

A website that serves many

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In October 2015, Main Street Gettysburg (MSG) launched a new website that provided a more user-friendly experience, while also offering MSG staff the opportunity for quick content updates. While the previous website was likely cutting edge in the first couple of years of the 21st century, it had lost its luster in the ever-changing, highly technological world we live in.

The new website was created using the platform Weebly and was an economical method to modernize the MSG presence online. Thank you to Carl Whitehill of Destination Gettysburg for the Weebly recommendation and feedback on the site, as well as Stephanie Lightner of the Gettysburg Heritage Center and Jason Martz of GNMP, for pointers and suggestions.

The MSG website offers information and resources for visitors, local businesses and the community, as well as those seeking to learn more about MSG.

For visitors, the website offers a comprehensive list of the businesses located within the Historic District of Gettysburg. The businesses are separated into six categories - Shop, Dine, Stay, Experience, Live, and Learn and are displayed on the homepage. Each category displays the names and addresses of the businesses or organizations within the grouping and links directly to the business website or Facebook page, if one exists. This link drives visitors to their websites, while also providing an easy connection to the businesses' information. Also serving our visitors, we have included a Visitor Services page that includes a list of public restrooms, parking options, and ATM locations, as well as a link to Destination Gettysburg for events and other valuable visitor information.

For current or potential business owners in Historic Gettysburg, the website offers many resources. In addition to driving users to their business site, the website offers concrete materials for business use such as: a New Business Welcome Packet & Guide, information and application for our Zero Interest Loan Program, information on the Fa ade Improvement Program and the Shippensburg University Small Business Development Center, as well as a brand new feature, storefront opportunities within the Historic District.

For the community and those in search of information on MSG, the website entails who MSG is and what MSG does. Who is MSG: Included on the site is contact information on the MSG staff, the list of the current MSG Board of Directors, along with their affiliations, and MSG partners and supporters. What is MSG: A user can view a list of past, present and future projects, as well as details about these projects, our organizational mission, and how it is they serve their mission. A short and easily digestible video, found on both the Homepage and About page, is an illustration of MSG in a nutshell.

Also offered on the MSG website are: an In the News webpage that includes articles written by or featuring MSG, opportunities to donate to MSG through engraved bricks or general donations, details about the Gettysburg College Discount ID program, photos of the town, and an invitation to sign up for Main Street Minutes, an email blast campaign geared towards businesses, but valuable for community members as well.

To sign up for Main Street Minutes, visit our website at www.mainstreetgettysburg.org or send an email to info@mainstreetgettysburg.org.

Annie Letendre is a business liaison for Main Street Gettysburg.