

Overwhelmed by community support

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It is official, Main Street Gettysburg (MSG) has exceeded its financial goal for the 100 @ \$100 fundraising campaign. The community support for MSG has been overwhelming. MSG has received an abundance of time, advocacy and financial donations and wants to thank everyone who has invested in the town by participating in MSG initiatives.

The completion of the Steinwehr Avenue Revitalization project early this year was the culmination of 6 years of the Steinwehr community's hard work and financial support. The Steinwehr community approached MSG in 2007 for help with their struggling businesses. Today, 73 business owners and 67 property owners enjoy and participate in the beauty of the new streetscape, events such as the Victorian Christmas, and new marketing ventures created to attract people to Steinwehr. Hundreds of people working together among the Steinwehr community, Federal, State, local governments, elected officials, utilities, engineers, and local businesses invested thousands of hours to make Steinwehr what it is today. The future looks even brighter with the new Appalachian Brewery, a new hotel, and other businesses seeking to locate on Steinwehr. MSG thanks everyone who have and continue to work together to make Steinwehr an economic success.

In 2015, MSG was thrilled when more than 30 Baltimore Street businesses, property owners, and various organizations joined a committee to extend Steinwehr's revitalization efforts down Baltimore Street. MSG organized a community meeting and nearly 40 Baltimore Street neighbors attended on a rainy night in June. In just one year, the Baltimore Street committee created an event, "Steppin' Out in Lincoln's Footsteps" with 38 participating businesses. The committee also raised \$23,000 in matching funds for a \$15,000 grant, achieved their first mural (with more to come,) and started recruiting new businesses along Baltimore Street. Many hours, time and talent were invested by this Baltimore Street Committee and MSG looks forward to working with this energized and committed group in the future.

Educating the community about the direction of MSG was important in 2015. There have been more than 15 meetings held with elected federal, state, and local officials this year. Emmett Patterson, Dave Sites and Tim Shields hosted a Corporate Luncheon in November. They shared the vision for the revitalization of the community, and challenged private business owners to reinvest in their community. Dave Sites repeated the same presentation with nearly 30 realtors at a luncheon he sponsored for MSG in December. Annie Letendre and her sister Elizabeth Tully created a short video providing an overview about MSG's work in the community and Annie created a business e-blast campaign called "Main Street Minutes." We have more than 250 recipients of this communication to date. Face to face visits among the downtown businesses also contributed to this ground swell of MSG support.

Finally, the collaboration with the Borough staff has resulted in an improved Business Recruitment Welcome Kit produced by MSG and the ability to offer a Zero Interest Loan to the Arts Council to repair a sidewalk that required funds that were not readily available.

When people speak of MSG, they are not speaking about two staff people, they are speaking about hundreds of community and non-community members who have invested time, talents, and money to better Gettysburg.

Deb Adamik is the president of Main Street Gettysburg.