Gettysburg

HISTORIC CROSSROADS

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William E. Troxell, Mayor
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Holliday Giles, Council Vice President

Peter S. Marshall, Borough Manager
Sara L. Stull, Borough Secretary
Harold A. Eastman, Jr., Borough Solicitor

Resolution No. 0208/0-2

A RESOLUTION OF THE BOROUGH OF GETTYSBURG, PENNSYLVANIA, PROCLAIMING THE BOROUGH OF GETTYSBURG'S COMMITMENT TO HISTORIC PRESERVATION AND HERITAGE TOURISM AND INTENT TO APPLY FOR A FY 2010 *PRESERVE AMERICA* HISTORIC PRESERVATION FUND GRANT.

WHEREAS, *Preserve America* is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation, the U.S. Department of the Interior, and the U.S. Department of Commerce; and

WHEREAS, Gettysburg, Pennsylvania, is a designated *Preserve America Community*; and

WHEREAS, Gettysburg, Pennsylvania, is a Certified Local Government and has an active Main Street program and organization dedicated to downtown revitalization and the management of downtown revitalization efforts; and

WHEREAS, Gettysburg, Pennsylvania has adopted a Historic District ordinance designed to safeguard Gettysburg's historic identity and has installed a Historic Architectural Review Board to make recommendations to the Borough Council; and

WHEREAS, The Borough of Gettysburg, Main Street Gettysburg, and National Park Service have partnered with other organizations to develop and implement the Gettysburg Interpretive Plan, which promotes a seamless interpretive experience between the park and the community while fostering community economic vitality.

WHEREAS, The Borough of Gettysburg, Main Street Gettysburg, and Gettysburg Convention and Visitors Bureau have identified the need to further promote the Gettysburg heritage tourism experience by developing and deploying a dedicated Gettysburg Heritage Tourism Website and Portal for state-of-the art technology applications, such as mobile guides, Smartphone applications, GPS tours, podcasts, and virtual tours; and

WHEREAS, the goals of the grant initiative include a greater shared knowledge about our Nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's irreplaceable cultural and natural heritage assets, and support for the economic vitality of the greater Gettysburg community; and
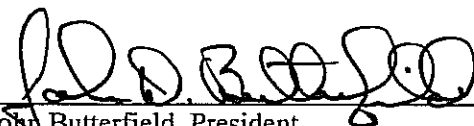
WHEREAS, the grant initiative is compatible with our community's interests and goals related to historic preservation.

NOWTHEREFORE BE IT RESOLVED BY THE COUNCIL OF THE BOROUGH OF GETTYSBURG, PENNSYLVANIA, THAT:
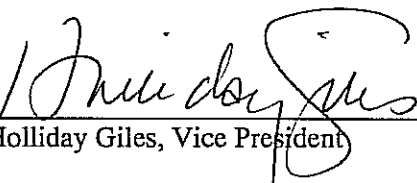
1. The Borough of Gettysburg will apply for a FY 2010 *Preserve America* Historic Preservation Fund Grant.

2. The Borough of Gettysburg, in collaboration with Main Street Gettysburg and Gettysburg Convention and Visitors Bureau, and other public and private community organizations, will protect and celebrate our heritage, use our historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

PASSED and ADOPTED this 8th day of February 2010

GETTSYBURG BOROUGH COUNCIL

John Butterfield, President

Holliday Giles, Vice President

ATTEST:

Sara L. Stull, Borough Secretary

Preserve America: Gettysburg Tourism Portal

Need: In this age of the Internet, advanced communications tools (phones, MP3 players, GPS), and the modern tourist's sense of independence, Gettysburg does not have a one-stop, **single source portal** to access tourism and cultural resources information from a multiplicity of sites and sources, and the ability to access real-time heritage education information and self-guided tours.

Goal: Develop a Gettysburg Tourism Portal (GTP) to link government and private points of interest/ destination to provide a comprehensive site for visitors to pre-plan and use during their visits to the Gettysburg area.

Objectives:

- Information will be available, via a website, smart phone applications, mp3 files, and remote kiosks, that is:

    o targeted on relevance to the 150th Civil War commemoration,

    o only a few screens deep, and

    o simplified and formatted for various media applications.

- Relevant programs and events will be organized by calendar, geography, and subject matter and will be contained in the first couple of screens of the website. This information will be adapted/formatted to be accessible on phone and related communications media.

- Heritage sites and venues will be organized by geography and subject and will be contained in the first couple of screens of the website. This information will be adapted/formatted to be accessible on phone and related communications media.

- Authentic lodging, restaurant, and retail will be organized by geography and subject and will be contained in the first couple of screens of the website. This information will be adapted/formatted to be accessible on phone and related communications media.

- GPS tours with information on heritage sites and buildings on demand

- Topic specific tours developed for a MP3 player or phone

Process:

The following sections outline the high-level process to implement a proof of concept/pilot GTP.

- Envisioning: The project team will work with community stakeholders to agree upon essential functionality of the GTP (i.e., what should the system do) and prioritize available content. The prioritization is a curtail component and will help to determine trade-offs during the design and budgeting phase of the project.

- For the www.gettysburgcivilwar150.com website portal: collect information on relevant sites, venues, events, programs, lectures, classes, and authentic lodging, dining, and shopping by developing an online forms for managers and organizers to populate with requested appropriate information. Information will be reviewed for relevance. Develop the system architecture to permit this

information to be collected, stored, and presented in a user-friendly, application specific way. Enable links to additional information.

- For the www.gettysburgcivilwar150.com website portal: provide must-see itineraries.

- For GPS Tour: Collect and standardize already available information on heritage sites and venues that describes the story of building or site. Write scripts where necessary. Produce audio of information. Develop the formatting and web capability to enable the information to be geographically referenced, available through the portal, and downloaded to GPS. Also, provide logistical information on site or building (open to public, hours, costs).

- For Topic Tours: Collect the information to be presented on the topic tour. Write script of tour. Produce audio for tour. Develop the formatting and web capability to enable the information to be available through the portal and downloaded on MP3 and phones.

- Develop community outreach and buy-in. Work with local points of interest to incorporate their information into the portal.

- Additionally, the technical architecture of the GTP will be designed. This will include the identification of software, hardware, tools, data schema, and integration points. The system will be designed with scalable and accessible by various modes (e.g., internet and mobile devices) in mind. The goal is to design a system that can demonstrate the pilot project, but be robust enough to meet the long term goals and needs of the community.

Develop a Pilot/Proof of Concept

Develop a pilot/proof of concept tourist information system. The system will be available via the web and through mobile devices. It will include the top priority functionality within the budget constraints of the program. The pilot site will provide an opportunity to begin branding the site, gain buy-in and support from local organizations and funding sources, outline the budget and develop path for expansion.

Project Expansion

Future development of the portal could add weather and traffic information; additional lodging, dining and shopping that did not meet the authenticity test; heritage sites and venues of other time periods; recreation activities; county-wide topic specific tours; etc.

Funding Strategy:

- Identify state and local funding sources that can support the expansion of the system.

- Develop a 5 year pro-forma to demonstrate sustainability and financial resources/needs

- Sell ad space through Google.

Project Budget

Task	Hours	Cost
Envisioning	50	$7,000.00
Content Gathering	80	$9,600.00
Design and Architecture	70	$8,200.00

Pilot Monitoring and Project Enhancements	62	$8,680.00
Financial/Funding Strategy	60	$8,400.00
Content Development Support & Formatting	400	$56,000.00
Expenses		$2,120.00
Project Administration		$5,000.00
ACHS Content Development (match)		$10,000.00
Expert Content Development (match)		$5,000.00
GCVB Website Development (match)		$10,000.00
Project Total		$130,000.00