABPI Grant Status and Master Plan Update

Tom Jolin and Susan Naugle updated Council on the GIL Master Plan and grant status. They continue to pursue funding to advance the GIL along Racehorse Alley and North Washington Street. The Department of Community and Economic Development (DCED) is seeking a grant opportunity and the application is due by May 31st, but they would need to have local matching funds available to apply. The representatives asked Borough Council to consider pledging \$106,000 as a place holder since they expect other matching funds which would alleviate the Boroughs commitment for the funds.

After some discussion and concerns by Borough Council, a consensus of members agreed to commit to the matching funds.

B. Juneteenth Presentation

Blessing Shahid of Indigenous Glow gave a presentation on Juneteenth, Freedom Day, which is a combination of June and the nineteenth. It marks the anniversary of June 19, 1865, when news of emancipation reached many enslaved Americans (see attached).

Mayor Theodore Streeter read a proclamation recognizing June 19th as Juneteenth and encourages citizens to understand its meaning to Black Americans.

C. Steinwehr Avenue BID Renewal

Jackie White and Malcolm Johnstone gave a presentation regarding the Steinwehr Avenue Business Improvement District Plan renewal process. The state law requires that every seven years the Steinwehr BID needs to be renewed. (see attached).

Solicitor Eastman said that the BID Ordinance was enacted in 2009 and explained the legal process for the renewal. The renewal requires that at least 60 percent of the district property owners support it. A public hearing must be set and all property owners must be given a 30-day notice. Council could have the ordinance enacted in October for the renewal.

Council consensus was to proceed so that the public hearing could be scheduled for the July Council meeting and that the property owners could be notified.

Public Comment (open to items not on the agenda)

There were no public comments.

The meeting adjourned at 9:45 PM.

Respectfully submitted,

Sara L. Stull
Borough Secretary

JUNETEENTH

FREEDOM DAY

Introduction
to
Juneteenth
Observation
in
Gettysburg

Presented by Blessing F. Shahid of Indigenous Glow



Why

is Juneteenth important?

It is
the *oldest*
nationally celebrated
commemoration of the ending of slavery
in the
United States of America.

“Juneteenth”
is a combination of
June and nineteenth.

June 19th

marks the anniversary of the date
in **1865**

when Gordon Granger issued
General Order No. 3 in Texas,
announcing Lincoln's
Emancipation Proclamation.

President Abraham Lincoln had signed the
Emancipation Proclamation on
January 1, 1863.

However,
after *more than two years*,
in Southern territories where the news was
suppressed,
there were still
more than 250,000 enslaved Black Americans
denied the knowledge of their freedom.

In 1865,
newly freed Black people in Texas
organized the first annual celebration
of
"Jubilee Day."

As Black people migrated from Texas
to other parts of the country,
they would spread
the Juneteenth tradition,
educating family and friends who were
unaware of the continued unlawful
oppression of southern Black communities.

WAYS TO CELEBRATE JUNETEENTH



In the ensuing decades,
Juneteenth commemorations featured
music, barbecues, prayer services,
and other activities reflecting
local African-American cultures.

On

June 19, 2019

Pennsylvania Governor Tom Wolf
signed into law Act 9,
designating June 19

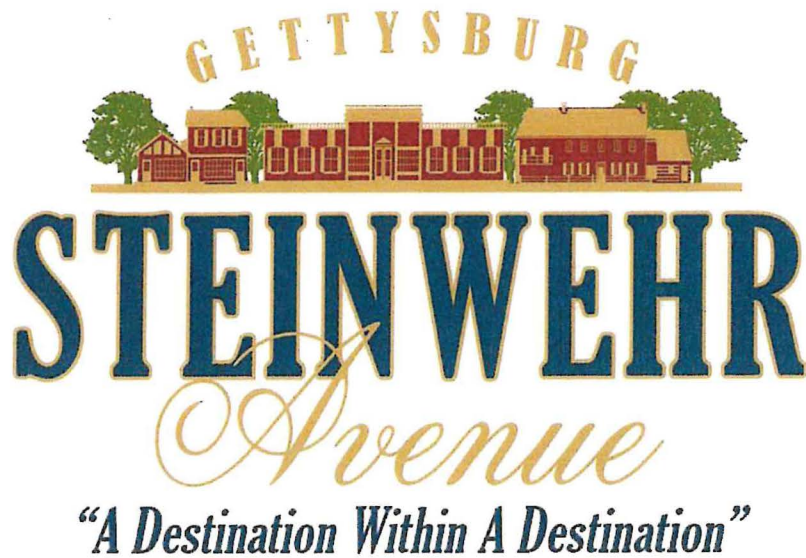
as

Juneteenth National
Freedom Day in
Pennsylvania.



Two years later,
on behalf of Indigenous Glow,
and all of Gettysburg's Black residents,
we are asking
Borough Council to approve
a resolution that officially declares
Juneteenth
a local holiday in Gettysburg.

thank you



**Neighborhood Improvement District Plan
Steinwehr Avenue Business Improvement District
June 14, 2021**

MISSION

The mission of Steinwehr Avenue BID is to expand the economy of the business district through active public/private partnerships between business owners and government agencies.

VISION

Economic vitality is achieved through preserving our historic assets, responding to the needs of our community including our residents, visitors, and business owners through ongoing marketing and enhancements of our unique qualities. The Vision is to create a community that has the following features:

- A united business community
- advocacy program supporting businesses
- comprehensive marketing plan including an active Heritage Tourism program
- family attractions, events, and entertainment
- sustainable businesses
- development scenarios for underutilized properties
- pedestrian safety and traffic mobility
- improved parking and wayfinding deficiencies
- rebranded image as a new destination for locals and visitors
- adequate restroom coverage
- expanded parking opportunities
- improvements to trash pick-up services

STEINWEHR BUSINESS IMPROVEMENT DISTRICT PLAN

VALUES

- *Collaboration* – By joining together, we can achieve much more than by each of us acting alone. Community – We understand that the fabric of our community – our relationships with one another—is the foundation upon which our success is built.
- *Heritage* – History is what makes our place unique; we recognize our architectural and Civil War heritage as one of our most important assets.
- *Walkability* – we value our pedestrian orientation and the human scale of our built environment.
- *Diversity* – We respect and value differences and believe that soliciting a diversity of perspectives leads to better outcomes.
- *Accessibility* – By ensuring that our community is physically, socially, and economically accessible, we will enable the diversity necessary for a healthy economy.

STEINWEHR AVENUE BID PLAN

Few community development tasks are more important or more challenging than urban revitalization. Communities throughout the nation realize that a concerted effort to reinvest in commercial districts is a necessary element of comprehensive economic development. In times of significant economic distress, the sustainability of such revitalization efforts must be based on strong and committed public-private partnerships. The Heart of Gettysburg Battlefield Neighborhood Improvement District, also called the Steinwehr Avenue BID, encompassing the commercial district of Steinwehr Avenue at the Gettysburg National Military Park, is a good example of this practice.

OVERVIEW

The Commonwealth of Pennsylvania, under Act 2000-130, 73 P.S. § 831 et seq., known as the Neighborhood Improvement District Act (NID Act), authorizes municipal governments to create various types of Neighborhood Improvement Districts to promote and facilitate urban revitalization. Neighborhood Improvement Districts centered on a commercial area are known as Business Improvement Districts. In 2010, at the request of the businesses along Steinwehr Avenue, the Borough of Gettysburg created Heart of Gettysburg Battlefield Neighborhood Improvement District, known in the community and referred to in this document as the *Steinwehr Avenue BID*. It had an initial term of five years, and was renewed through 2021. This document provides for the continuation of the revitalization plan by serving as the basis for the reauthorization of the Steinwehr Avenue BID by December 2021 for an additional seven-year period. Since its inception in 2010, the Steinwehr Avenue BID has been in compliance with the Pennsylvania Neighborhood Improvement District Act and anticipates the same going forward. This Neighborhood Improvement District Plan (the Plan) provides a detailed framework to communicate the future goals and intent of the Steinwehr Avenue BID to all property owners within the Steinwehr Avenue BID and to other stakeholders within the Borough of Gettysburg.

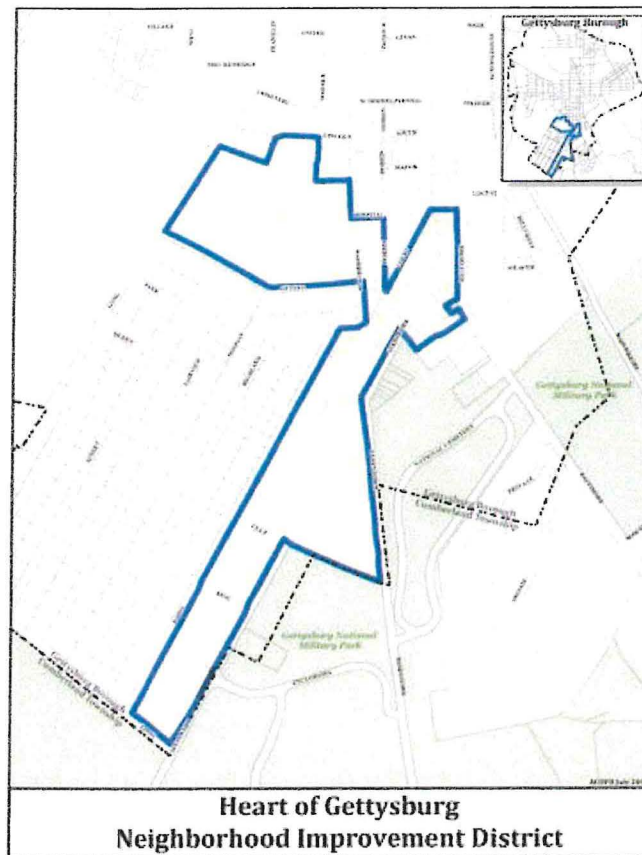
REQUIRED PLAN ELEMENTS

In accordance with Section 5 (Creation of a Neighborhood Improvement District) of the Pennsylvania Neighborhood Improvement District Act, the information contained in this document is provided to all property owners and lessees located within the boundaries of the Steinwehr Avenue BID.

STEINWEHR BUSINESS IMPROVEMENT DISTRICT PLAN

DISTRICT DELINEATION

The following map delineates the boundaries and properties for the Steinwehr Avenue BID. There are no changes from the previous boundaries.



NAME

In accordance with the Pennsylvania Neighborhood Improvement District (NID) Act of 2000, P.L. 949, No. 130 Section 5(c)(2)(i), the official name of the neighborhood improvement district shall be the "Heart of Gettysburg Battlefield Neighborhood Improvement District" also referred to as "Steinwehr Avenue BID."

STEINWEHR AVENUE BID SERVICE AREA BY PARCEL NUMBER

The list of all properties and the base annual Steinwehr Avenue BID assessment as shown above.

Parcel number	2021 Assessed Value	1.94766 Millage Assessment
16013-0001---000	\$ -	\$ -
16013-0010---000	\$ 931,100.00	\$ 1,813.47
16013-0010A--000	\$ 288,000.00	\$ 560.93
16013-0011---000	\$ 63,300.00	\$ 123.29
16013-0012---000	\$ 73,800.00	\$ 143.74
16013-0013---000	\$ 40,500.00	\$ 78.88

STEINWERH BUSINESS IMPROVEMENT DISTRICT PLAN

16013-0014---000	\$ 53,600.00	\$ 104.39
16013-0015---000	\$ 23,100.00	\$ 44.99
16013-0019---000	\$ 297,000.00	\$ 578.46
16013-0020---000	\$ 199,500.00	\$ 388.56
16013-0021---000	\$ 205,700.00	\$ 400.63
16013-0022---000	\$ 202,900.00	\$ 395.18
16013-0023---000	\$ 391,200.00	\$ 761.92
16013-0024---000	\$ 115,500.00	\$ 224.95
16013-0025---000	\$ 133,000.00	\$ 259.04
16013-0026---000	\$ 515,900.00	\$ 1,004.80
16013-0027---000	\$ 208,600.00	\$ 406.28
16013-0028---000	\$ 287,900.00	\$ 560.73
16013-0029---000	\$ 140,400.00	\$ 273.45
16013-0030---000	\$ 213,700.00	\$ 416.21
16013-0031---000	\$ 258,800.00	\$ 504.05
16013-0032---000	\$ 214,600.00	\$ 417.97
16013-0033---000	\$ 317,500.00	\$ 618.38
16013-0034---000	\$ 247,200.00	\$ 481.46
16013-0034A--000	\$ 257,400.00	\$ 501.33
16013-0034AA--000	\$ 100,000.00	\$ 194.77
16013-0037---000	\$ 600,000.00	\$ 1,168.60
16013-0038---000	\$ 788,400.00	\$ 1,535.54
16013-0038A--000	\$ 691,100.00	\$ 1,346.03
16013-0106--000	\$ -	\$ -
16013-0107--000	\$ -	\$ -
16013-0108--000	\$ -	\$ -
16013-0109--000	\$ -	\$ -
16013-0109A--000	\$ -	\$ -
16013-0109B--000	\$ -	\$ -
16013-0110--000	\$ -	\$ -
16013-0111---000	\$ 455,300.00	\$ 886.77
16013-0112---000	\$ 261,400.00	\$ 509.12
16013-0113---000	\$ 373,100.00	\$ 726.67
16013-0114---000	\$ 553,100.00	\$ 1,077.25
16013-0115---000	\$ 728,600.00	\$ 1,419.07
16013-0116---000	\$ 400,800.00	\$ 780.62
16013-0117---000	\$ 280,400.00	\$ 546.12
16013-0118---000	\$ 362,400.00	\$ 705.83
16013-0119---000	\$ 293,000.00	\$ 570.66
16013-0120---000	\$ -	\$ -
16013-0121---000	\$ 105,200.00	\$ 204.89
16013-0122---000	\$ 2,274,900.00	\$ 4,430.73
16013-0122A---000	\$ 77,000.00	\$ 149.97
16013-0153---000	\$ 403,200.00	\$ 785.30
16013-0154---000	\$ 279,800.00	\$ 544.96
16013-0155---000	\$ 508,600.00	\$ 990.58
16013-0156---000	\$ 572,400.00	\$ 1,114.84

STEINWERH BUSINESS IMPROVEMENT DISTRICT PLAN

16013-0157---000	\$ 166,400.00	\$ 324.09
16013-0159---000	\$ 501,800.00	\$ 977.34
16013-0161---000	\$ 444,900.00	\$ 866.51
16013-0162---000	\$ 306,300.00	\$ 596.57
16013-0163---000	\$ 247,400.00	\$ 481.85
16013-0164---000	\$ 985,400.00	\$ 1,919.22
16013-0164A---000	\$ 26,100.00	\$ 50.83
16013-0165---000	\$ 1,107,300.00	\$ 2,156.64
16013-0166---000	\$ 434,600.00	\$ 846.45
16013-0167---000	\$ 551,400.00	\$ 1,073.94
16013-0168---000	\$ 251,700.00	\$ 490.23
16015-0009A--000	\$ 455,100.00	\$ 886.38
16015-0010---000	\$ 944,400.00	\$ 1,839.37
16015-0011---000	\$ 855,700.00	\$ 1,666.61
16015-0013---000	\$ 476,000.00	\$ 927.09
16015-0014---000	\$ 1,653,100.00	\$ 3,219.68
16015-0016---000	\$ 1,330,400.00	\$ 2,591.17
16015-0017---000	\$ 346,600.00	\$ 675.06
16015-0018---000	\$ 1,387,400.00	\$ 2,702.18
16015-0019---901	\$ 3,149,200.00	\$ 6,133.57
16015-0024---000	\$ 3,095,800.00	\$ 6,029.57
16015-0025---000	\$ 463,700.00	\$ 903.13
16015-0026---000	\$ 249,700.00	\$ 486.33
TOTALS:	\$ 38,439,100.00	\$ 74,866.30
76	67	67

Residential and tax-exempt properties, including Gettysburg Hospital and Gettysburg National Military Park, are exempt from the assessment.

EXEMPT PROPERTIES

The Steinwehr Avenue BID will negotiate separately with each tax-exempt property to secure financial support or in-kind services to assist in providing the necessary programs and services outlined within the Plan.

IMPROVEMENTS TO BE PROVIDED WITHIN THE STEINWEHR AVENUE BID

The Heart of Gettysburg District Revitalization Plan (April 2009) establishes a vision for strengthening the economic vitality of the commercial district. This vision includes detailed redevelopment strategies supported by both qualitative and quantitative studies. These studies include attitudinal surveys and market analysis, respectively. The redevelopment concepts presented in the Plan visually illustrate and technically define the short-term and long-term redevelopment strategies for sustaining existing businesses; providing alternative development scenarios for underutilized properties; increasing pedestrian safety and traffic mobility; addressing parking and wayfinding deficiencies; and creating the environment to rebrand the district's image as a new destination for locals and visitors.

STEINWEHR BUSINESS IMPROVEMENT DISTRICT PLAN

PHYSICAL IMPROVEMENTS

The April 2009 five-year plan included physical improvements such as raised speed tables and pedestrian crosswalks, sidewalks and curb extensions, roadway and pedestrian signage, lighting, landscaping, paving and patching and other streetscape elements. At this juncture, many of these improvements have already been achieved and others are in the process of implementation. On June 1, 2011, Phase 1 of a Transportation Enhancement and Streetscape Revitalization Project was completed on Steinwehr Avenue between Baltimore Pike and Taneytown Road. The total of this project was \$2.5 million, funded by a Pennsylvania Community Transportation Grant, the Borough of Gettysburg, and the Steinwehr Avenue BID. The improvements included raised speed tables, pedestrian crosswalks, new sidewalks and curb extensions, roadway and pedestrian signage, lighting, landscaping and paving. Soon after Phase 1 was completed, the Steinwehr Avenue BID received word that the Eastern Federal Highway Administration would fund \$3.28 million to complete "Phase 2," the remaining area from Taneytown Road south to Long Lane. Phase 2 extends the same street improvements and also includes a new bike lane. This project was placed on hold to accommodate the 150th Anniversary of the Battle of Gettysburg in 2013. The Borough of Gettysburg and the Steinwehr Avenue BID have diligently worked on the project, for completion by 2014. These improvements have encouraged individual businesses to make major investments into their own businesses. A few examples include: McDonalds, Inc., Friendly's, Kentucky Fried Chicken, the new Gettysburg Heritage Center, the new Dairy Queen, Gettysburg Diorama, Horse Soldier, and the Lincoln Train Museum. ADA compliant issues have been addressed and the district has improved safety issues with new signs, paving and speed reduction measures. Very few Neighborhood Improvement Districts are fortunate to be able to achieve nearly \$6 million of physical improvements in their first five years of existence. Existing businesses have been making major renovations, while new business venues are also investing in upgrades. The goal of the Steinwehr Avenue BID over the next seven years will be to showcase these physical improvements with comprehensive promotional and marketing efforts.

RESTROOMS

The Board will review the restroom capacity on Steinwehr Ave and work with its partners to ensure there is adequate coverage.

PARKING

Expanding parking opportunities will be explored and implemented by working with the Borough and property owners.

SERVICE IMPROVEMENTS TRASH PICK-UP SERVICE

The Steinwehr Avenue BID addressed numerous complaints about trash spill-over during tourism season weekends and special events. The BID augmented the trash collection not provided by the Borough during tourist season weekends through 2018 by contracting additional trash collection, which eliminated complaints. Additional trash collection is currently provided by the Borough, which satisfies the community requirement.

COMPREHENSIVE MARKETING PLAN

In the recent survey to stakeholders, continuing and expanding marketing for Steinwehr Ave on of the top six items was noted as the BID moves into its next term. The goal is to attract additional customers to dine, shop, play, and stay within the district longer. Steinwehr Avenue BID continues to expand its marketing strategies of Heritage Tourism. The success of such a strategy is best noted in a report to the Advisory Council on Historic Preservation by Donovan Rypkema in 2011: "In nearly all the comparative

STEINWERH BUSINESS IMPROVEMENT DISTRICT PLAN

analysis, heritage tourists (however defined) tend to stay longer, visit more places, and spend more per day than tourists in general, thereby having a significantly greater per trip economic impact.”

Locally, Steinwehr Ave BID uses elements of Heritage Tourism by expanding its comprehensive marketing plan under the professional guidance of Dru Anne Neil, President, Neil Strategy Group LLC. This includes an active social media campaign strengthened by organic expansion. Typically, marketing is seen primarily as a tool for attracting customers, but it is also very useful for attracting businesses, particularly those who like to be where the customers are. Indeed, Steinwehr Avenue District today boasts more than 70 businesses.

A logo and tag line “Where the past meets the present” was created in 2009 as a brand strategy to focus on the history of our area in a way that recreates the ambiance of the late 1800 era. The tagline has since been modified as “A Destination Within A Destination” to suggest its distinctive qualities. The BID will continue to enhance its website and brochures, as well as advertising placed in the Destination Gettysburg (formerly Convention and Visitor’s Bureau) attraction guide, Small Business Saturday, American Chronicle and other venues. Additional “streetmosphere” created by attracting re-enactors with living history events will continue. Popular parades drawing people down Steinwehr Avenue will continue to be sponsored by the Steinwehr Avenue BID. New event ideas will continue to be explored. A multi-faceted marketing plan to promote the district and investigate possibilities for special events, social media, digital media, and various marketing campaigns which tend to compliment the overall brand and effective cooperative advertising, and outreach marketing will continue to be the centerpiece for the BID. It will dovetail with all promotional efforts to achieve the greatest return on time and money invested.

SPECIAL EVENTS

Direct Response Events: Going forward, the Marketing Committee will develop event calendars annually and engage the district in developing “direct response events” which actively draw people into businesses. For example, First Friday is a way to entice people to enter the shops versus just going to an outdoor festival.

Steinwehr Specific Events: The Steinwehr Avenue BID will continue to create one to two events each year specific to Steinwehr Avenue. Geared specifically toward the local and regional markets, special events are intended to connect and/or reconnect the community with the district. The events will be family oriented but have a definite appeal for all generations. Such special events are a “feel good” measure to strengthen the image of the district as welcoming and friendly.

Public Relations Opportunities: The Marketing Committee created certain publicity events such as the Ribbon Cutting for Steinwehr and the Bench Dedication and Fundraising program. As opportunities arise, the Marketing Committee will continue to take advantage of publicity events to showcase new businesses and new programs through printed articles, social media, and grand opening events.

Parade Sponsorships: The Steinwehr Avenue BID has sponsored parades in the past that traveled through this district. The Remembrance Day Parade, Parade of Chrome, and Independence Day parades are examples and the BID will evaluate on continuing these sponsorships as long as there is a benefit in doing so.

Communications – Engaging the Members: Going forward, an annual Marketing Plan with monthly promotional events targeted for the Steinwehr District will be created and shared among the businesses.

STEINWEHR BUSINESS IMPROVEMENT DISTRICT PLAN

Information will be gathered and included as direct marketing from the Steinwehr Avenue BID website and social media will occur and new events will be considered. Continuing many of the initial event ideas will also be evaluated and improved upon. For example, encouraging businesses to create some events during the Gettysburg Fringe Fest will be a good partnership to pursue. Socials may be held for the District businesses to hear updates and network. Newsletters will be developed and distributed the first of the month via the social media to both District members and external customers inquiring through the social media.

IMAGE/BRANDING CAMPAIGN

Brand Messaging Campaigns: The Steinwehr Avenue logo was designed and approved by the Steinwehr Avenue BID Board and is incorporated into all marketing pieces. Marketing campaigns that compliment this branding tag-line will be developed, such as “Shop Local, Buy Local” in partnership with the farmers’ market.

Design: The Steinwehr Avenue BID will ensure Christmas ornaments are appropriate on Steinwehr Avenue. Brochure kiosks with maps have been installed and will be updated as needed. The Marketing Committee will be looking into the *Journey Through Hallowed Ground* tree project to determine opportunities to both include the look of the trees and marketing opportunities in promoting Steinwehr as part of the regional marketing campaign.

Delivery Methods of Marketing and Promotional Campaigns: It was premature to embark on an extensive image campaign in the first phase of the Steinwehr Avenue BID because the focus was on improving the destination. However, some of the techniques listed below are being considered and evaluated. For example, billboards were considered several times, but it was agreed that the anticipated ROI would not justify this activity. That said, as billboards become available, the Steinwehr Avenue BID is open for recommendations.

Social media, particularly Facebook, has proven to be very popular with nearly 5,000 followers to date on the Steinwehr Avenue page (@SteinwehrAvenue). There will continue to be expansion into social media platforms to help maintain interest for visitors and locals alike.

Likewise, continued consideration about the following items will be on-going as a means to improve the image campaign for this district.

- Billboards
- Television and Radio Commercials
- Magazine and Newsprint Ads
- Direct Mail
- Newsletters
- Cooperative Advertising. – Radio Spots – Television Spots – Magazine or Newsprint

OUTREACH MARKETING

Effectively promoting the District and its businesses to potential regional residents and tourists would be another key component of the Steinwehr Avenue BID marketing plan.

Map and Guide and Kiosk: A brochure including a complete listing of businesses located on Steinwehr Avenue and in the Steinwehr Avenue BID was developed with visitor-oriented information. This brochure is currently distributed through Destination Gettysburg, PA Welcome Center and Turnpike Rest

STEINWERH BUSINESS IMPROVEMENT DISTRICT PLAN

Center locations, Main Street Gettysburg, and other local distribution points. The Steinwehr Avenue BID would also work with area conference planners to distribute the brochure to conference attendees.

Updating the brochures and kiosks will be scheduled as needed.

Social Media: Website, Facebook, Instagram, and Twitter. The Marketing Committee provides oversight of the social media promotional information.

A united business community: A concentrated effort to encourage information exchange between the businesses and a central point for updating the website and social media is in place. It includes newsletters and e-mail.

ESTIMATED TIME FRAME FOR COMPLETION OF ACTIVITIES

In accordance with this Plan, the Steinwehr Avenue BID would sunset seven years after its reauthorization, and as such, all activities envisioned by this plan would be addressed or completed by that date.

BUDGET FOR THE FIRST FISCAL YEAR OF THE PLAN

Revenue

Annual Assessments \$74,866

Gettysburg Tours (In-Kind Services) \$10,000 value

Total Revenue \$84,866

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Expenditures

Administration and Marketing \$54,416

Legal Services \$3,000

Audit & Office Supplies \$5,000

Insurance \$1,250

PIB Debt Service \$11,200

Bookkeeping & Collections (In-kind Services) \$10,000

Total Expenditures: \$84,866

SOURCES OF REVENUE

The millage for the Steinwehr Avenue BID is currently 1.94766 mils. The Steinwehr Avenue BID Plan envisions revenue from assessments only for the re-authorization period. Total projected revenues of \$594,062 are estimated for the seven-year period.

NEIGHBORHOOD IMPROVEMENT DISTRICT ADMINISTRATION

The Pennsylvania Neighborhood Improvement District Act requires that an organization be identified to manage the operation of the improvement district. This management entity is referred to as the Neighborhood Improvement District Management Association (NIDMA) and would be designated by Borough Council. The entity to govern and administer the Business Improvement District as the NIDMA shall be Steinwehr Avenue, Heart of Gettysburg Battlefield, Inc. (SAHGB), a charitable non-profit 501(c)(3) corporation established to manage the BID. SAHGB is managed by a ten-member board of directors. Each owner of a real estate parcel within the Steinwehr BID is a voting member of the corporation.

STEINWERH BUSINESS IMPROVEMENT DISTRICT PLAN

STATUTORY AUTHORITY AND GOVERNING DOCUMENTS OF THE BIDMA

SAHGB has operated for the past five years in accordance with its governing documents, including its Articles of Incorporation as filed with the Pennsylvania Department of State and its By-laws as approved by the members of the corporation, who are the owners of properties within the Steinwehr Avenue BID. Copies of the Articles of Incorporation and By-laws are available to each property owner.

ASSESSMENT FEE DETERMINATION

All benefited properties, as described in the Pennsylvania Neighborhood Improvement District Act would be subject to an annual assessment, based on the current real estate tax assessed value, as maintained by Adams County. For the purposes of this Plan, only taxable properties, within the boundaries of the Steinwehr Avenue BID, have been determined to be benefiting "properties." Over the seven years of the Plan, the annual assessment equal to 1.94766 mils on the current assessed value of the property in question and may be modified only by the Borough of Gettysburg as provided by the Act. This annual payment would be subject to the terms specified below.

- Residential properties within the boundaries of the district have been determined, at this time, to be non-benefiting properties and thus, are exempt from a required annual payment. These properties are noted as not having an assessment on the parcel listing.
- Non-profit organizations, or other entities owning property, which are exempt from real estate taxes are also exempt from the Steinwehr Avenue BID assessment. The owners of tax-exempt property will be asked to contribute as required by the Act.
- In the event a property has its assessed value decreased as a result of a real estate assessment appeal, any refund in the annual Steinwehr Avenue BID fee due to the property owner would be credited against the next year's assessment. In the event such a reduction occurs in the last year of operation of the Steinwehr Avenue BID as a result of non-renewal by the municipality, a refund would be paid to the property owner.

DUTIES AND RESPONSIBILITIES OF THE BIDMA AND THE BOROUGH OF GETTYSBURG

In accordance with the Pennsylvania Neighborhood Improvement District Act, the Borough of Gettysburg would have all powers and authorities reserved to it under Section 4 of the Act, and the SAHGB, operating as the BIDMA, would have all powers and authorities reserved to it under Sections 6(c) and 7 of the Act.

THE BOROUGH OF GETTYSBURG MUNICIPAL SERVICES AGREEMENT

This plan stipulates and Pennsylvania Neighborhood District Improvement Act states that the Borough of Gettysburg must maintain the same level of municipal programs and services within the Steinwehr Avenue BID after its establishment as before the designation. A summary of the baseline municipal services, as of January 2014, follows:

- Street cleaning services as currently provided
- Service light posts as required
- Parking meter enforcement and irregular parking enforcement
- Snow removal services as currently provided
- Police patrol services as currently provided
- Code Enforcement as currently provided

SUNSET PROVISIONS AND REAUTHORIZATION In accordance with the Pennsylvania Neighborhood Improvement District Act, Section 4 (9) relating to the powers of the municipal

STEINWEHR BUSINESS IMPROVEMENT DISTRICT PLAN

corporation relative to the establishment of the neighborhood improvement district, the initial term for any sunset provision must be at least five years. The initial duration of the Steinwehr Avenue BID was five years. For the reauthorization of the Steinwehr Avenue BID, a term of seven years was adopted. Assuming reauthorization, the new term of the Steinwehr Avenue BID would be from January 1, 2022 to December 31, 2028. Further reauthorizations of the Steinwehr Avenue BID for additional terms may be approved by the Borough of Gettysburg, if the Steinwehr Avenue BID:

- Provides a third-party performance review of the effectiveness of the Steinwehr Avenue BID during its second term, along with any local legislation relating to the request for reauthorization.
- Submits a revised neighborhood improvement district plan in accordance with the Pennsylvania Neighborhood Improvement District (NID) Act, Section 5, and as it may have been amended in the intervening years.

RESPONSIBILITY FOR THE COLLECTION OF BID ASSESSMENT FEES

The SAHGB, functioning as the NIDMA, shall be solely responsible for all accounting services related to billing, collection, and placement of liens for non-payment, concerning all assessment fees associated with the Steinwehr Avenue BID. Such accounting services may be contracted to third party service providers.

PROVISIONS FOR PROPERTY OWNER APPROVAL OF THE BID

A negative vote by forty percent or more of the assessed property owners within the Steinwehr Avenue BID boundary will defeat the renewal of the Steinwehr Avenue BID. A negative vote of a property owner would be registered when the property owner files a written objection for each individual property with the Secretary of the Borough of Gettysburg within 45 days of the presentation of the final Plan. Each individual or ownership entity owning an affected property within the district is entitled to one vote for each parcel of property owned. Each property owner eligible to cast a vote will be notified by U.S. mail as to the specific date by which a negative vote must be cast. For an objection to be registered, it must include the Adams County parcel identification number, the name and address of the legal owner(s) of the property. If the property is owned by more than one person, or by a partnership or a corporate structure, the objection must be signed by all owners or partners or include a resolution of the corporation's board of directors.

**Steinwehr Avenue BID
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