

THE 150th COMMEMORATION OF THE CIVIL WAR



Overview:

The 150th Commemoration of the American Civil War, and specifically the Battle of Gettysburg and President Lincoln's Gettysburg Address, is an opportunity to engage American and international visitors in the history of our nation on these hallowed grounds. Gettysburg is the natural epicenter of this national commemoration.

Throughout the four-year commemoration, Gettysburg looks to partner with communities regionally and nationally to tell well-known and lesser-known stories of the soldiers and civilians, bringing the personal connection of the past forward to today for all men, women and children. We will enhance their stories with creative educational programs, technologies and learning techniques. As we approach the closing years, we will reflect on the road of hope and healing that brought us from our nation's Civil War to our citizens' Civil Rights.

This is Gettysburg's "Olympic" moment, and the eyes of the nation and perhaps the world will be on our town. This is an opportunity to enlighten and educate youth and adults alike about American heritage and how it continues to empower its citizens and the decisions that impact the future.

Timeframe: Main Street Gettysburg defines the 150th commemoration extending from year 2011 to 2015. The "Olympic" moment is 2013 with "shoulder" periods of visitation two years before and after 2013. There will also be special events to commemorate Lincoln's Gettysburg Address on November 19, 2013.

Mission and Goals:

Our mission is to honor brave men and women whose courage and devotion to duty shaped our nation. The goals include:

- To inform and educate:
 - Our local citizenry.
 - Our visitors.
 - The nation and the world.
- To provide quality educational and entertaining attractions, events, tours, and activities.
- To provide excellent dining, lodging, and transportation experiences.
- To disseminate timely information in a manner that will facilitate the above goals.
- To stimulate the local economy, provide jobs, and increase tax revenues.
- To put into place infrastructure improvements that will facilitate the commemoration and yet, also survive it, thus benefiting the region for decades to come.

Roles and Partnerships:

- As the result of the leadership and proactive planning for Gettysburg, Main Street Gettysburg is partnering with the Gettysburg Convention and Visitor's Bureau and coordinating the many stakeholders necessary to ensure an extraordinary national historic commemoration. This list of stakeholders begins with:
 - The National Park Services,
 - The Journey Through Hallowed Ground
 - The Pennsylvania Civil War 150th
 - Local organizations working on this commemoration with Pennsylvania and surrounding states.

Status:

- **Planning:** Main Street Gettysburg and the Gettysburg Convention and Visitors Bureau are coordinating stakeholders on the planning process.
- **Funding:** Seeking corporate sponsors and grants.
- **Action Committees:**
 - Public Safety Committee – Borough.
 - Marketing Committee – CVB.
 - Attractions and Events Committee – MSG, Borough, NPS, College.
 - Infrastructure Committee – MSG, College, Borough, CVB (Information Technology Infrastructure).
 - Economic Sustainability Committee – ACEDC, Chamber, MSG, Borough, GARMA.
- **Planks in the 150th:**
 - Schmucker Hall
 - Flagship of the 150th
 - Information Technology Platform
 - Marketing
 - 150th Website Established
 - Coordination with state calendar
 - Way Finding Signage
 - Façade Improvement
 - Event Endorsement
 - Events
 - Transportation
 - Public Restrooms
 - Expand Information Technology Platform

Benefits and Opportunities – The Return on Investment:

- **Economic Benefits**
 - Tourism in Adams County is the #1 industry
 - In 2007, tourism generated more than \$345 million dollars in revenue
 - Tourism accounts for 7,500 jobs in Adams County and \$235 million in wages
 - Tourism generated more than \$53.2 million dollars in Federal taxes and \$34.7 million dollars in state and local taxes
 - A conservative estimate is over \$1 billion in economic impact
- **Educational Opportunities**
 - National outreach through David Wills House, NPS, New Museum and Visitor Center and Schmucker Hall
 - Customize education programs serving educator's needs
 - Full spectrum of audience
 - Traveling programs
 - Multi media and Experiential Educational Programming