



# MAIN STREET GETTYSBURG

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## 2023 ANNUAL REPORT

### MAIN STREET AMERICA™



Main Street Gettysburg worked with Main Street America™ and Pennsylvania Downtown Center to help rural business owners address their biggest challenges. The program engaged five small businesses and a specific challenge. On-site focus groups were conducted to determine patterns and commonalities. Findings will be published and available to share recommendations for process and technical solutions focused on rural business needs.

### GROW WITH GOOGLE

Main Street Gettysburg hosted a series of free workshops for businesses, in conjunction with Google, Main Street America, and Pennsylvania Downtown Center. Businesses learned to manage their online profiles, including photos, videos, mapping, as well as e-Commerce tools. Other workshops are scheduled in the fall. Businesses are encouraged to take advantage of this free training. The workshops were open to all businesses in Adams County and helped with questions regarding business profiles online, marketing, images, maps, directions, and more. We hope this program will continue in 2024.

### STEINWEHR BUSINESS IMPROVEMENT DISTRICT



Main Street Gettysburg continued administrative support to the BID Board of Directors, managing meetings and maintaining records. The BID added new board members and welcomed new businesses. Programs continue to bring visitors for events and parades, including the vintage base ball tournament, bike week, and more. The Christmas Festival brought entertainment, performers, bounce houses, carriage rides, and live reindeer to Steinwehr Avenue. We look forward to more in 2024!

### GETTYSBURG WELCOME CENTER

Main Street Gettysburg continues our partnership with the Borough of Gettysburg to develop the Gettysburg Welcome Center. The project remains under consideration in the FY24 federal budget, supported by both Senator Robert Casey and Representative John Joyce.



The demolition stage of the project was approved by the Historic Architectural Review Board in June 2023, contingent upon securing construction funding. Other preliminary steps include asbestos testing and mitigation if needed, utility preparation, and coordination with neighboring properties.

Thanks to generous donors, we achieved a challenge grant award this year! After raising **\$28,378** in new contributions, Adams County Community Foundation matched us with an additional **\$20,000**! Their Forward Fund also awarded the project **\$20,000**! We continue to seek public grants and private funds for this vital project. Local match funds total over **\$376,746** thus far.

### ADAMS COUNTY COMMUNITY FOUNDATION GIVING SPREE

Main Street Gettysburg was honored to participate in the Giving Spree to benefit the Gettysburg Welcome Center project. On December 15, 2023, the Big Reveal announced our donation total of **\$49,859**! We appreciate the tremendous support for this project!

### HIGHLIGHTS

#### GETTYSBURG WELCOME CENTER

- HARB approval
- \$20,000 Forward Fund award!
- \$20,000 challenge grant achieved!
- \$28,378 in contributions!
- \$49,859 from the Giving Spree!

#### BRICK LEGACY PATHWAY

- 30th Anniversary
- Installed 177 bricks in 2023
- Over 8,000 bricks downtown!

#### DOWNTOWN PROJECTS

- From the Ground Up
- David Wills House
- Façade Improvement Program
- Elm Street Program

#### CHRISTMAS FESTIVAL

- Multiple partners and locations
- Movie premiere
- High economic return!



[www.mainstreetgettysburg.org](http://www.mainstreetgettysburg.org)

## FAÇADE IMPROVEMENT PROGRAM

Main Street Gettysburg administered a **\$50,000** Keystone Communities Grant by facilitating a local Façade Improvement Program. In 2023, we provided grants to eight downtown businesses to help with paint, signs, windows, and other street-facing projects. Total investment exceeded **\$480,000!** Remaining projects will be completed in spring 2024 and eligible for reimbursement. Requirements include a 1:1 match on projects, limited to \$5,000 per business, and must comply with state guidelines under the Department of Community and Economic Development.



## VOLUNTEERS

Susan Naugle was honored as our 2022 Volunteer of the Year! In 2023, Main Street Gettysburg volunteers gave **\$44,679** of their time to work at events, support programs, and serve our community! Our sincere thanks to our amazing volunteers!

## DAVID WILLS HOUSE

Main Street Gettysburg continues our partnership with the National Park Service to open the David Wills House from April through November. They also generously opened for the weekend of the Christmas Festival. Our amazing volunteers helped host thousands of visitors this year. Volunteers logged **657** hours, totaling **\$20,892** in donated services!



## LEGACY BRICK PATHWAY

Main Street Gettysburg's Historic Pathway Legacy Brick Program celebrated its 30th anniversary this year. We installed **177** engraved bricks on the Southeast quadrant of Lincoln Square. There are over **8,000** engraved bricks downtown! Contact us to get yours!

## AMERICA250PA

Main Street Gettysburg remains active with the Adams County 250 Commission. We are working to develop exciting plans to celebrate the nation's 250th birthday in 2026. Our committees include County Heritage, Marketing, Civic Engagement, and Events.



## FROM THE GROUND UP

Main Street Gettysburg volunteers are amazing! Our From The Ground Up group has grown to over a dozen hard-working volunteers; they cleaned up the downtown streets every Monday from April to November, after special events, and organized an amazing trash & cleanup program for the Christmas Festival. More than **384** volunteer hours were logged throughout 2023, totaling **\$12,211** in donated services! We thank Dr. Samuel Mudd for establishing this program in 1999.

## ELM STREET PROGRAM

Main Street Gettysburg coordinated a committee to reapply for an Elm Street Program. Thanks to volunteers, the required match funds of **\$25,000** were collected within two weeks! The application to Department of Community and Economic Development was submitted for consideration and award in 2024. This program will serve the Elm Street district.

## 30<sup>th</sup> ANNIVERSARY MOVIE CELEBRATION

Main Street Gettysburg partnered with Journey Through Hallowed Ground, American Battlefield Trust, Adams County Historical Society, and Seminary Ridge Museum to produce the 30<sup>th</sup> anniversary celebration of the movie *Gettysburg* in October. Activities included screenings, presentations, bus tours, autograph sessions, memorabilia exhibits, and appearances by the Director and Cast. The event weekend was filled with camaraderie and reflection of this epic film!



## A GETTYSBURG CHRISTMAS FESTIVAL

Main Street Gettysburg and a host of sponsors, participants, and volunteers, orchestrated a multi-location festival. Our partners delivered events, activities, and experiences throughout our historic downtown. We provided free attractions and activities to draw residents and visitors to downtown Gettysburg for a unique holiday experience for families and people of all ages. Thanks to partnerships, free parking and shuttle services were provided that allowed visitors to access and patronize activities, entertainment, and our local businesses. The purpose of the festival is to stimulate the local economy: the Christmas Festival showcases Gettysburg during the holiday season, encourages commerce and repeat visitation.



## A GETTYSBURG CHRISTMAS MOVIE

Main Street Gettysburg coordinated with movie director Bo Brinkman and producer Kris Webb, on their film: *A Gettysburg Christmas*. Their crew filmed b-roll footage during the Christmas Festival and Tuba Carol Fest in 2022. Main Street Gettysburg coordinated with businesses and other groups that appeared in the film. The local premiere was held at the Majestic Theater on November 27th to a packed crowd. Main Street Gettysburg also worked with Director Brinkman and Seminary Ridge Museum to screen the film during the Christmas Festival. A limited audience was fortunate to secure free tickets for this special event. Watch for announcements for theater and streaming releases in 2024.



OUR SUCCESS IS ATTRIBUTED TO OUR PARTNERS, SPONSORS, DONORS, AND VOLUNTEERS!

*We look forward to an amazing 2024!*

*Thank you!*