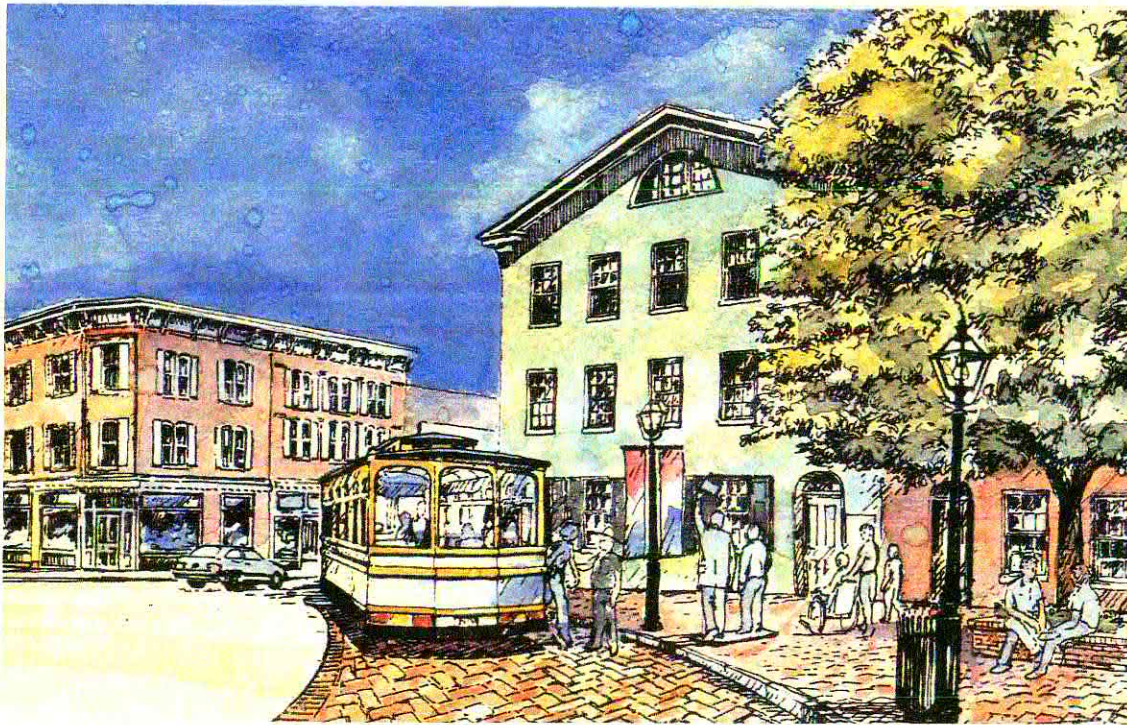




Main Street Gettysburg

Past, Present & Future

MAY 2015





Main Street Gettysburg Past, Present & Future

Agenda May 2015

- Introductions and Purpose of meeting
- Update and Status of Main Street Gettysburg
- Future Plans
- Present Priorities
- Support Request
 - 1) Support MSG with other entities
 - 2) State-level funding support
 - 3) Future support of Baltimore Street Revitalization Project



Main Street Gettysburg History of Community Impact

Updated May 19, 2015

To achieve project funding it requires several important elements:

- **Plan:** A quality plan
- **Worthy Project:** A project that will result in successful economic vitality
- **Partnerships:** Letters of support and commitment from the community
- **Fundraising:** Private and public funding. As a 501(c) 3 MSG bridges the requirement to leverage private and public funding.
- **Execution:** Committed stakeholders to carry out the execution of the project
- **Administrative Support:** Application, receipt of funds and closeout. Often meetings are necessary with legislators and other stakeholders

The list below are all projects that MSG has either initiated or has been involved in with at least one of these elements to achieve the funding for the project. **(The Borough has invested a total of \$440,000 in MSG since 2005 with conservatively more than \$45 million of improvements as a result of MSG working with community-wide efforts of citizens and organizations.)**

Interpretive Plan Related Projects

• David Wills House	\$ 7,200,000***	Investment to renovate	
• David Wills House Start-up	\$ 87,563		
• David Wills House Operations	\$ 500,000	3 years cost of operating	
• Majestic Theater	\$ 16,000,000	MSG met with governor	
• Gettysburg Train Station	\$ 1,800,000	MSG President very involved	
• Freedom Transit	\$ 3,000,000		
• Gettysburg Town Guides	\$ 10,000	MSG investment	
• Steinwehr Avenue	\$ 9,000,000	Streetscape Renovation Projects	
• Seminary Ridge Museum	\$ 13,000,000	Pilleggi Meeting - \$4 million	
• Seminary Ridge Walking Tour	\$ 215,000	Supported grant JTHG	
• Wayfinding Signage	\$ 269,000		
• Wayside Signage	\$ 62,400	52 waysides @ \$1,200	Total: \$51,143,963

Civil War 150th

• Kick-off Events	\$ 15,000		
• State Funding	\$ 450,000	Hosted Legislators and created ask	
• Marketing	\$ 500,000	CVB as MSG partner invested	
• Transit Plan and buses	\$ 90,000***	\$15,000 MSG match to allow	
• Smart Transportation System	\$ 1,000,000 ++	MSG initiated request for mobility plan	
• Community Day	\$ 5,000	Conservatively—MSG hosted this day	
• Town Meetings			
• Three years of planning (time)		Value if you had hired someone to do this? \$50,000/year - \$150,000	
		Not including millions in Events	Total: \$2,210,000

Other Projects and Programs

• Steinwehr Avenue BID	\$ 350,000	\$70,000 per year/5 years
• Middle Street Streetscape	\$ 250,000***	MSG Started – Borough expanded +400,000
• Baltimore Street	\$ 21,000	Street Lamp Posts
• Community Retreats (3)	\$ 9,000	Value is conservative
• Gettysburg 2020	\$ 25,000***	MSG raised \$ for Delta
• Facade Improvement	\$ 72,825 paid out	Projects invested \$15,544,417 (since 2003)
• Zero Interest Loan	\$ \$362,537	Zero Interest loans since 2003
• Borough Services	TBD	

Value of Volunteers @ \$19.61 per hour/established by state - last calculation MSG was in 2011 totaled \$122,095

ROI on Interpretive Plan Projects ONLY: \$91.16 per dollar invested

ROI on Organization Operations and Programs @ \$200,000 average per year – \$3.54 for each dollar spent by Borough



Main Street Gettysburg Ten Year - Economic Development Strategic Plan

Introduction:

Since the sunset of the Gettysburg Borough Interpretive Plan, Main Street Gettysburg (MSG) has been working with the community stakeholders to create and refine an economic development strategic plan for the Borough of Gettysburg. In doing so, Main Street Gettysburg, in line with their mission, has become the economic arm of the Borough, focused on improving business growth and job opportunities.

Economic development efforts should result in increased sales/profits for existing businesses, an increased number of customers and visitors that patronize and spend in local businesses, an engaged community that conducts business in town, new and desirable businesses relocating or opening in town, and an expanded number of quality jobs. The achievement of these objectives requires a plan that is supported by our business community, our public sector, non-profits, and residents. Main Street Gettysburg plays a vital role in creating these partnerships and collaboration.

Purpose of this document:

- The purpose of this document is to offer a simple place to begin in setting a framework of economic development priorities for the town. Through dialogue we can seek unified buy-in from major leaders, a long term strategy for economic growth, and an opportunity to add to and improve these initial thoughts.
- This is a working document. It is intended to be short and simple to create the groundwork to refine an economic plan as the business needs and resources become available. It will evolve. It is not the end-all or be-all, but a beginning that could create a basis for turning talk into action.
- The basis of this working document originated from the strategic planning work of the MSG Board partners, two community retreats seeking community input about their economic development priorities and information opportunities that presented themselves through the partnerships of MSG and the community.

Following is the next phase of refining a ten year Economic Development Strategic Plan for Gettysburg that Main Street Gettysburg is coordinating with Gettysburg Borough,

Five to Ten Year List of Revitalization Projects and Priorities: Some of these will overlap in timeframe. Public funding will need to be coordinated.

- **Baltimore Street:** Upgrade Baltimore Street visually. Add more lighting and replace unsafe pavements. Create a branding and marketing plan, as well as a business recruitment strategy. Estimated timeframe. Consider including the gateway from Route 15 down Baltimore to Lincoln Square -- 3-5 years

- **Steinwehr Avenue:** The Business Improvement District exists, has achieved \$8 million of streetscape improvements, and is developing a strong marketing approach to attract more visitors to the district. The next phase of the plan is to attract investors to make major changes and improvement. Investors are already developing and implementing plans as we speak. A focus is on upgrading the Gateway coming into Steinwehr with new and upgraded businesses that will attract a family and higher-end visitor to Gettysburg. New attractions, restaurants and activities are underway or planned. The Borough support must be responsive and open to the opportunities that these revitalization efforts offer to the entire town. Estimated timeframes: 3-7 years
- **Breckenridge Street:** The revitalization of Breckenridge Street will be an important facelift for the town, improve safety issues and attract mixed use residents and businesses. This area could be more of an arts cultural area, seeking alley improvements and ways to host events and festivals. Estimated timeframes – 2-10 years (2016 – 2024)
- **Stratton Street - York Street** – As the Stratton Street development unfolds with the county, coordinating future upgrades on York Street should be considered and eventually implemented. Estimated timeframes 3-7 years with Stratton 3-5.
- **West Gettysburg Gateway – TBD-** There are shopping centers that need to be physically upgraded and thought put into how to create an inviting Gateway. Recently the Civil War Trust has purchased some land and a hotel that will be razed. It is important that coordination occurs among the borough and county planners, as well as the businesses to understand the impact of the changes occurring.- Target date to be determined.
- **Gettysburg Inner Loop** – Trails and greenways can increase perceived quality of life in a community, and consequently attract new businesses. Greenways reduce pollution and provide healthy environments for exercise, recreation and travel. MSG will continue to support HABPI in their leadership to complete the Gettysburg Inner Loop.

Gettysburg Borough Business Advocate and Economic Development:

- **Coordinate a Business Inventory Process with the Borough**
- **Create a business “Welcome and Orientation” Packet and process**
- **Develop a business recruitment plan for the borough**
- **Conduct interviews, surveys and other methods of gathering important information regarding policy changes, street sidewalk work, or anything that is borough related that would help the borough better understand and address the business needs. Help resolve these issues.**
- **Collaborate with borough and county with economic planning and assist in communications of information that impacts the businesses either directly or indirectly.**
- **Administer business support programs such as Façade Improvement and Zero Interest Loan programs**

Steinwehr Avenue Business Improvement District Support

- **Provide administrative and leadership support**
- **Assist with renewal process of the BID**
- **Assist with streetscape and transportation enhancement projects**
- **Support marketing, advertising, public relations and events**
- **Provide support in new business development of the district**



Main Street Gettysburg Target Projects for 2015 and Beyond

Baltimore Street Revitalization

- Completion of demonstration block – Funding in-hand - \$21,100 plus sidewalk cost that Columbia Gas will be covering in their repair work.
- MSG will apply for grants and raise funds for a Master Plan
- Engage C.S. Davidson to create Master Plan
 - MSG will assist CS Davidson with public meetings to reduce cost of Master Plan
- Planning and oversight community committee:
 - MSG will coordinate a committee of business owners and associated organizations to develop a brand, marketing strategy and design criteria.
 - Assess existing properties, businesses and residential mix. Spearhead a discussion about the types of businesses that the current community members would like to see.

Business Advocate & Economic Development

- Coordinate a Business Inventory Process with the Borough
- Create a business “Welcome and Orientation” Packet and process
- Develop a business recruitment plan for the borough
- Conduct interviews, surveys and other methods of gathering important information regarding policy changes, street sidewalk work, or anything that is borough related that would help the borough better understand and address the business needs. Help resolve these issues.
- Collaborate with borough and county with economic planning and assist in communications of information that impacts the businesses either directly or indirectly.
- Support transportation, walking and bike trail programs through advocacy, PR and collaborative support.
- Document an initial set of Economic Development Priorities for the Borough
- From the Ground Up –
 - Continue to support the volunteers and provide the PR for this program

Steinwehr Avenue Business Improvement District Support

- Provide administrative and leadership support
- Assist with streetscape and transportation enhancement projects
- Support marketing, advertising, public relations and events
- Provide support in new business development of the district

Gettysburg Borough Financial Grant & Loan Programs

- Façade Improvement Program
- ZILP Interest Loan Program
- Sidewalk Cutting Program and seeking funding for businesses
- Flower Program – Work with Garden Club in seeking funding to extend flowers down Baltimore Street and Steinwehr
- Seek grants and funding opportunities as the needs arise.

Main Street Gettysburg Organization, Fundraising & Administration



Main Street Gettysburg Board of Directors

2015

Emmett Patterson (MSG Chair) - JDCS Enterprise

Susan Naugle (MSG Vice Chair) - Council Member, Borough of Gettysburg

Deborah L. Adamik – President, Main Street Gettysburg

Larry Redding (MSG Treasurer) – Superintendent, Gettysburg Area School District

Ronald Hankey (MSG Secretary)

Emried D. Cole – Seminary Ridge Foundation Board

Patricia A. Lawson – Past Chair, Main Street Gettysburg

Daniel M. Bringman – CFO, Gettysburg Foundation

Robin Fitzpatrick – President, Adams County Economic Development Corporation

Norris Flowers – President, Destination Gettysburg

Lynda Glass – Vice President, ACNB Bank

Charles Marley – Vice President of Medical Affairs, Gettysburg Hospital

Jacqueline White – Chair, Adams County Historical Society

Susan Flowers – Gettysburg Area Retail Merchants Association

Dave Sites – Realty Leasing & Management Co.

Carrie Stuart – President, Gettysburg Adams Chamber of Commerce

NON-VOTING MEMBERS:

Gettysburg National Military Park