

What's next for Main Street Gettysburg?

Posted: Tuesday, December 20, 2016 12:07 am

It is that time of year to reflect back over our accomplishments and plan for 2017. Also to give thanks to those who helped achieve these goals.

For Main Street Gettysburg (MSG), 2016 was a year of organizational restructuring, fundraising for both the community and organization, community events, and expanding MSG's services to the borough.

In the first quarter, MSG started the year by creating a new Community Economic Development Advisory Committee (CEDAC) in conjunction with reorganizing the board as a governing board. This governing board evolved to include more private business representation and created revitalization committees that mirror the revitalization goals in the MSG 10-year plan by geographic areas of the borough. The changes to the organizational structure resulted in new corporate supporters who helped to bridge the revenue gap and financially sustain the organization.

Community marketing initiatives such as Steinwehr's Victorian Christmas, a successful second year of a holiday event and new Gift Program featuring an updated brochure, Baltimore Street's Steppin Out in Lincoln's Footsteps and Polish Pottery Bingo are all examples of the various programs that were supported and coordinated by MSG's leadership and fundraising abilities. These events engaged the community, visitors and tourists and helped MSG raise an estimated \$55,000 in 2016 toward revitalization projects. Additionally MSG need to raise \$151,000 for its operations budget that pays for the services MSG is providing the town.

The most significant goal met was the funding for the \$50,000 master plan to begin Baltimore Street's revitalization. It took committed community members to achieve this outstanding goal. The master plan process is expected to begin early 2017.

In 2016, MSG became an integral part of the borough in a way that added services to the community at a reduced price. MSG staff working directly with borough Manager Charles Gable and staff created a stronger connection with the community for the municipal staff and MSG organization.

So what is next for MSG in 2017? The Baltimore Street Master Plan will be on the top of the list. This project alone will address lighting and safety along the Baltimore Street Corridor, so important to these residents and businesses and identified by the CEDAC as a priority. The borough council have been focused on parking costs, while the community has been seeking additional parking for employees, visitors and property owners. MSG will be supporting the borough staff on this project to address both needs.

MSG will also support the borough as they become more involved in the county's regional comprehensive plan and economic development initiatives to address some of the borough's real estate opportunities.

MSG overseeing the CEDAC is a wonderful tool to help MSG solicit business and property owner feedback and work hand-in-glove with the borough staff in finding ways to meet the community's broader needs. MSG will continue to maintain the Zero Interest Loan Program, Fa ade Program, engraved brick program and the From the Ground Up clean-up program.

It is the time, talent and fundraising work from the many volunteers and MSG board that allows this small non-profit to have such a wide-spread positive impact.

On behalf of the Main Street Gettysburg board, Annie Letendre and myself we hope the community has a wonderful holiday and we look forward to 2017.

Deb Adamik is president and chief executive officer of Main Street Gettysburg.