

**Our Town Foundation**

**Heritage Towns  
and Tours Plan**

335 State Street, Hamburg PA 19526  
610-562-3106  
[otfmanager@aol.com](mailto:otfmanager@aol.com)



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# Introduction

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**Hamburg's Heritage Towns and Tours Initiative** aims to protect, promote, and preserve the area's Heritage Resources.

**What are Heritage Resources?** Heritage resources are defined as the historical, cultural, architectural, archaeological, scenic, and natural resources that are present within a community. They are the unique places, attractions, and stories that make up a community's identity. Examples are historic buildings and remnants, parks, waterways, scenic mountains, and local trail systems. These resources are valuable commodities of the past and present that need to be promoted, preserved, and utilized.

**What is Cultural Heritage Tourism?** Cultural heritage tourism is defined as traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes the historical, cultural, natural, and/or recreational resources of a place. Travel enables the tourist to learn about, and be surrounded by, authentic local customs, traditions, and sites and structures of historic and cultural importance.

**What does Heritage Preservation mean for our Community?** Implementing a heritage tourism and preservation program will make our community a better place to live as well as a better place to visit. There are impressive benefits, which are both social and economic. Preservation increases municipal revenue by creating higher property values. Heritage resources are capable of bringing additional dollars into our local community and region by enhancing cultural heritage tourism. But more importantly, celebrating a community's heritage also instills pride in residents. Preservation equates to an improved quality of life through safer, healthier neighborhoods that are more pleasing to both residents and tourists. We must ensure that our heritage resources are preserved for our future generations to enjoy.

**What are Cultural and Heritage Travelers looking for?** In 2009 the *Cultural and Heritage Traveler Study* stated 78% of US adults - or 118 million people who travel - are not looking for canned destinations, but rather unique attractions that celebrate everything local. These travelers are interested in being in a "place," not just "any place." Tourists aren't interested in visiting communities that have transformed themselves into a hodgepodge of cookie-cutter housing tracts, cluttered commercial strip malls, and run-down town centers. They flock to places that have preserved their historic character and kept their unique identity in time and space. They search for local artisans and local/regional memorabilia. They prefer tasting local restaurant cuisine rather than eating at chain restaurants and fast food. Many people travel long distances to attend local festivals and fairs that offer cultural flare. The Travel Industry Association of America finds that (1) 25% of historic/cultural travelers take three or more trips each year, (2) 44% include shopping among their trip activities compared to 33% of all other travelers, (3) 30% of their destination choice is influenced by a specific historic or cultural event or activity, (4) more money is spent on the average cultural/heritage trip (\$623) than the US average trip (\$457) excluding the cost of transportation, (5) 2/5 of historic/cultural travelers added extra time to their trip due to a historic/cultural activity.

**Improving Property Values:** Cultural and heritage tourism can improve a local community's economy and quality of life. Noted heritage expert, Donovan Rypkema, author of *Virginia's Economy and Historic Preservation: The Impact of Preservation on Jobs, Business, and Community*, states that "generally property values associated with historic buildings and sites significantly outperform when compared to the appreciation rates of non-historic properties." In 1990, Rypkema performed a case study for renovated historic properties in downtown Richmond, Virginia. He concluded that "...the appreciation of renovated historic properties is substantially greater than the appreciation rates for new construction and unrestored historic properties...whereby the per square footage value of the renovated properties is \$21 a square foot greater than that of new construction." Judith Waldhorn has called historic buildings, "...a welcome diversion - a gift to the street as well as a gift of beauty, texture, variety and detail that our communities need badly." We save old buildings because we need to preserve the marks left on our national landscape by the many people who've shaped it. It's part of our collective memory.

All of the states in our union have wonderful histories and cultures but few surpass Pennsylvania, the seat of our country's founding and its leader in industry and transportation for over 200 years. Pennsylvania's history spans the breadth and width of our great nation from colonial times to the present. The Schuylkill River State and National Heritage Area and Greenway are part of this great history and culture. This includes Hamburg and all the other communities in the Heritage Area because they each have something unique to offer.

# Objectives of the Heritage Action Plan for Hamburg

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The Borough of Hamburg is a notable Heritage Town and Tour (HT&T) community in the larger Schuylkill River National and State Heritage Area and Greenway Network. The HT&T initiative will assist Hamburg in attracting land and water trail users and encourage heritage tourists to visit the historic downtown, historic and cultural sites, restaurants and shops. Ultimately, the program strives to increase visitors to the Schuylkill River Heritage Area and help improve Hamburg's economy by improving connections between trails and the downtown. In addition, the HT&T initiative will create an identity and sense of place. Implementing a unified marketing plan will assist Hamburg to become a heritage tour destination. The following is a list of objectives for the Heritage Action Plan:

- Preserve, protect, and utilize heritage resources in Hamburg as an important part of community life and the Borough's economic future.
- Assist with the general revitalization of Hamburg's historic downtown and improve our local economy through heritage preservation and tourism.
- Connect Hamburg to the larger Schuylkill River Trail and Water Trail system, thus creating a regional tour area with other local heritage destinations.
- Increase outdoor recreational opportunities and trail linkage connections to other heritage resources for both residents and visitors.
- Educate residents about their community's history and the location of various attractions so they can share this information with visitors.
- Enhance community pride and identity by promoting heritage resources and community assets.
- Increase local property values.
- Provide educational experiences related to our heritage resources for all ages.

## Mission

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The Hamburg's Heritage Town and Tours Committee was created to preserve, enhance, and promote the heritage resources within the Hamburg Area School District.

## Vision

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The Vision of Hamburg's Heritage Towns and Tours Committee is a vibrant and revitalized downtown and community that promotes, utilizes, and preserves local heritage resources. Natural recreational opportunities will be abundant and supported by regularly occurring events held to celebrate and promote the Schuylkill River Trail Region. Promotional materials, site resources, and outdoor leisure initiatives will improve the quality of life for local residents and attract visitors to navigate trails and

visit shops and attractions in the community. This will increase heritage tourism and business opportunities. The Schuylkill River Trail will become a popular destination for travelers, outdoor enthusiasts, and vacationers.

## About Hamburg

**General Location:** Hamburg is known as the “Crossroads of Berks County” as it is settled next to Interstate 78 and Route 61 with easy access to both. The Borough is at 40.56 degrees North Latitude and 75.98 degrees West Longitude (see Figures 1 and 2) of U.S. Interstate 78. The Borough is centrally located between three regional cities, all within a 30 minute drive. Allentown, located in Lehigh County, has a population of approximately 118,000; it is the 3<sup>rd</sup> most populous city in PA. Reading, the seat of Berks County, has a population of 88,082 making it the fifth most populated city in the state. Pottsville, the [county seat](#) of [Schuylkill County](#), has a population of just under 15,000. The distance to Harrisburg, the capital city of Pennsylvania, is approximately 70 miles west of Hamburg and is just over a one hour drive.

SOURCE: 2010 United States Census

**Demographics:** The Borough has a total area of 2.0 square miles (5.2 km<sup>2</sup>), of which 1.9 square miles (4.9 km<sup>2</sup>) of it is land and 0.1 square miles (0.26 km<sup>2</sup>) of it (7.00%) is water. In 2000, according to the U.S Census, Hamburg had a population of 4,114 with 1,824 households and 1,156 families in the Borough. As of 2009, the population in Hamburg has increased to 4,227, a 2.7% growth rate from 2000. In 2000, the median household income was \$37,683. The median family income was \$50,957. The per capita income was \$20,689. The estimated median household income in 2009 grew to \$41,331.

SOURCE: City-Data.com:

<http://www.city-data.com/city/Hamburg-Pennsylvania.html>

**Governance:** Hamburg is governed by a seven member council and a mayor. Council members are vested with the executive and legislative powers of the borough. They determine municipal policy, enact laws, approve budgets, establish tax rates, and appoint borough officials. Council members are elected at large and serve a four year term. The mayor is in charge of the police department and oversees its operations.



**Figure 1:** General Location Map

SOURCE: City-Data.com; Google Maps.



**Figure 2:** Specific Location Map

SOURCE: City-Data.com; Google Maps.

# Historical Summary

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Martin Kaercher Sr., born in Germany in 1718 emigrated to Berks County in 1738 and purchased a 250 acre track of land in Berks County in 1772. In 1779 his son, Martin Kaercher Jr., inherited the land from his father. He divided it into building lots, laying out the town and naming the area *Kaercher Stadt*. Hamburg was officially founded in 1787 and named after Hamburg, Germany. The Borough and the area surrounding Hamburg have strong Germanic roots. On July 1, 1798 Hamburg became the second town with a postal designation in Berks County, Pennsylvania, preceded only by Reading. The Borough was officially organized in 1837 and continued to thrive into the mid-20<sup>th</sup> Century.

The first economy in Hamburg was agriculturally based but was soon followed by a flourishing iron furnace industry, taking advantage of the region's natural resources. These industries could only grow and prosper with a viable transportation system to move goods to market.

In 1812, the Centre Turnpike was developed, which ran between the city of Reading and the city of Pottsville in Schuylkill County. This was the first established road north through the Schuylkill Gap. The war of 1812 pointed out the need for cheap and efficient internal transportation in our nation. The Schuylkill River Valley afforded a natural area of development for the port of Philadelphia, a gateway to the world. Preliminary plans for a canal began in 1814 with the first water entering in 1824 to a 22 mile section below Reading. The Schuylkill Canal system was the busiest of all the nation's man-made waterways, enjoying its greatest prosperity between 1835 and 1841. The Hamburg area also prospered dramatically with the Schuylkill Canal and served as the hub for docking and an extensive boat building business.

The ever-growing anthracite coal industry was the main reason for the building of the railroads. The first charter was granted in 1826 for a 21 mile section from Tamaqua to Port Clinton, and after it was built it was the main thoroughfare to bring coal to the canal. On January 1, 1842, the first train ran the entire distance from Philadelphia to Mount Carmel along the Schuylkill River Valley. The Pennsylvania Railroad served as Hamburg's main freight carrier until about 1950. Around this time the trucking industry was quickly becoming the more desirable method of hauling freight. Rail service on the line through Hamburg was terminated around 1977-78 but the Reading Railroad line west of the Schuylkill River still carries freight, predominated by coal, to this day.

Due to the loss of manufacturing and industrial jobs that were once prevalent, the 21<sup>st</sup> Century has witnessed decline in Hamburg just like so many of our smaller communities and cities throughout the nation. Realizing there was economic decline, the Borough began revitalization efforts in 2001 through the establishment of a Main Street Program.

# Hamburg's Heritage Tourism Strengths

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Hamburg remains a quaint community, which still boasts a fair amount of nostalgic retail shops including a 5 & 10 Store, a drug store soda fountain, a men's shop that offers free tailoring, a movie theatre, two women's boutiques, and more. These mom and pop retail stores still offer the personal service and unique items that shoppers cannot find in malls and big box retail complexes.

Hamburg's strong 19<sup>th</sup> Century architectural character, its many heritage and recreational resources, and its unique Germanic culture places the Borough as a "must see" in Berks County for tourism. For those that are interested in historic architecture, the streets of Hamburg have remarkable examples of all eras. George Meiser, local Historian, has put it best by saying "Hamburg Borough, organized in 1837, is without a doubt one of the finest towns – architecturally – to be found anywhere in the state." We are home to the 1<sup>st</sup> library that was built with Andrew Carnegie funds in Berks County during 1904.

The Hamburg area is also one of the most scenic found anywhere. Situated at the foot of the Blue Mountains, we have miles of nature and hiking trails surrounding the town. The Commonwealth of Pennsylvania has extensive land holdings within the Hamburg area. These include state forest lands, state game lands, and the lands surrounding the Kernsville Dam and the silt basin. Most of the state land lies along the Blue Ridge Mountain. Recreation features along the ridge include the Appalachian Trail, Pulpit Rock, Blue Rocks, the Pinnacle, and many other natural and scenic assets. Located just east of Hamburg in Windsor Township is Berks County's Kaercher Creek Park. The park features a lake for fishing and boating, picnic areas, concession stands, a visitors' center, and hiking trails. The scenic Schuylkill River borders us to the west.

The Hamburg Community Park overlooks the Schuylkill River and offers a variety of facilities for borough residents including baseball fields, basketball, volleyball, a swimming pool, picnic shelters, and a bandstand. The Etchberger trail runs parallel to the Schuylkill Canal and the river and provides a link to the Bartram trails in Tilden Township. Cultural features of the area include the historic remnants of the Schuylkill Canal and a two-step lock above the Kernsville Dam, portions of the canal and towpath between the dam and Interstate 78 and portions of the canal and towpath south of Hamburg.

Other cultural and historical points of interest include the recently opened Reading Railroad Heritage Museum, the Hamburg Area Historical Society, the Gallery of Hamburg, a self-guided Hex Barn art tour, the field house entertainment complex, and the Hamburg Strand Theatre.

Situated at the crossroads of Interstate 78 and Route 61 in Northern Berks County there is easy access to the town from both highways. The Borough still has a sizable downtown that is largely intact and is

located only three blocks from both highway exits. The safe and clean central business district, which has recently been designated as a National Historic District offers free parking at municipal owned lots or curbside. There are two airports within a 45 minute drive.

Hamburg is fortunate to have the Our Town Foundation, a 501 (c) 3 non-profit Community Revitalization Corporation with a staffed office, leading efforts to revitalize the downtown. The Foundation, in existence since 2001, has forged strong partnerships with numerous local, state and federal organizations – both private and public - to promote, preserve, and enhance the community. The Foundation has been instrumental in obtaining approximately \$3,000,000 in grant funds to assist in their revitalization efforts; this is in addition to grant funds that partnering organizations also received to assist with their projects. The Foundation also hosts numerous community events and activities creating a strong sense of community and providing a reason for tourists to visit.

# Hamburg's Heritage Tourism Weaknesses

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During the late 1800's and the early 1900's Hamburg was a thriving industrial town, with the farming and transportation industries at the forefront of development. During the mid 1900's manufacturing was in its prime and Hamburg was home to numerous textile factories. These factories employed hundreds of local people who all supported the downtown business district. Workers ate lunch in the local restaurants and the women shopped in the small shops during their breaks. During the 1980's the economy started taking a turn for the worst and one by one the plants closed. Today there are only one or two smaller industries remaining. Because of the lack of local employment, residents are forced to travel to nearby cities to work and to do their shopping where malls and big box stores are abundant and offer evening hours. Currently, dollars are not being spent locally and the downtown businesses are not flourishing as they should be.

Since Cabela's retail store opened in 2003, it brings millions of people to the area; however, numerous chain stores and restaurants have also located in the Tilden Ridge shopping area creating competition for the downtown merchants. The Our Town Foundation works feverishly to promote the importance of shopping locally to the residents; however, local residents alone cannot support the downtown. The Foundation feels that our heritage resources are the primary reasons visitors would travel into downtown Hamburg; therefore, marketing efforts must be enhanced, businesses and museums should have uniform hours and be open when tourists would most likely be traveling, and directional signage must be improved.

The local business district is lacking a critical mass of unique shops that offer merchandise geared towards the cultural traveler. The majority of existing shops close at five pm or prior and they are not open on Sundays, which is not conducive to the cultural traveler. Because of the historic nature of the town, few buildings meet the ADA accessibility requirements. In addition, the only public restrooms in the downtown are located in the Borough's Municipal Center which is not open to the public in the evenings or on weekends.

There are several campgrounds located within a fifteen minute drive of the downtown; however only one hotel is located in the Hamburg area. Additional lodging, preferably bed and breakfasts, is necessary to accommodate the heritage tourism visitors. There are limited dining choices in the downtown business district. Currently, only one fine dining establishment and several sandwich-type eateries and cafes are open. There are no family restaurants, pubs or taverns in the downtown, so many residents travel to the Tilden Ridge complex to dine. There are two restaurants that offer traditional PA Dutch food; however they are both a ten minute drive from the center of town.

While access to the borough is easy from major highways, once in town there are no way-finding signs to direct people to the resources or parking areas. Because of our older, narrow streets it is difficult for RV's to maneuver around town, and there is no specific parking area to accommodate them. Additionally, there is no public transportation, other than a County bus service from Reading, which services the area. Bieber Bus Company based in Kutztown PA provides bus transportation on a daily basis from New York City to Kutztown, but there is no public transportation available from Kutztown to Hamburg.

At this point the Borough of Hamburg has no regulations or policies on historic preservation; therefore at any given time a heritage resource could be lost.

Lastly, financial resources to promote, manage, and maintain our heritage resources are limited. Our regional PA Visitors Bureau does not provide financial support since there is no hotel tax for the Hamburg area; therefore, it is the responsibility of the local partnering organizations to find the funds for any projects they initiate. Currently there are no cohesive marketing efforts amongst partners.

While Hamburg has some weaknesses, our strengths far outweigh the weaknesses, and there are none that can't be overcome.

## Existing Heritage Resources In & Around Hamburg

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Berks County, Pennsylvania, the Borough of Hamburg, and neighboring Schuylkill County have abundant heritage resources. This includes historical and cultural sites and structures, architectural treasures, archeological areas, and a host of natural and scenic resources for recreation. In particular, downtown Hamburg has many historic and cultural sites and structures of interest to heritage tourists and potential tourists.

**Heritage Resources and Linkages:** Hamburg is in close proximity to major urban areas in Pennsylvania and surrounding states. Visitors can easily access the Borough from the main highway system of I-78. The region offers natural recreational activities, arts and cultural displays, festivals and events, campgrounds and lodging facilities, museums and attractions, and unique shopping. Shopping includes the specialty shops and restaurants in historic downtown Hamburg and a variety of chain stores in the Tilden Ridge development, approximately 1.5 miles from the downtown area. Cabela's, the World's Foremost Outfitter, is located in the Tilden Ridge shopping complex and attracts millions of visitors a year for outfitting and rigging.

In addition, since Hamburg is located on the Berks/Schuylkill County border, major attractions in Schuylkill County - such as the Yuengling Brewery, America's oldest brewery - are contributing assets.

**Primary Resource Areas:** Primary resources in Hamburg include the Reading Railroad Heritage Museum, the Hamburg Area Historical Society Museum, Cabela's retail store, and local downtown shops located within the Borough's designated National Historic District. Primary natural resources include the Schuylkill River, the Appalachian Mountains, and numerous state forests and parks, all providing a variety of water and land recreational opportunities.

**Hamburg National Historic District Area:** Hamburg's National Historic District covers a majority of the Borough, extending from Windsor Street north to Quince Alley and Mill Creek and Primrose Alley west to South Second Street. A map of the area is shown on the next page. A majority of the heritage program activities and projects will be concentrated in this area.



TOTAL MILES  
 Borough Road System 18.24\*  
 State Highway System 5.03  
 Total 23.27

POPULATION 4,114  
 (2000 Census)

\* Includes ACT 32 Turnback Mileage of 1.30

**Hamburg  
 Historic District**  
 Berks County, PA

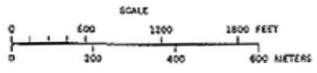
-  Historic District
-  Hamburg Borough

- APPLE ST
- ARCH ST
- ARTHUR ST
- BELEMENT AV
- BIRCH ST
- BROADHOUSE CH
- CATHERINE ST
- CENTRE ST
- CHESTNUT ST
- CHEW ST
- CHURCH ST
- CLAY ST
- CHESTNUT AV
- ELM ST
- FARVIEW AV
- FURN ST
- FIFTH ST
- FOURTH ST
- FRANKLIN AV
- FRANKLIN ST
- FRONT ST
- GLORY DR
- GRAND AV
- GRAND ST
- GRANDVIEW TE
- HAGWOOD ST
- HARDY RD
- HILLSIDE CT
- HILLSIDE DR
- ISLAND ST
- MAPLE ST
- MOUNTAIN AV
- NEIGHBOUR AV
- PARK AV
- PARK RD
- PEACH AV
- ROSELAND CT
- ROSE ST
- POPLAR ST
- PORT CLAYTON AV
- PRINCE ST
- RETAIL CT
- RENEWOOD RD
- ROSE AV
- ROSELAND AV
- SECOND ST
- SEVENTH ST
- SIXTH ST
- SPRING ST
- ST JOHN RD
- THIRD ST
- TOWNER ST
- WALNUT ST
- WASHINGTON ST
- WILSON ST
- WINDSOR ST
- WINDSOR AV



**HAMBURG BOROUGH**  
 BERKS COUNTY

PREPARED BY THE  
 PENNSYLVANIA DEPARTMENT OF TRANSPORTATION  
 BUREAU OF PLANNING AND RESEARCH  
 GEOGRAPHIC INFORMATION DIVISION  
 IN COOPERATION WITH THE  
 U.S. DEPARTMENT OF TRANSPORTATION  
 FEDERAL HIGHWAY ADMINISTRATION  
 AND  
 MUNICIPAL SERVICES DISTRICT 5-0  
 MUNICIPAL CODE 05 408  
 REVISED PER FORM 990 DATED 12-18-06



CREATED BY DT 11-15-06 REVISED 1-5-07

TYPE 55 MAP HAMBURG BOROUGH BERKS COUNTY PENNSYLVANIA

**Heritage Resources Listing:** Below is a complete listing of heritage resources within the Northern Berks/Southern Schuylkill County region. The bold items are located within the Borough of Hamburg. Non-bold items are within a short driving distance of the Borough. A description of each resource can be found in the Hamburg Area Visitor's Guide or on [hamburgpa.org](http://hamburgpa.org).

#### Cultural and Historic Resources

- Covered bridges
- **Designated National Historic District in downtown Hamburg**
- First Mennonite settlement and cemetery
- Fisher Forge
- **Gallery of Hamburg**
- **Ghost Legends – Haunted Hamburg**
- **Hamburg Strand Theatre**
- Hex barn art
- Historic barns/Rural farming community
- **Historic churches and cemeteries**
- Lenhartsville Cultural and Heritage Center
- **Original tin ceilings**
- **PA Dutch culture**
- **Richard Etchberger gravesite**

#### Educational, Museums

- **Architectural Walking Tour Brochure**
- Golden Age Air Museum
- **Hamburg Area Historical Society**
- **Hamburg Public Library**
- **Industrial Town History**
- Port Clinton Heritage Museum
- **Reading Railroad Heritage Museum**

#### Economic and Tourism Resources

- **Adams and Bright Drugstore original soda fountain**
- **American House Hotel**
- **Balthaser's Market House**
- Cabela's retail store, located one mile away from the historic downtown
- Several campgrounds within 15 minutes
- Deitsch Eck Restaurant
- Fairview Flyers
- **Hamburg field house entertainment complex**

- **Historic Downtown Hamburg Business District**
- Indian Fort Inn
- Mountain Springs Arena
- Port Clinton Peanut Shop
- Roadside America
- **Welcome Center in downtown Hamburg**
- Yuengling Brewery

#### Natural and Scenic Resources

- **Appalachian Mountains**
- Big Blue Mountain Locks of the Schuylkill Canal
- Bloody Springs
- Blue Rocks
- Crystal Cave
- Hamburg Reservoir
- Hawk Mountain
- **Kernsville Dam Recreation Area**
- **National Wildlife Habitat Gardens**
- **Pinnacle**
- **Pulpit Rock**
- **Schuylkill River**
- State Game Lands

#### Additional Recreational Resources

- Appalachian Trail
- **Bartram Trail/Schuylkill River Trail**
- **Hamburg Area Community Park and Pool**
- Horseback riding
- Kaercher Creek Park and Lake
- Perry and Green Acres Golf Courses
- **Richard Etchberger Trail**

#### Transportation Resources

- Blue Mountain and Northern Railroad
- **Hex Highway/Hex Tours**
- **Located at the crossroads of Interstate 78 and Route 61 with easy access to and from**
- **Free parking in downtown**
- **Schuylkill Canal**
- WK & S Railroad.

### Events and Festivals

- **Beach Night**
- Cabela's events
- **Catch the Spirit Holiday Event**
- **Hamburg Arts Fest**
- **Hamburg Sidewalk Sale**
- **King Frost Parade**
- **Light the Night Halloween Event**
- **Taste of Hamburg-er Festival**
- Quad Races

### Organizational Resources

- Blue Mountain Wildlife
- **Borough of Hamburg**
- Greater Reading Convention and Visitor's Bureau
- **Hamburg Area Arts Alliance**
- **Hamburg Area Historical Society**
- **Hamburg Area School District**
- **National Wildlife Habitat Committee**
- **North Berks Recreation Commission**
- **Our Town Foundation**
- **Reading Railroad Heritage Museum**
- **Richard Etchberger Memorial Committee**
- Schuylkill County Visitor's Bureau
- Schuylkill River Greenway Association

A detailed inventory of Hamburg's key heritage resources are contained in the Technical Appendices.

# Development Goals - Action Plan

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## Goal 1: Management

Hamburg is engaged in a very active community revitalization program that is based on strong and inclusive partnerships. The current five pronged program includes a Main Street Business District, an Elm Street Neighborhood, a Hamburg Area Arts Alliance, a Taste of Hamburg-er Festival, and a Blueprint Community Program. The 6<sup>th</sup> prong is to establish a long-term management structure to preserve, protect, and promote heritage resources through the creation of a Heritage Town and Tours Program. These efforts will be under the direction of the Our Town Foundation, Hamburg's current community revitalization corporation. Backing of a strong existing staffed organization will ensure success of the program.

- Build effective partnerships among public, semi-public, and private partners.
- Create a unified advisory committee under the management of Our Town Foundation –Hamburg's Community Revitalization Organization.
- Create an Action Plan for implementing and prioritizing projects (see below).
- Enact agreements by and between partners and stakeholders to protect heritage initiative gains.
- Research financial sources (sustainable and varied revenue streams) and secure funding for heritage related initiatives.
- Foster additional partnerships among and between existing heritage attractions or venues that encourage visitors to explore, linger, and sample the diverse offerings of our region.
- Garner community and media support.
- Secure the human resources (people, time and energy) to meet the needs of our plan and vision.
- Ensure sustainability and continued administration and oversight of the heritage plan initiatives.

**Heritage Partners:** Collaboration is the basis of all successful cultural heritage tourism programs, providing a unique opportunity to unite partners who may not have worked together in the past. By its very nature, cultural heritage tourism requires effective partnerships. Partnering the “history and culture world” with the “business of tourism” offers a combination that can benefit everyone. The Our Town Foundation, Hamburg's Community Revitalization Corporation, is a mission-driven organization and has assumed the lead role in coordinating efforts to create the Heritage Action Plan and Program in the Borough.

The Partners listed in the table below primarily represent semi-public and public entities which have been actively engaged, or have the potential to assist, with the Heritage Towns and Tours planning effort by providing technical or financial assistance to the Our Town Foundation. They are leading the efforts to utilize the community's and region's resources for heritage tourism, revitalization, education, and recreation. These organizations have made a major commitment to the heritage planning effort with

the Schuylkill River National and State Heritage Area and Greenway as well as future efforts to enhance heritage tourism and associated economic development.

**Hamburg Partner List (Active and Potential):**

<i>HERITAGE TOWNS AND TOURS PARTNERSHIPS</i>				
<b>ORGANIZATION</b>	<b>ADDRESS</b>	<b>CONTACT INFO</b>	<b>STATUS</b>	<b>ROLES</b>
Borough of Hamburg	61 North 3 <sup>rd</sup> St. Hamburg, PA 19526	Lynda Albright Borough Manager 610-562-7909 <a href="mailto:Lynda.albright@comcast.net">Lynda.albright@comcast.net</a>	Active	A,B,C,D,E,F,I
Downtown Hamburg Business District	Hamburg, PA 19526		Active	A,J,K
Our Town Foundation	335 State St. Hamburg, PA 19526	610-562-3106 <a href="mailto:otfmanager@aol.com">otfmanager@aol.com</a>	Active	A,B,C,D,E,F,G,H,I,J,K
Blue Mountain Wildlife	PO Box 389 Hamburg, PA 19526	610-562-7909 <a href="mailto:athenahome@aol.com">athenahome@aol.com</a>	Active	A,B,D,F,G,J,K
Berks County Community Development Office	Community Service Center; 14 <sup>th</sup> Floor, 633 Court St. Reading, PA 19601	610-478-6325 <a href="mailto:Kpick@countyofberks.com">Kpick@countyofberks.com</a>	Active	A,B,C,D,E,F,I
Cabela's	100 Cabela Drive Hamburg, PA 19526	610-929-7001 <a href="mailto:Ron.leh@cabelas.com">Ron.leh@cabelas.com</a>	Active	A,B,C,D,E,F,G,H,J,K
Greater Reading Convention & Visitors Bureau	2525 N. 12 <sup>th</sup> St. Suite 101 Reading, PA 19605	610-375-4085 <a href="mailto:crystal@readingberkspa.com">crystal@readingberkspa.com</a>	Active	G,J
Hamburg Area Historical Society	102 State St. Hamburg PA 19526	610-488-1817 <a href="mailto:beryl.schrack@comcast.net">beryl.schrack@comcast.net</a>	Active	A,B,E,F,G,J,K
Hamburg Area School District	Windsor St. Hamburg, PA 19526	610-562-2241 x 1713 <a href="mailto:stekei@hasdhawks.org">stekei@hasdhawks.org</a>	Active	A,B,D,E,G,H,I,J,K
Richard Etchberger Memorial Committee	416 N. 6 <sup>th</sup> St. Hamburg, PA 19526	610-562-4440 <a href="mailto:kerjun@juno.com">kerjun@juno.com</a>	Active	A,E,F,J
PA Dept. of Community & Economic Development	409 Lackawanna Ave.; Oppenheim Bldg; 3 <sup>rd</sup> Floor, Scranton, PA 18503	570-963-4574 <a href="mailto:Ccampbell@state.pa.us">Ccampbell@state.pa.us</a>	Active	A,B,C,D,E,G,I,J
PA Dept. of Conservation & Natural Resources	409 Lackawanna Ave.; Oppenheim Bldg; 3 <sup>rd</sup> Floor, Scranton, PA 18503	<a href="mailto:lpossinger@state.pa.us">lpossinger@state.pa.us</a>	Potential	B,C,D,E,I,J
PA Downtown Center	130 Locust St. Harrisburg, PA 17101	717-233-4675 <a href="mailto:billfontana@padowntown.org">billfontana@padowntown.org</a>	Active	A,B,D,E,F,G,I,J
Reading Railroad Heritage Museum	500 South 3 <sup>rd</sup> St. Hamburg, PA 19526	610-562-5513 <a href="mailto:adamsjimca@comcast.net">adamsjimca@comcast.net</a>	Active	A,B,D,E,F,G,H,J
Schuylkill County Visitor's Bureau	Union Station Bldg 300 South Centre St. Pottsville, PA 17901	570-622-7700 <a href="mailto:gina@schuylkill.org">gina@schuylkill.org</a>	Active	G, J
Schuylkill River Heritage Area and Greenway Association	140 College Drive Pottstown, PA 19464	484-945-0200 <a href="mailto:rfoelwell@schuylkillriver.org">rfoelwell@schuylkillriver.org</a>	Active	A,B,C,D,E,F,G,I,J
USDA Rural Development	2211 Mack Blvd. Allentown, PA 18103	610-791-9810 x 115 <a href="mailto:Sean.mcelroy@pa.usda.gov">Sean.mcelroy@pa.usda.gov</a>	Active	C, G
National Trust Main Street Center	Faneuil Hall Marketplace; 4 <sup>th</sup> Floor; Boston, MA 02109-1649	617-523-0885 <a href="mailto:mainstreet@nrhp.org">mainstreet@nrhp.org</a>	Active	E

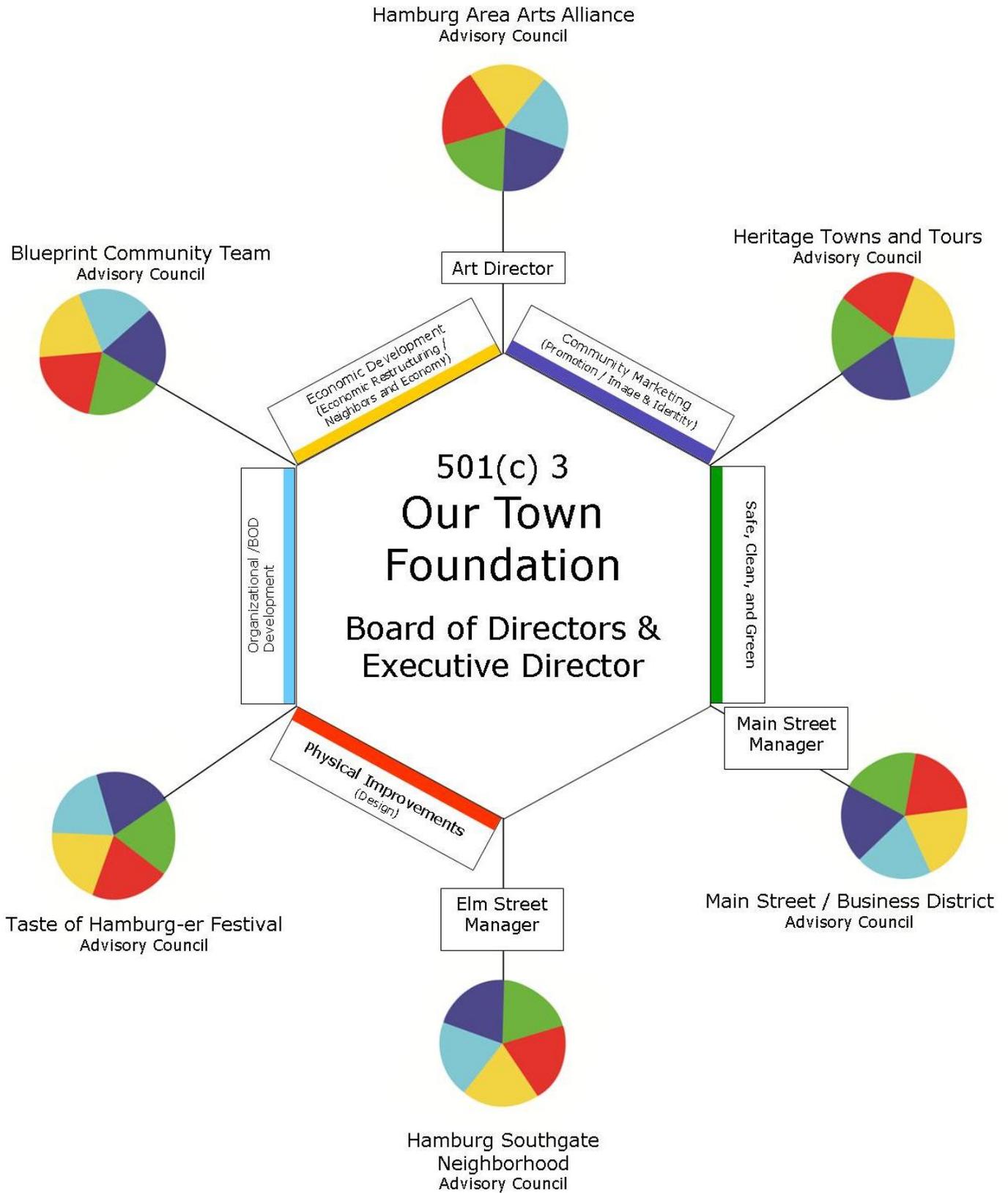
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**Key: Partner Roles**

A – Collaborative Skills  
B – Professional Expertise  
C – Funding  
D – General Support  
E – Information  
F – Investment Time/Resources

G – Marketing Assistance  
H – Space  
I – Technical Assistance  
J – Tourism Assistance  
K - Volunteers

# Our Town Foundation Organizational Structure



## Goal 2: Stewardship

Protecting and managing the Hamburg area heritage resources ensures they will be available for future generations to enjoy. Having a management program in place makes the public more aware of the resources and provides visual and physical access to our heritage resources for viewing pleasure and recreational use.

The HT&T committee will seek recognition for Hamburg's important heritage resources by linking them to the broader Schuylkill River Heritage Region.

Hamburg attained the status of a National Historic District in 2010 (see the Hamburg Historic District Map above); however the borough does not currently have a Historical Architectural Review Board in place, and no ordinances against demolition of historic properties. Therefore, this is something that the HT&T's committee should address by creating a summary of needed policy and regulatory protections for our heritage resources.

There are façade grant funds that are available to businesses and households through the existing Pennsylvania Main Street and Elm Street programs being implemented in Hamburg. All façade improvements must first be approved by the design committee of Our Town Foundation, which oversees the program. The committee ensures that the work to be done preserves and protects all historic architectural elements, and aims to restore buildings whenever possible. Renovations must be compatible with neighboring properties. There are also grant funds available for signage, and there are restrictions in place as to the type, size, and lighting of the size. The committee will not approve any type of internally lit sign within the designated historic district. The design committee will give assistance to any program applicants seeking advice on how to best restore and renovate their property.

Initiated in 2001, Blue Mountain Wildlife's mission is to preserve and conserve the wildlife and wetlands along the Schuylkill River. They ensure proper trail maintenance and are also the official stewards of the Kernsville Dam Recreational Area.

The Gallery of Hamburg, a subsidiary of the Our Town Foundation, was organized to support and showcase local artists and to advance the awareness of arts in our community, thereby sustaining the local arts culture.

The Hamburg Area Historical Society is the steward of the town's artifacts and history. They gather and protect artifacts and put display them to the public. They also collect and organize information about the town's history in an effort to spread awareness and celebrate our past.

## Goal 3: Interpretation

**Interpretation through Marketing:** With a multitude of resources in the Hamburg area, there is a need to fully interpret them to the general public in a practical and concise fashion. Currently there are a number of separate online and printed sources which give information about individual resources as well as certain groups of resources. At this point, the resources have been grouped by their general categories which include trails, parks, shopping districts, cultural and historical resources, etc. Some examples of current way-finding interpretive resources include kiosks at three trailheads showing trail linkages, individual resource brochures, brochure stands in 3 locations housing a number of local brochures, a map of the downtown listing shops and restaurants, the hamburgpa.org website, and social media outlets.

There is a great need for an all-encompassing booklet that would provide information on all of the heritage resources, grouping them by category, for the Hamburg area. Listing groups of resources would also strengthen the individual resources by associating them with the multitude of others in the area. This would help create a consistent image of all that the Hamburg area has to offer, which would be a marketable image towards tourists. The Hamburg Area Visitors Guide would provide a listing of all the surrounding heritage resources, with descriptions, and various maps directing visitors to each location.

In addition, there is limited way-finding signage in the downtown to provide direction for visitors to the various resources; current signage is not fully inclusive, it is unappealing, and it is inconsistent. Visitors must find their way by spotting one of these signs or through use of the limited downtown map.

There are several items that could be put into place for visitors to fully interpret the resources. Kiosks with maps showing location of resources and brochures could be stationed at the various resources pointing to each of the others in the area. Consistent way finding signage is needed to assist in navigating visitors to each location; the signs should be eye-catching and all-encompassing of the resources in the downtown. All of these items will require the co-operation and participation of partners from the various resources to present a consistent image of the town.

**Interpretative Facilities:** Hamburg has several key interpretative resources that allow visitors to fully experience the location through integrating interactive qualities. Cabela's retail store hosts activities and events that are geared to outdoor recreation. The Reading Railroad Heritage Museum offers hands-on displays, educational tours, art exhibits, and a movie outlining the history of the Reading Railroad. The Hamburg Area Historical Society is currently housed in one of the oldest buildings in town. The Society displays a large number of historical artifacts from the Hamburg area; however they own many more that cannot be displayed due to lack of space. They are only open on a Sunday afternoon, so they offer very limited hours for visitors. Blue Mountain Wildlife hosts educational days at the Kernsville Dam for school students, teaching them the history of the dam and environmental stewardship. The Dam is an excellent outdoor scenic recreational facility offering hiking, biking, horseback riding, boating, fishing, and bird watching. Many of the trails can be accessed from this area. The Kernsville Dam is one of the most scenic areas in the region; however they are plagued with vandalism and people disposing of trash.

Our Town Foundation's office currently acts as a local Welcome Center, providing a staffed office to provide information about the town, send out packets of information to future visitors, and distribute brochures. The staff also maintains the hamburgpa.org website. While this is beneficial, hours are limited and space is quite small. The borough would benefit immensely by having a larger interpretive center, which would be open daily, with heritage displays, maps, marketing materials, and informative staff to answer any hospitality related questions. This center could be located in the downtown or possibly at Cabela's retail store, since they attract millions of visitors to their store yearly.

The following are initiatives planned to better educate the public about our heritage resources:

- Identify, mark and map the remaining existing resources of the Hamburg area (See Appendix V).
- Develop programs to increase community awareness and appreciation of our resources and to build support for their preservation and protection.
- Provide hospitality training to partnering organizations, business owners and front line staff so they are prepared for out of town visitors and able to direct visitors to surrounding resources.
- Provide cultural opportunities and showcase local artists during festival and events and in the Gallery of Hamburg.
- Place informational kiosks, narrative signs, and way-finding markers around the heritage resource locations.
- Educate key policy makers about the value of historic preservation.
- Contact travel writers, tour operators, and members of the media to acquaint them with the area's attractions.

## **Goal 4: Marketing and Outreach**

Destinations market themselves to create a compelling image that will lure visitors and money to hotels, attractions, restaurants, and shops. Museums and non-profit organizations use marketing techniques to entice members and garner support from elected officials. A marketing plan provides a strategy for spending limited dollars. It also helps identify what works and what doesn't, and forces you to consider more than just advertising.

Nearby heritage resources are all too often overlooked, especially by local residents. A marketing plan must engage local residents and their visiting friends and relatives as well as heritage tourists. Special events, feature articles in local print and broadcast media, neighborhood walking tours, and educational sessions are excellent vehicles for disseminating heritage awareness among local constituencies. Local resources make an especially important starting point for linkages to additional resources.

The municipality of Hamburg does not currently have a marketing plan or department; therefore, Our Town Foundation has taken the lead role in marketing these resources and the Hamburg community as a whole.

The target market is a geographic radius of approximately 100 miles which would encompass several major urban areas including Harrisburg, Philadelphia, Reading, Pottsville and Allentown.

### **Current Marketing Efforts:**

Social Media and Internet: The Foundation is responsible for creating and managing the hamburgpa.org website, which is the “go-to” site for any information on the town. The site lists attractions, local businesses, accommodations, recreational resources, and local artists. Currently, Google ranks the hamburgpa.org site very high and it usually is the first to show if someone searches “Hamburg”. Email newsletters, and social media efforts including Facebook, Twitter, and blog play a large role in the marketing efforts. Partnering organizations may provide information and links to their own sites. We have a Public Relations staff person who is very knowledgeable with social media and our statistics show that our web visits have increased over the years. The Hamburg PA’s Facebook page has over 600 people who “like” us and the Taste of Hamburg-er Festival page has over 1,200.

Public Relations: Press releases are sent to local and regional newspapers on a regular basis. This is a cost effective way to get our message out via the media. Over the past few years, there have been several articles allowing us to “tell our story” about Hamburg in regional magazines such as *Berks County Living*, *Where and When*, *the Borough News*, and *PA Magazine*. We keep current records of media contacts and organizations who will share our news.

Print Advertising: The Foundation has placed ads in regional Visitor’s Guides encouraging tourism to the area and also organizes co-op advertising for local businesses to be placed in local and regional newspapers, magazines, and by direct mail.

Brochures: Our Town Foundation has created numerous brochures to promote Hamburg’s heritage resources including “101 Things to do in Hamburg”, “Discover our Charms”, “What is Historic about Hamburg?”, yearly event schedules, an informational brochure for the Hamburg Area Arts Alliance and the Gallery of Hamburg, and a self-guided historic architecture walking tour guide showcasing many of the historic homes in the designated National Historic District. These brochures are distributed to regional travel destinations and local campsites and hotels on a regular basis.

Direct Mail: Downtown Hamburg yearly event brochures are mailed to over 1,500 homes from a database compiled of visitors who attended activities, promotions, and festivals. Occasionally there are co-op advertising promotions sent by direct mail in support of the downtown businesses. Our Town Foundation also sends packets of information out via the postal service to people who request information for the area.

Flyers and Posters: Regional distribution of posters and flyers for events is done by volunteers and Our Town Foundation staff.

Community Calendars: Numerous partnering organizations provide the opportunity to post our public events on their community calendars – both on line and print – free of charge.

Events and Festivals: Our Town Foundation and partnering organizations host many events, festivals, and activities that directly promote the Borough and its unique heritage resources. The majority of these events are held within the historic downtown business district or at another heritage resource area such as the Kernsville Dam Recreational area, the Reading Railroad Heritage Museum, the Hamburg Field House or the Hamburg Community Park situated along the banks of the scenic Schuylkill River. The most popular events and activities are:

- Arts Fest – 3<sup>rd</sup> Saturday in May – Downtown Hamburg
- Beach Night featuring the MaluLani Dancers of Hamburg – 2<sup>nd</sup> Friday in July – Downtown Hamburg
- Taste of Hamburg-er Festival – Labor Day Saturday – Downtown Hamburg
- King Frost Parade – Last Saturday in October – Downtown Hamburg
- Art Shows featuring regional artists – March and November – Cabela’s retail store
- Illuminate! – End of October –Downtown Hamburg
- Haunted Hamburg Ghost Tours – Mid –October – Downtown Hamburg
- Iron Chef Hamburg – Mid November – Hamburg Area High School
- Community Tree Lighting – Last Friday in November – Downtown Hamburg
- Catch the Spirit holiday event – Mid-December – Downtown Hamburg
- Various art and historical exhibits – Year round - Reading Railroad Heritage Museum
- Quad games/races – Spring through Fall – Kernsville Dam, Hamburg Park, Downtown Hamburg

**Future Marketing Strategies for Implementation:**

- Erect directional signage throughout town
- Erect highway signage on major roadways (if funding is available)
- Create a Visitor’s Guide for the area
- Promote free parking
- Place informational kiosks at local heritage attractions including but not limited to the Kernsville Dam, the Hamburg Area Historical Society, and the Reading Railroad Museum
- Promote “staycations” and weekend packages to tourists
- Strengthen our marketing efforts along the Interstate 78 corridor to reach the Allentown and Harrisburg areas
- Market the town in publications geared toward trail users and heritage tourism
- Define our brand – one which makes Hamburg’s assets unique and valuable to local and out of town visitors
- Create a cohesive and marketable image for the Hamburg area
- Encourage partnering organizations to regularly collect and analyze information about local and out of town visitors and to share this information with other partners
- Encourage partnering organization to utilize social media and to provide links to one another on their websites
- Identify and encourage co-op marketing opportunities amongst heritage partners

- Offer hospitality training programs
- Attend trade shows or meet with regional tourism and hospitality professionals to educate them on the local resources that are available – encourage better marketing of these resources
- Develop geo-caching sites at heritage resource areas
- Update our visitor profiles and visitation statistics through zip code, business owner, and consumer surveys. Surveys have not been done in over 5 years
- Create a mobile app or mobile friendly version of the hamburgpa.org website that also integrate Google maps
- Expand upon our most successful marketing efforts and eliminate unsuccessful ones

## **Goal 5: Implementation**

Projects are strategic actions that are directly related to our community’s broader vision, goals, objectives, and recommendations. There are two types of projects: capital and non-capital. Capital projects are construction related activities such as developing a new trail connection to the larger Schuylkill River Trail system, providing a new or existing park with recreation facilities and/or renovating or constructing a museum or interpretive center. These types of projects are often phased including initial planning, feasibility analyses, design, engineering and eventually construction. Non capital projects are programmatic activities related to Hamburg’s Heritage Program such as creating governmental policies geared towards preservation, creating management plans and forming partnerships.

**Listing of Major Endeavors 2001 to 2012:** Hamburg’s Our Town Foundation and several other community organizations have been implementing projects directly related to promoting, preserving, and utilizing our heritage resources for the past 10 years. However, their efforts will be more united with the formation of the Heritage Towns and Tours Program. Below is a brief listing of major endeavors that have been done over the past ten years:

### **2001**

- Blue Mountain Wildlife was organized
- Hamburg Area Historical Society was incorporated

### **2003**

- Hamburg received designation as a Main Street Community

### **2004**

- Annual Taste of Hamburg-er Festivals began
- Cabela’s, the World’s Foremost Outfitter, opened

### **2005**

- Completion of Riverfront Enhancement Project including trail upgrades and links
- Reading Railroad Heritage Museum opened

- Historic Architectural Walking Tour brochure was created
- Hamburg Area Arts Alliance was formed
- Hamburg was designated as a Blueprint Community by the FHLB

## 2006

- Million dollar streetscape enhancement project was completed in the downtown

## 2009

- Schuylkill River Trail (Bartram Trail) was dedicated and opened for trail users

## 2010

- Downtown Hamburg received National Historic District designation

## 2011

- Hamburg was designated as an Elm Street Community
- Hamburg was designated as a National Wildlife Habitat Community
- Open air Farmer's Market was initiated
- Bike loaner program was initiated
- "101 Fun Things to Do" brochure was created
- Hospitality training was provided to local business owners and employees
- Received \$4,000,000 in grant funding to renovate and preserve homeowner's properties
- A Downtown Business Directory was printed

## 2012

- Place caches throughout the area for geocaching
- Design visitor's guide
- Historical narrative markers at the Kernsville Dam Recreation Area
- Erect a bike rack at the Reading Railroad Heritage Museum

**Hamburg Action Plan:** Future projects to be implemented are documented in the HT&T's action plan. There are short range and long range projects as well as capital and non-capital. The plan was created by the HT&T partners with input from their organization's members and the community at large. The plan is a three year plan that is reviewed on a yearly basis with changes/additions made as needed. Some highlights of the plan are (1) develop additional greenways, trails, and wildlife habitat gardens, (2) link Downtown Hamburg with the other local heritage resources through existing byways, greenways, trails, bikeways, and other physical linkages, (3) Improve our economic base and seek entrepreneurs geared towards nature lovers and trails users (4) Improve existing heritage tourism infrastructure and attractions such as our parks and recreational facilities, the Balthaser Market House and dry goods store, the Reading Railroad Heritage Museum, the Hamburg Area Historical Society, the Kernsville Dam Recreation Area, the Hamburg Field House, and the Hamburg Strand Theatre (see Action Plan below):

<b>Hamburg PA Heritage Towns &amp; Tours Action Plan</b>	1 <sup>st</sup> Year 2011	2 <sup>nd</sup> Year 2012	3 <sup>rd</sup> Year 2013	4 <sup>th</sup> Year 2014	5 <sup>th</sup> Year 2015	Organization/committee Responsible	Projected Cost
<b>Complete/distribute 101 Fun Things to Do Brochure</b>	C					OTF	Done in house
<b>Initiate a bike loaner program</b>	C	O	O	O	O	OTF, SRGA	500 per year maintenance
<b>Establish and continue a farmer's market</b>	C	O	O	O	O	OTF, USDA,	\$7,500 (2,500 per year)
<b>Assist National Wildlife Habitat Committee with additional habitat gardens</b>	C	O	O	O	O	Wildlife Habitat Committee	500 each garden
<b>Create additional indoor/outdoor exhibits at RR museum</b>	O	O	O	O	O	RR Museum	100,000
<b>Host community events/activities/festivals</b>	O	O	O	O	O	Numerous community orgs.	Festival income should cover festival expenses
<b>Advocate and support preservation and rehabilitation of all historic properties</b>	O	O	O	O	O	OTF façade improvement program (DCED funding)	105,000
<b>Encourage uniform business hours</b>	O	O	O	O	O	All partners	0

<b>Map all heritage resources</b>	S	S				Heritage Towns/Blueprint	1,000
<b>Save the Hamburg Strand Theatre – assist with transfer to digital films</b>	S	S	S			OTF, Heritage Towns/Blueprint, Theatre owner	200,000
<b>Assist with the preservation of Hamburg Area Historical Society</b>	S	S	S	S	S	Historical Society, Heritage Towns/Blueprint	100,000
<b>Brochure/Visitor’s Guide</b>		C				Blueprint, OTF Promotions, Heritage	7,500
<b>Geo-cashing apps</b>		C				Heritage Towns/Blueprint, Jordan Knight	0
<b>Install bike racks/air stations, water stations for trail users</b>		C				Heritage Towns/Blueprint, HAHS metal shop students	1000
<b>Erect historical narrative signage at Kernsville Dam</b>		C				BMW, Heritage Towns/Blueprint	2,000
<b>Promote weekend getaways via state and regional visitor’s bureau’s websites</b>		O	O	O	O	Heritage Towns, OTF, Cabela’s	2,000 each year
<b>Co-op advertising amongst partners in larger publications and visitors guides</b>		O	O	O	O	All partners	2,000
<b>Recruit businesses geared to recreation and tourism</b>		O	O	O	O	OTF ER Committee	0
<b>Highway signage</b>		S				Heritage Towns/Blueprint	15,000

C: Complete      O: Ongoing, maintenance stage  
S: Project started, but not yet completed      X: Project not yet started

<b>Directional signs throughout the Borough and in Tilden Township</b>		S				Heritage Towns/Blueprint, Borough, Tilden Township	10,000
<b>Create a mobile version of the hamburgpa.org website</b>		S				OTF, Google	100 per year
<b>Information kiosks/bulletin boards installed</b>		S	S			Heritage Towns/Blueprint, BMA, HAHS Woodshop students,	6,000 (\$2,000 for each)
<b>Historical property markers for contributing homes in historic district</b>		S	S			Heritage Towns/Blueprint	\$100 each – cost is homeowner’s responsibility
<b>Enhance Borough’s tot lot playground by adding additional recreational equipment and improving landscaping</b>		S	S			Southgate Neighborhood Program DCED	\$50,000
<b>Share visitor information/registries with each partner</b>		X	X	X	X	All partners	0
<b>Website enhancements for all partners</b>		X	X	X	X	All partners	Each partner pays for own upgrade.
<b>Assist with preservation and adaptive reuse of the Balthaser building</b>		S	S	S	S	OTF, Heritage Towns/Blueprint, building owner, Hamburg Area Historical Society, Berks County, USDA, PA Downtown Center	Purchase of building and rehab costs 1,000,000 +
<b>Provide hospitality training to business owners and employees</b>			X			OTF, SRGA	500

C: Complete      O: Ongoing, maintenance stage  
S: Project started, but not yet completed      X: Project not yet started

<b>Mapping wireless access at visitor sites</b>			X			All partners	0
<b>Encourage local government to enact local historic preservation policies to preserve resources</b>			X			OTF, Borough, Historical Society	2,000
<b>Dog Park</b>			X	X		OTF, Blueprint, Patti Moerder	20,000
<b>Erect nicer gateway signs at four entrances to town</b>			X	X		OTF	10,000
<b>Display of artifacts from Master Sergeant Richard Etchberger</b>			X	X	X	Richard Etchberger Committee, Heritage Towns/Blueprint	20,000
<b>Facility improvements to the Hamburg Field House</b>			X	X	X	Hamburg Fire Company	50,000 +
<b>Erect historical narrative signs at other heritage resources</b>			X	X	X	Heritage Towns/Blueprint	10,000
<b>Enhance the Etchberger Memorial Park by improving or adding recreational equipment and facilities</b>			X	X	X	Borough, DCNR	100,000
<b>Public art displays along trails and in town</b>				X	X	Hamburg Area Art Alliance, Heritage Towns Local artists	15,000

C: Complete      O: Ongoing, maintenance stage  
S: Project started, but not yet completed      X: Project not yet started

<b>Install handicapped accessible entryways to facilities and provide accessible restrooms for visitors</b>				X	X	Borough, property owners	10,000 each facility
<b>Create outdoor seating areas and pocket parks in the Borough's business district</b>				X	X	OTF's Physical Improvement Committee	15,000 per area
<b>Link Kaercher Creek to the school and downtown via trail system</b>				X	X	HASD, Heritage Towns/Blueprint, NBRC	10,000
<b>Establish a tractor museum</b>					X	Interested individual	?
<b>Bicycle lanes on State Street connecting Schuylkill River Trail users to the downtown</b>					X	Penn-dot, DCED	100,000

C: Complete      O: Ongoing, maintenance stage  
S: Project started, but not yet completed      X: Project not yet started



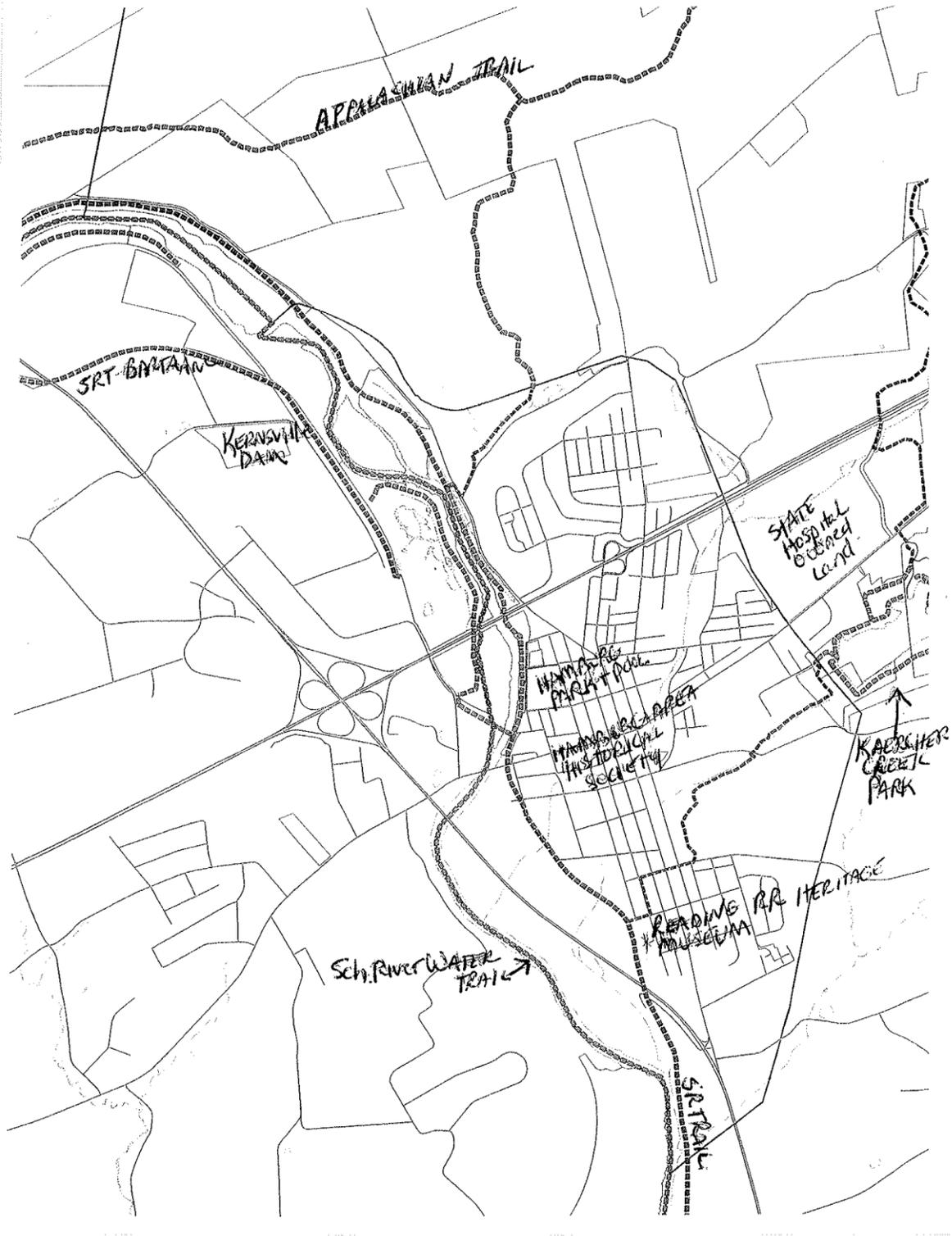
## Goal 6: Measure and Document Success

Successes should be documented with photographs, power point presentations, slide shows, etc. Progress will be identified in the following ways:

- Business start-ups.
- Amount of tourism dollars being spent in the community.
- Number of people using trails and other outdoor resources.
- Attendance at festivals and events.
- Number of visitations at resources.
- Number of organizations partnering with the program.
- Amount of community support - number of volunteers assisting with implementation projects and stewardship.

# Technical Appendices

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# 8 Rules for Successful Destination Marketing

## Rule #1

Use what makes your destination **Unique**.

If you want to see the Eiffel Tower, you go to Paris. If you want to visit the Rock 'n Roll Hall of Fame, you go to Cleveland. You get the point.

Do an assessment of your destination. What is unique? Successful brands differentiate themselves and build marketing campaigns to celebrate the difference.

## Rule #4

Keep your Message **Consistent**.

Changing your advertising every year is certain death if you want to establish a brand. Successful brands are the one that stay on message year after year.

That's why you know "A diamond is forever" DeBeers hasn't changed the message in more than six decades

## Rule #7

Build **Excitement** at every contact.

Tell some good stories in your advertising. Let people in on some little known fact. Real excitement is about discovery.

Think about all there is to discover at your destination. Then treat your visitors to the excitement of finding, seeing, or experiencing something new.

## Rule #2

Always **Deliver** what you promise.

When you meet peoples' expectations they are delighted. They come back. They tell their friends.

Your marketing must integrate beyond the point of advertising. It continues at every point of contact within your destination, everyday.

## Rule #5

Create lots of **Buzz**

Get people talking. Word of mouth is the most powerful and persuasive way to get people to your destination.

When you say something good about your destination, it is advertising. When the press says something good, it influences perceptions. When one person tells another, it becomes an absolute fact.

## Rule #3

Position your destination with a **Memorable** phrase.

Leading brands are those that own a place in the consumer's mind and heart. Connect quickly and emotionally with a simple positioning statement.

Make it catchy. Want it to really stick. Set it to music and create a jingle. "I love New York" is much more memorable when it is sung.

## Rule #6

Take **Fabulous** Photos.

A picture is really worth a thousand words. Through pictures your destination becomes a reflection of a person's self image.

Can they see themselves in the pictures they're looking at? If the answer is yes, they'll come.

## Rule #8

Their first stop is your **Website**.

Take an objective view at your website. Is it user friendly? If not, fix it. It is an absolute fact that before someone visits your destination, they'll visit your website.

Information on your website must be what they want and easy to find. The content must be captivating and current. A great website will convince visitors to come to you.



## Schuylkill River Heritage Towns and Tours

### “Creating a Successful Heritage Program”

#### THE TEN TENETS OF A SUCCESSFUL CULTURAL HERITAGE TOURISM PROGRAM

There are certain ingredients for the success of any group engaged in a “Cultural Heritage Tourism Program.” Success occurs when:

1. Visitors experience attractions that provide genuine entertainment and educational value.
2. Sites and attractions have been developed to preserve their authenticity.
3. Visitor safety, convenience, and value are paramount concerns.
4. Officials view visitation as an important part of the local and regional economy.
5. Business and employment opportunities occur in the communities, where cultural heritage tourism development occurs.
6. Visitors travel a circuit to spread the number of visitors among attractions so that less visited sites get their share of visitors and more popular places are not adversely affected by over-visitation and over-commercialization.
7. Regional pride and identity are interpreted in their many facets at area attractions.
8. An understanding exists that tourism requires accomplished hosts as well as visitors and that a community's hospitality must be genuine.
9. The best promotion is word-of-mouth from the region's residents and its visitors.
10. Participation in cultural and civic life is cherished.

Success also depends on knowing who you are and getting the results you're after. *HandMade in America* ([www.wnccrafts.org](http://www.wnccrafts.org)), a nonprofit organization dedicated to the nurturance of craft culture and community in Western North Carolina, suggests that real and long-lasting success occurs when you:

- Build on your assets.
- Address your weaknesses.
- Are authentic—knowing who you are, and what's important to your community.
- Are patient in the process and impatient in the doing.
- Work hard.
- Plan the work.
- Work the plan, remembering that the plan is a living document.
- Get the whole community involved.
- Tell your story.
- Find win-win solutions.
- Celebrate your achievements no matter how small.

## Top 15 Heritage Resources within Zip Code Area 19526

ID	RESOURCE	LOCATION	CONDITION	PUBLIC or PRIVATE	TYPE OF RESOURCE (See Key)	CONTRIBUTION	PROJECT(S)
1	Reading Railroad Heritage Museum	500 South 3rd Street Hamburg	Good	Public	3,5,6,8,11	Key museum in the region for railroading history	Refurbishing rail cars, museum expansion, additional indoor and outdoor exhibits
2	Bartram Trail/Schuylkill River Trail	Hamburg and Tilden Township to Auburn, PA	Excellent	Public	8,9,10	Hiking/biking/horseback riding; scenic area provides connections to downtown	Link portions of the trail that are not currently open to the public, encourage trail users to visit the downtown, provide off road trail access in areas where it currently does not exist, provide bike racks air and water stations for trail users
3	Schuylkill River and Schuylkill Canal	Border of Hamburg and Tilden Townships	Good	Public	2,3,8,9,10	Waterway and trails providing recreational opportunities and a scenic area	Canoe launches, trail enhancements, trail signage
	Appalachian Mountain and Trail	Port Clinton Avenue Hamburg	Excellent	Public	8,9,10	Scenic mountains, walking trails and other outdoor recreation	Additional directional signage for trails and connections
4	Hamburg Area Historical Society	102 State Street, Hamburg	Good	Public	2,3,5	Key museum in the region for Hamburg history and memorabilia	Museum expansion, catalog artifacts, additional displays
5	Kernsville Dam Recreation Area	Borders of Hamburg Borough, Tilden Township and Windsor Township	Good	Public	2,3,8,9,10	Interpretive area for history of the Dam and distilling basin, scenic areas, water and land recreational activities	Historic interpretive signs along trails,
6	Cabela's Retail Store	100 Cabela Drive Hamburg	Excellent	Private	7,11	Large retail store attracting millions to the area each year	Partner with Cabelas to erect a Welcome and Informational Center at their store to provide hospitality services to visitors and to promote other heritage resources in the area
7	National Historic District in Central Business District	Downtown Hamburg	Good	Public	1,2,6,7,11,12	Unique shopping in nostalgic mom and pop style stores, self-guided architectural walking tour, hospitality services for visitors, Andrew Carnegie Library, old fashioned pharmacy soda fountain, 5 & 10 store, original tin ceilings & more	Ongoing Main Street Revitalization Program, expansion of Public Library including handicapped accessibility, uniform business hours, historical markers for contributing properties within designated area
8	Hamburg Strand Theatre	6 South 4th Street Hamburg	Good	Private	2,3,7,11	Nostalgic one-screen movie theatre located in Downtown Hamburg	Acquire a digital projector, ongoing improvements to theatre to continue operations
9	Downtown Festivals and Events	Downtown Hamburg	Excellent	Public	7,11,12	Numerous festivals attract thousands to the area every year and provide a chance to showcase the arts and culture of the area	Increase promotional efforts, provide for additional hospitality services for visitors, encourage businesses to remain open during events
10	Field House	Pine Street, Hamburg	Poor	Private	2,3,7,12	Civic Center in Hamburg that holds numerous entertainment venues attracting thousands of people to the area every year	renovations and improvements to facility, better marketing of facility and the events that are held
11	Kaercher Creek Park	Old Route 22, Hamburg	Excellent	Public	8, 9, 10	Large County owned park with a lake, trails, soccer fields, fishing areas, canoe launches and picnic areas; scenic location with picnic areas	Link Kaercher Creek via trail system to the Hamburg Area School District facilities and continue the trail system to the downtown; school students would use the park area for hands-on classes
12	Gallery of Hamburg	335 State Street, Hamburg	Good	Public	3,7,11	Provides an area for local artists to display and sell their work	Provide public art to display along trails and other areas
13	Hex barn art and tours	Berks County - the Borough of Hamburg is part of the self guided driving tour	Good	Public	1,3,7,9,12	Self-guided driving tour showcasing the hex signs of Berks County and beyond; also showcases the historic barns and the rural farming community	Provide wayfinding signage in Downtown Hamburg to inform travelers of other heritage resources located in town
14	Balthaser Market House	3rd and State Streets Hamburg	Poor	Private	1,3,11	Large property centrally located in the downtown that could serve a multitude of purposes	This property has been vacant for 20 years, however, it is a focal point in the downtown and could serve as a cultural or economic mecca; building rehabilitation is needed
15	Sergeant Richard Etchberger Community Park and trail	Franklin and Island Streets Hamburg	Good	Public	12	The Hamburg Community Park, a section of 178 and a walking/biking trail are named after Etchberger; his gravesite is located in Hamburg, and some memorabilia of him is on display at the Borough municipal building	Sergeant Richard Etchberger received a posthumous Medal of Honor for his heroic service during the Vietnam War in saving his fellow service man during a top secret mission in Laos; we would like to establish a larger exhibit area to display artifacts and to interpret the story

TYPE OF RESOURCE CODES: 1) Listed historic site or structure 2) Non-listed historic site or structure 3) Cultural site or structure 4) Archaeological site or structure 5) Museum or interpretive center 6) Educational institution or library 7) Arts, entertainment, shopping area 8) Trails, greenways, bikeways, railroad 9) Natural and scenic sites 10) Parks and recreation areas 11) Heritage Tourism Business 12) Other

## All Heritage Resources within the Hamburg Area School District

	LOCATION	TYPE OF RESOURCE											
		1	2	3	4	5	6	7	8	9	10	11	12
Antiques, quilts	Hamburg	1		1				1				1	
Appalachian Trail/Appalachian Mountains	Hamburg				1				3	3	2		
Architectural Walking tour brochure	Hamburg	2	1	3	1			1				2	1
Balthaser Markethouse	Hamburg	3	2									2	
Bartram Trail/Schuylkill River Trail	Tilden								6	3	2		
Big Blue Mountain Locks of the Schuylkill Canal		2	1	1	2					3		2	
Bloody Springs	Strausstown		1	2					1				
Blue Mountain & Northern RR	Port Clinton					1			4			2	
Blue rocks									1	5			
Commercial shopping districts	Hamburg							1					
Covered bridges	Lenhartsville	1	1	2									
Crystal cave	Virginville			1	3		2			6	2	3	
Fairview Flyers	Hamburg												
First Mennonite Settlement & Cemetary	Tilden		2	2	1								
Fisher Forge	Windsor		1	2		1		2				1	1
Gallery of Hamburg	Hamburg			1				5				2	
Golden Age Air Museum	Bethel												
Hamburg Area Historical Society	Hamburg	1	3	3	1	4	1					3	
Hamburg Community Park and Pool	Hamburg							1			5		
Hamburg Field House	Hamburg	1	1	1				5					1
Hamburg Public Library	Hamburg	2	2				5						
Hamburg Strand Theatre	Hamburg	1	2	4				5			1	2	
Hawk Mountain	Kempton			1		4	1	1	1	5	3	1	
Hex barn art/hex tours/hex highway	Hamb-Lenhart-Tilden	2		5				3				1	
Historic Barns – farming community	Hamb-Lenhart-Tilden		4	2								2	
Historic Churches/cemetaries	Hamb-Lenhart-Tilden		2	3								2	2

Horseback riding	Hamburg												
Indian Fort Inn	Tilden		3		1	1						2	
Industrial town in previous eras	Hamburg			3								2	2
Kaercher Creek park and lake	Windsor			1				2		3	6		
Kernsville Dam Recreational area	Tilden		1	1	1			1		3	5	1	
Lenhartsville Cultural Center/Heritage Center	Lenhartsville			2		1		1					
Mountain Springs Arena	Shartlesville												
National Historic District	Hamburg	3	1					5				4	1
Nostalgic downtown shopping district	Hamburg			1				5				4	2
Numerous festivals	Hamburg			2				3			1		1
PA Dutch culture	Hamb-Lenhart-Tilden			3								2	1
Pinnacle									4	6	2		
Port Clinton Heritage Museum	Port Clinton		1	1		4		1	1	1			
Port Clinton Peanut Shop	Port Clinton		1					3				1	
Pulpit Rock				1	1	1			4	5	1		
Reading Railroad Heritage Museum	Hamburg			4		4	1	1	4			2	
Reservoir	Windsor								3	4	2		
Richard Etchberger Gravesite	Hamburg	1	1	1									1
Richard Etchberger Trail	Hamburg								3	1			
Roadside America	Shartlesville		2	1		3			2			3	
Schuylkill Canal	Hamburg		3	1	1				2	3	1	2	
Schuylkill River	Hamburg								2	4	3	1	
Soda Fountain at Adams & Bright Drugstore	Hamburg	1	2	2				2				3	
State Game Lands	Tilden								1	3	5		
Tin ceilings	Hamburg		3					1		1		1	1
WK & S Railroad	Kempton		1						4	1		3	
Yuengling Brewery	Pottsville		1			1		2				2	1

TYPE OF RESOURCE CODES: 1) Listed historic site or structure 2) Non-listed historic site or structure 3) Cultural site or structure 4) Archaeological site or structure 5) Museum or interpretive center 6) Educational institution or library 7) Arts, entertainment, shopping area 8) Trails, greenways, bikeways, railroad 9) Natural and scenic sites 10) Parks and recreation areas 11) Heritage Tourism Business 12) Other

The numbers represent the number of partners who believe the resource falls into that appropriate resource code.

## All Heritage Resources within the Hamburg Area School District

	LOCATION	PHYSICAL CONDITION			CONTRIBUTION				PERCEIVED IMPORTANCE			
		Poor	Good	Excellent	1	2	3	4	1	2	3	4
Antiques, quilts	Hamburg		1		3		1	2		1	1	1
Appalachian Trail/Appalachian Mountains	Hamburg		2	2	2	1	5		5	2		
Architectural Walking tour brochure	Hamburg		3		3	2	3	1	1	1	5	
Balthaser Markethouse	Hamburg		1	2		2	1	2	1	1	3	1
Bartram Trail/Schuylkill River Trail	Tilden			3	2	1	4		5	1	1	
Big Blue Mountain Locks of the Schuylkill Canal		1			1	1				2	4	
Bloody Springs	Strausstown	1			1		1			2	2	
Blue Mountain & Northern RR	Port Clinton		3	1	1	2	1		1	1	3	
Blue rocks			1	1	2	1	1		1	1	2	1
Commercial shopping districts	Hamburg		2		2				2	1	1	
Covered bridges	Lenhartsville		1		3				1		2	1
Crystal Cave	Virginville		3	2	3		1		3	3	1	
Fairview Flyers	Hamburg											
First Mennonite Settlement & Cemetary	Tilden	1								2	1	1
Fisher Forge	Windsor			2	2					5	2	
Gallery of Hamburg	Hamburg			3	3	4	1	2	3	4	1	
Golden Age Air Museum	Bethel											
Hamburg Area Historical Society	Hamburg	1	1	1	3	2	2		1	3	2	
Hamburg Field House	Hamburg	1	2		2	1			2	2	1	1
Hamburg Public Library	Hamburg		2	2	3	2	1	2	2	1	4	
Hamburg Strand Theatre	Hamburg		3	1	3	3		2	1	2	2	1
Hawk Mountain	Kempton			5	4		2		6	2		
Hex barn art/hex tours/hex highway	Hamb-Lenhart-Tilden		1		2	1		1	1	2	3	
Historic Barns – farming community	Hamb-Lenhart-Tilden	1	1						1		5	1
Historic Churches/cemeteries	Hamb-Lenhart-Tilden		2	1	3	1		1		2	4	
Horseback riding	Hamburg											

Indian Fort Inn	Tilden		2	1	1					2	2	
Industrial town in previous eras	Hamburg	1	1		1	1		1		3	2	1
Kaercher Creek park and lake	Windsor			4	4		1		2	2	2	
Kernsville Dam Recreational area	Tilden		2	1	2		2		5	2		
Lenhartsville Cultural Center/Heritage Center	Lenhartsville	1			2					1	1	2
Mountain Springs Arena	Shartlesville											
National Historic District	Hamburg		1	1	2	2	1	2	1	4	2	
Nostalgic downtown shopping district	Hamburg		3	1	3	3	2	3	4	2	1	
Numerous festivals	Hamburg		4		3	2	1	2	6	1		
PA Dutch culture	Hamb-Lenhardt-Tilden		1	2	2	1			3	2	2	
Pinnacle			3	1	3		3	1	1	5	1	
Port Clinton Heritage Museum	Port Clinton	1			2	1			1	2	2	
Port Clinton Peanut Shop	Port Clinton		1	1	2	1			1	1	1	1
Pulpit Rock			2	1	3	1	2		1	3	2	
Reading Railroad Heritage Museum	Hamburg		3	1	3	2	3		4	2		1
Reservoir	Windsor		2	1	2		2			2	2	1
Richard Etchberger Gravesite	Hamburg			2	3					3	3	
Richard Etchberger Memorial Park and Pool	Hamburg		2	2	3	1	3			2	3	1
Richard Etchberger Trail	Hamburg		1	1	2	1	1			3	2	
Roadside America	Shartlesville	1	3		3				1	5		1
Schuylkill Canal	Hamburg		2		2	1	2		1		5	
Schuylkill River	Hamburg		1	1	2	1	2		5	2		
Soda Fountain at Adams & Bright Drugstore	Hamburg	1	1	1	2	2	1	2		3	1	2
State Game Lands	Tilden		2	1	3		1			2	3	
Tin ceilings	Hamburg		1	1	3	2		2	1		4	1
WK & S Railroad	Kempton		1	2	3		2		1	3	3	
Yuengling Brewery	Pottsville		1	1	2				2	2	1	

CODE: Contribution of Resource

01: Accessible to General Public (Private)

02: Located in a Historic District and/or Heritage Area

03: Linked to Trails, Bikeways, Pedestrian Paths, Railroads

04: Located in Downtown Historic and/or Shopping Area

## ORGANIZATIONAL QUESTIONS & PARTNER RESPONSES:

1. Which of the following best describes your organization?

**OTF**— Non-profit corporation, Arts Alliance, Community Revitalization, Economic development/tourism

**RR MUSEUM**— Museum, non-profit corporation, economic development/tourism, educational institution, historic society

**BMW**— Non-Profit Corporation

**ETCHBERGER**— Volunteer Committee

**HAHS**—Educational Institution

**HISTORICAL**— Museum, non-profit corporation, historic society

**BOROUGH OF HAMBURG** – Municipal Government

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** – County Government

**CABELA’S** – Private business or corporation

2. What is the nature or mission of your organization?

**OTF**— Historic preservation, economic development, promote tourism, provide recreation, facilitates/programs, conservation, education, accommodations, restaurant/lounge, sales of products/service

**RR MUSEUM**— Historic preservation, promote tourism, education, sale of products

**BMW**— Historic preservation, promote tourism, provide recreation, conservation, education

**ETCHBERGER**— Historic preservation, education

**HAHS--** Provide Recreation, Facilitates/Programs and Education

**HISTORICAL**— Historic preservation, promote tourism, facilitates/programs, education

**BOROUGH OF HAMBURG** - other

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** - other

**CABELA’S** – Sale of products or services

3. Is your organization officially recognized? If so, list the official's partners.

**OTF**— Yes. PDC, DCED, SRGA, Berks County, Hamburg Borough.

**RR MUSEUM**—Greater Reading Convention and Visitors Bureau, American Association of Museums, Pennsylvania Federation of Museums and Historical Organizations, Schuylkill River Heritage Area, Berks County Museum Council.

**BMW**— Yes. NBRC, Tilden Twp., SRHA, OTF, Thrivent Financial, Hamburg Community and Wildlife Habitat project.

**ETCHBERGER**— No, not officially; only at a local level.

**HAHS**— N/A.

**HISTORICAL**—N/A.

**BOROUGH OF HAMBURG** - Yes

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** - Yes

**CABELA'S** – Yes.

4. Does your organization own, operate, and/or maintain a historic site(s)/structure(s)? If so, please describe.

**OTF**— No.

**RR MUSEUM**— Yes. Reading Railroad Heritage Museum (RRHM) is the educational arm of the Reading Company Technical and Historical Society (RCT&HS) which owns historic rail cars, artifacts, and archival materials of the former Reading Railroad. Displays them at the Museum. The RRHM is located in the buildings and grounds of the former Pennsylvania Steel Foundry in Hamburg PA. The 7-acre site is not itself a historic resource.

**BMW**— Yes. Maintains 252 acre Kernsville dam property.

**ETCHBERGER**—Yes. Legislation has been introduced to name a 12-mile stretch of I-78 in memory of Richard Etchberger, Medal of Honor recipient. We are also designing and will finance and maintain four signs at the entrances to Hamburg in memory of our MOH recipient.

**HAHS**—No.

**HISTORICAL**— We bought an old house in 2002 and refurbished it into a small museum. We're not allowed to build on the land we bought behind the house because of no sidewalk room. Now the redevelopment authority wants us to move across the street, trading lots with the borough property. We need to expand to survive.

**BOROUGH OF HAMBURG** – The Municipal Center that houses the local government offices is a contributing building to the National Historic District listing for the Borough.

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE- No**

**CABELA’S - No**

5. Does your organization conduct special events in the region? If yes, please briefly describe them.

**OTF**— Yes. Beach Night, Hamburg-er Festival, Beer Bands and BBQ, Arts Festival, and art shows.

**RR MUSEUM**— Yes. Periodic festivals, exhibits, and events which interpret the history of the Reading Railroad are held. The Museum also participates in Hamburg events.

**BMW**— Clean ups, races, environmental education program.

**ETCHBERGER**— Yes. We’re responsible for planning the local Memorial Day parade and luncheon. In addition, we act as a liaison between the Etchberger family and various organizations who request them to speak at local functions.

**HAHS**—Yes. Athletic tournaments.

**HISTORICAL**—Yes. Monthly meetings at the High School. Booths at Hamburger Days and gate sitters on Labor Day weekend at the Field House. Our chicken BBQ fundraiser will be held in February.

**BOROUGH OF HAMBURG - No**

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE - No**

**CABELA’S** – Yes. Retail events and activities that have to do with promoting the outdoors and natural recreation

6. Does your organization currently sponsor any interpretive/educational programs or activities related to the region’s history, culture, and/or natural resources? If yes, what kind?

**OTF**— Yes. The Arts Alliance, Art Gallery, Visitors Center and architectural walking tour brochure.

**RR MUSEUM**— Yes. The Museum has both permanent and rotating exhibits interpreting the impact of the Reading Railroad on the nation and on the communities it served. Exhibits include both indoor and outdoor displays. The RCT&HS also produces historical journals about the Reading Railroad, and sells it and other related books and publications to visitors.

**BMW**— Historical tours, environmental education program for 5<sup>th</sup> graders of HASD.

**ETCHBERGER**— Yes. We invite people to view the DVD of the heroics of Master Sergeant Etchberger and also the DVD of the actual MOH ceremonies that took place in the White House and the Pentagon.

**HAHS**—History classes.

**HISTORICAL**—Yes. We have interns from the High School earning their community service hours. Members sometimes give talks at local organizations about “Historic Hamburg”. We produced two books of local history that are being used as textbooks by the Jr. High social studies classes. A third historical cookbook of local recipes, favorite eating places and community supper’s recipes is being worked on presently.

**BOROUGH OF HAMBURG - No**

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE - No**

**CABELA’S** – Educational programs and activities relating to natural resources

7. Does your organization currently provide programs, services, and/or facilities that are used by visitors/tourists to the region? If yes, what kind?

**OTF**— Yes. Gallery of Hamburg, nostalgic downtown.

**RR MUSEUM**— Yes. Programs used by visitors include permanent, rotating and traveling heritage exhibits, archive facilities, Scout merit badge program, children’s programs, special Christmas train displays and heritage lectures.

**BMW**— Historical tours, trails.

**ETCHBERGER**— Yes. The portion of a trail through Hamburg has the history of MOH recipient Richard Etchberger. We also maintain a display case for him in the Borough Hall. Soon we hope to have the entrance signs in place.

**HAHS**— Yes. Athletic Facilities and Hosts Historical Society Programs.

**HISTORICAL**—Yes. We’re open Sunday afternoons or by appointment for anyone interested in browsing our collections.

**BOROUGH OF HAMBURG** – Public Services (restrooms during operating hours) and facilities such as the Historic Community Library

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE - No**

**CABELA’S** – We provide programs, services and facilities

8. Does your organization currently administer programs, services, facilities, and/or funding related to economic development in the region? If yes, what kind?

**OTF**— Yes. Comprehensive Main Street Program, individual services (too many to list).

**RR MUSEUM**— Yes. The Museum is a destination for tourists from local and distant areas. Also, RRHM is the southern trailhead for The Schuylkill River Heritage Area’s Bartram Trail. Parking and interpretive signage are provided for trail users at the RRHM.

**BMW**— Trails.

**ETCHBERGER**—Yes. Hopefully when visitors come to Hamburg to walk the Etchberger Trail or visit his gravesite, they will patronize the local merchants and restaurants.

**HAHS**—No.

**HISTORICAL**—No.

**BOROUGH OF HAMBURG** - Yes. Recently partnered with Berks County to create a 2<sup>nd</sup> Street Redevelopment Area for the Borough to entice new businesses by providing a better traffic flow directly from Route 61

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** – Yes. Provides technical support and some grants for businesses. Partnering with the Borough to create a 2<sup>nd</sup> Street Redevelopment Area for the Borough to entice new businesses by provided a better traffic flow directly from Route 61 and providing funding for necessary infrastructure improvements.

**CABELA’S** - Yes. Our store is a destination store which encourages tourism in the area.

9. Would your organization be willing to be included in cooperative programs to display and/or interpret information concerning the region’s heritage (history and culture)? If yes, what kind?

**OTF**— Yes. Anything that could be affordable, manageable, and sustainable with volunteers’ assistance.

**RR MUSEUM**— Yes. Partnerships with heritage organizations located in communities along the former Reading Railroad would be welcomed.

**BMW**—Yes.

**ETCHBERGER**— Absolutely! We’re open to partnering with any organization that will bring more tourists to Hamburg.

**HAHS**—Yes.

**HISTORICAL**—Yes. We have lent photo scans to a local business for their collages. Also, we have lent exhibits to other local museums for temporary displays. We hosted the local bridge opening ceremonies on our front porch, and had the High School history class research group show their DVD of the history of the bridge that we found photos for. As well, we hosted a house tour at the Christmas holiday with refreshments.

**BOROUGH OF HAMBURG** - Yes

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE -Yes**

**CABELA’S** – Yes , especially ones focusing on Natural Recreation

10. By which of the following means might you provide support to promote visitation to the Schuylkill River National Heritage Area region?

**OTF**— Volunteers, activity management/support, interpretive site/tours, manage interpretive facilities, financial support, heritage area marketing and provide services to visitors.

**RR MUSEUM**— Volunteers, interpretive site/ tours, manage interpretive facilities, heritage area marketing, provide services to visitors

**BMW**— Volunteers, interpretive site/tours, provide services to visitors

**ETCHBERGER**— Volunteers, interpretive site/tours

**HAHS**—Volunteers and heritage area marketing

**HISTORICAL**—Volunteers, provide services to visitors

**BOROUGH OF HAMBURG** – Financial Support, provide services to visitors

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** – financial support

**CABELA’S** – Financial support, provide services to visitors, interpretive site/tours, heritage area marketing, volunteers.

## **ATTRACTIONS & RESOURCES QUESTIONS & PARTNER RESPONSES**

1. In your opinion, what are the most important assets to attract visitors/tourists to the region (Please list and describe)?

**OTF**— In general, natural recreational activities, evening activities, art/cultural displays, festivals or special events, campgrounds and lodging facilities, museums and attractions.

**RR MUSEUM**— Visitors to the Hamburg area are attracted by ease of highway access from areas with large populations, scenic setting, visitor amenities, and unique natural and cultural attractions.

**BMW**— River access.

**ETCHBERGER**— Etchberger Trail and gravesite, Bartram Trail, Taste of Hamburg-er, Beach Night, Cabela’s, local shops in a quaint town.

**HAHS--** The river, trails, PA Dutch, Cabela’s, Train Museum, Port Clinton, train rides.

**HISTORICAL**—Conserve local artifacts before they are lost to the dumpster. Future historians will appreciate our efforts. Collect oral history of the Hamburg Area.

**BOROUGH** – easy access to highways

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** - Berks county has an abundance of heritage resources, all of which as a whole create a destination area.

**CABELA’S** – Our store, natural and scenic resources

2. In your opinion, what are the most important historic, cultural, and/or natural resources to attract visitors/tourists to the region (please list and describe)?

**OTF**— Same as #11.

**RR MUSEUM**— Important resources include: Schuylkill River, Blue mountains, State forest, shopping attractions. Over 36 museums and historical organizations in Berks County interpret local colonial, ethnic, cultural, industrial, and military history. Schuylkill County attractions are nearby.

**BMW**— Kernsville dam and desilting basin; Big Blue Mountain locks of Schuylkill Navigation Canal; Schuylkill River for fishing, boating, and fishing; trails for biking, hiking, etc.; Reading Railroad history.

**ETCHBERGER**— Hawk Mountain, hiking and biking trails, Yuengling Brewery. Hawk Mountain is known internationally for its preservation of birds of prey and charting their flight patterns. The brewery is the oldest in the country and still at the top of their game

**HAHS--** Trains, canal, river, Appalachian Trail, Kernsville Dam

**HISTORICAL**—Local Hamburg history-oral history, physical artifacts, hometown atmosphere and country flavor. Recognizing the contributions of local businesses and industries, past and present in a crossroad between the river, roadways and canal.

**CABELA’S** – Schuylkill River, Appalachian Mountains

## **ECONOMIC DEVELOPMENT & TOURISM QUESTIONS & PARTNER RESPONSES**

1. How would you envision your heritage tourism and/or economic development initiatives contributing to the development and promotion of the Schuylkill River National Heritage Area (such a marketing, funding, sources, visitor services, heritage resources, etc.)?

**OTF**— Manpower, marketing, management of program, visitor services, Gallery and funding.

**RR MUSEUM**— Continuous, reliable financial support of the Schuylkill River Heritage Area (SRHA) is essential. The SRHA distributes essential funding for marketing, visitor services, and

exhibit enhancement. The funded organizations attract additional visitors, enhancing local economy through additional visitor consumption of fuel, housing, food, recreation in the area. Return visits are also more likely. The RCT&HS believes that, as the Museum expands additional marketing and visitor services will be essential to economic development.

**BMW**— To better develop visitor services and heritage resources to improve the marketing ability of the SRNHA.

**ETCHBERGER**— Would like to see tourists, hikers, and bikers visit the gravesite of Richard Etchberger. This would bring people through town and hopefully they would stop and shop on their way.

**HAHS**—didn't respond.

**HISTORICAL**—We are presently very small and stymied by the lack of space to collect articles to be saved. Our building fund got stalled by this house—mooring idea. We have no paycheck and depend on contributions and fundraisers to cover expenses.

**BOROUGH** – supporting the Foundation financially and provided manpower for projects and visitor services

**CABELA'S** – supporting heritage projects financially, visitor services, providing a reason for tourists to travel to the area, marketing, volunteering staff

**BERKS COUNTY COMMUNITY DEVELOPMENT OFFICE** – providing knowledge in economic development initiatives and possible providing financial assistance through grant funds.

## **PARTNER'S ORGANIZATION VISION, MISSION, & GOALS**

1. Has your organization prepared a "Vision"? If so, please provide the Vision and explain the process for developing it:

### **OTF**

**BLUEPRINT TEAM** - As a Blueprint Community, our vision is for the Borough of Hamburg to become a premier location to live, work, and play

**MAIN STREET PROGRAM** - Our vision of downtown Hamburg is one of vibrant streets adorned with restored historic buildings filled with shops, restaurants, and professional services. Visitors and residents will walk on new sidewalks, adorned with flowers and ornamentation. Monthly events will be held. Hamburg will once again be the premier location in Northern Berks to shop, dine and be entertained.

**ELM STREET PROGRAM** - The Hamburg Elm Street Community will offer a safe and friendly atmosphere for community integration to occur, thus inspiring homeownerships and neighborhood empowerment. Its convenient accessibility to several major roadways and an abundance of available

resources in the downtown will encourage new homebuyers to raise their families in the neighborhood.

The Hamburg Elm Street Community will enhance the usability of its recreational assets by creating a pedestrian friendly environment that is both accessible and inviting to multiple generations. Parks, green space, and community gatherings will abound.

The neighborhood will embrace its sense of place – preserving the historical appeal and deep-rooted values while integrating its recent diversity of character.

**RR MUSEUM** -The Reading Company Technical and Historical Society (RCT&HS) envisions development of the Reading Railroad Heritage Museum as a place where its mission is accomplished.

**ETCHBERGER** - To keep the memory of Medal of Honor recipient Chief Master Sergeant Richard L. Etchberger alive for present and future generations.

2. Does your organization have a “Mission Statement”? If so, please provide it:

**OTF—**

**HAMBURG AREA ARTS ALLIANCE** - To support and showcase local artists and to advance the awareness of arts in the community

**BLUEPRINT TEAM** - To provide knowledge, education, and opportunities for social, economical and recreational growth in the Borough of Hamburg.

**MAIN STREET PROGRAM** - Our Town Foundation is organized to preserve and revitalize downtown Historic Hamburg for our families and future generations to enjoy

**ELM STREET PROGRAM** - The Hamburg Elm Street Community aims to sustain an enticing neighborhood that offers a higher quality of life through community ownership, to encourage and stimulate growth and prosperity while maintaining the historical integrity and beauty of the neighborhood setting, and to instill a sense of rebirth and pride amongst those residing in the neighborhood.

**RR MUSEUM—** The mission of the RCT&HS is to document, preserve, display, and interpret to the public the significance of the Reading Railroad.

**BMW—** To preserve and conserve the wildlife and wetlands along the scenic Schuylkill River.

**ETCHBERGER—** We strive to document an accurate and complete history of our local Medal of Honor recipient Chief Master Sergeant Richard L. Etchberger.

3. Has your organization developed any formal or informal “Goals”? If so, please provide goal descriptions and any specific objectives developed to achieve goals:

**OTF**— See blueprint plan and five-year action plan for Main Street Committees.

**RR MUSEUM**— Long term goals for museum development are specified and described in the Museum Development Plan, completed by the RCT&HS in 2010 with professional assistance of architects, museum professionals and track planners. Goals include expansion of exhibit space, installation of permanent display track for rolling stock, new visitor services and museum store areas, new rolling stock restoration and display areas, and much more. Short-term goals are set annually to progress incrementally toward the completed Museum.

**BMW**—Yes. Five year plan?

**ETCHBERGER**—Our formal goal is to provide accurate information that will be part of the permanent history of the heroics of a local Medal of Honor recipient.

4. Does your entity administer operations for the historic site and does it have a written Mission, Statement, and/or goals? If so, how would you describe the mission/plan (good, better, best)?

**OTF**— Best. Because OTF administers so many programs and projects and the manager plays a large role in the administration. Sometimes, the board and staff are not fully aware of all the initiatives taking place and how they're being implemented.

**READING RAILROAD MUSEUM**— Best. Mission and goals are fully understood by the board and leaders of the organization. The mission is kept foremost as artifacts, archival materials, and rolling stock is acquired for the collection. The plan for Museum development is ambitious and will be accomplished in phases.

**BMW**— Better.

**ETCHBERGER**— We only meet the goals of the GOOD category because we are less than five years old. However, in the short time we have been in existence, we have accomplished the BEST results. The gravesite of Chief Master Sergeant Richard L. Etchberger has been here since 1968, but its importance was not discovered until 2008. No time was wasted in forming a committee, contacting the surviving family members and preparing a vision and mission statement to make everyone aware of this amazing hero. All good things take time, but we are well on our way to designing and financing appropriate signs to welcome visitors to Hamburg and make them aware that this is the hometown of a Medal of Honor recipient. Special attention is given to his gravesite during Memorial Day celebrations.

5. Does the entity have a Board of Directors or Trustees, providing oversight of the organization? If so, the Board performs the following:

**OTF**— Best. At present, there is no conflict of interest policy adopted, nor a code of ethics policy. The program manager has several documents downloaded for the board to review- it just has not been done due to time restraints.

**RR MUSEUM**— Better. The RCT&HS is governed by a 9-member Board of Directors and has 12 active committees to carry out its functions. Its annual budget exceeds \$200,000.

**BMW**— Better.

**ETCHBERGER**— Good. Even though we're not incorporated, our committee serves as our Board and every member gives all the time and money it takes to accomplish our goals.

6. Do the leaders of your organization comprehend their roles, advance the organization's mission, and plan for the future of the site and organization? If so, indicate your organization's level of responsible management.

**OTF**— Better. For the most part, the Board policies are implemented according to Bylaws. An orientation manual is available for volunteers and the Board, but not for the staff.

**RR MUSEUM**— Good. The organization consists entirely of volunteers. No one receives compensation for organization or museum work. Volunteer docents receive orientation and supervision. All volunteers are recognized for their work. "Volunteers of the year" are cited. Hours of volunteer work are documented. Monthly and annual financial reports are distributed to members. Long and short-term goals are written.

**BMW**— Better. An all-volunteer board and members only.

**ETCHBERGER**— Because we don't offer compensation or health insurance for our volunteers, we must be placed in the GOOD category. Each member knows and agrees what must be done and follows through on their individual assignments. We meet the second Wednesday of each month so everyone is kept informed of the progress we're making.

7. Does your organization successfully support an historic site? If so, to what degree?

**OTF**— Good to Better. OTF does not have a finance committee- the program manager is responsible for preparing the annual budget. Audits are not done on a yearly base unless needed to be done due of grant closeouts. We don't have a contingency budget nor do we have an investment policy for the future. Needs work!

**RR MUSEUM**— Better. All "better" criteria are met. Donor support is increasing. Financial records are independently and professionally audited. Finance committee is active.

**BMW**— Good. All projects are worked on as donation, grants, and fundraising permit. Minimal overhead expenses.

**ETCHBERGER**— Our GOOD support includes selling badges and videos to help pay for the proposed entrance signs to Hamburg. The committee has also received financial assistance from donors who realize the great sacrifice made by Chief master Sergeant Etchberger. These donors include friends, family, and military personnel.

8. Does your organization operate an historic site that provides communication links for audience, constituents, and communities? If so, to what level?

**OTF**— Better. Downtown Hamburg is definitely lacking directional signage both in the downtown and on the highways. This should be a top priority.

**RR MUSEUM**— Good. Professionally prepared brochures are distributed. Web site, telephone, and postal communications are in place. Members receive communications monthly and on-line. Marketing plans are not in place. The RCT&HS is working to improve the Museum's visibility within the community and beyond.

**BMW**— Better to Best.

**ETCHBERGER**— We have not reached the point where we have a site to communicate through voice mail or answering machines, but we're making a GOOD effort to partner with organizations that will help us get the word out.

9. To what level and degree does your organization provide visitor services?

**OTF**— This category needs help for the downtown. Stores do not have uniform hours and are not open on Sundays. Museums have limited hours on weekends. Downtown does not provide public restrooms and basic amenities. Many properties are not handicapped accessible. Parking lots are available, but so many are privately owned and not open for public use.

**RR MUSEUM**— Better. The Reading Railroad Heritage Museum provides visitor information, restrooms, museum store, and drinks (not food) to visitors during hours of operation. Food is available at special events. Parking and trail information is available at all times. Museum exhibit and restroom facilities are accessible for the physically impaired. We would like to provide amenities for trail users: benches, bike rack, tire inflator, water station.

**BMW**— Better. Parking and visitor information are the only things we provide.

**ETCHBERGER**— In some cases we have made the BEST efforts, but still belong in the GOOD category. When we found a letter at the gravesite of Chief Sergeant Etchberger from a friend who lives in the state of Washington, the family and committee made every effort to contact this former military co-worker. This man traveled to the east coast and felt he had to quietly visit the Etchberger gravesite. The anonymous man was invited to the MOH ceremonies in Washington DC and the committee had a chance to meet this amazing man. We also have provided assistance to CNN, the US Air Force, and other news services that came to Hamburg to write about our national hero.

10. Has your organization established the significance of its historic site and/or collections? If so, which of the following apply:

**OTF**— Is not done by OTF for the downtown historic district. Historical Society has records of historic buildings and documents. However, we promote historic preservation and lead the task of becoming a National Historic District.

**RR MUSEUM**— Good. The collection housed at the RRHM by the RCT&HS is one of the largest in the United States pertaining to a single railroad. The comprehensive collection of over 75 pieces of Reading Railroad rolling stock includes significant examples of diesel locomotives, freight and passenger equipment, cabooses, a training car for engineers, and an entire wreck repair train. The archives include over 20,000 photographs and tens of thousands of blueprints and pages of correspondence pertaining to the railroad's people, facilities, and operations. The vast collection of Reading Railroad artifacts includes tools, signals, signaling control consoles, a 100-foot turntable, and other Reading Railroad hardware. The RCT&HS publishes journals which include archival photos and information. Historic significance has been noted by museum consultants on CAP and other evaluations. However, the archives are not fully catalogued or fully available for research, the rolling stock is unprotected from the weather, and exhibit space needs expansion. The RCT&HS has no employed staff – all are volunteers. The fledgling museum is progressing well with volunteer leadership and no paid staff, but the area of documentation is not well developed.

**BMW**— N/A.

**ETCHBERGER**— Local documentation is available in a display case inside the Hamburg Municipal Center, the Hamburg Historical Society, and the Hamburg Public Library. We are hoping to partner with local organizations to perhaps be included in a state and/or national registry of historic places. This should keep us in the GOOD category.

11. Does your organization have official standards and practices for interpretation and presentation of its historic site? If so, to what level and degree?

**OTF**— Good. A lot of this section does not apply to the downtown. We have done consumer surveys in the past and acknowledged the needs/desires of the public.

**RR MUSEUM**— Good. Interpretation supports the mission. Permanent and rotating exhibits are displayed. Education opportunities are offered to school, scout, and community groups. Educational materials are available. Interpretive tours and materials of the site are available. A traveling model railroad interprets Reading Railroad history at malls and trade shows.

**BMW**— Good. Historical research done, historical presentations and tours given.

**ETCHBERGER**— The North Berks Recreation Commission and the Rotary Club of Hamburg have partnered to erect interpretive signs along the Etchberger Walkway in the Schuylkill River. They deserve BEST for their efforts and we're very appreciative and supportive of their generosity. We refer tourists to these historical markers and will pattern future informational material to parallel what they have done. During the Memorial Day luncheon at Indian Fort Inn our committee will show the DVDs of the actual MOH ceremonies that took place in Washington, DC last year. One is from the White House and the other is from the Pentagon. These DVDs will be available to groups and organization that need a program to show their members.

12. Does your organization practice responsible stewardship? If so, to what degree?

**OTF**— N/A.

**RR MUSEUM**— Good. Disaster plan is under development. Security system is in place in exhibit and archive areas. Volunteers are aware of best practices for resource care and continually seek to improve artifact and archive care. Insurance plan is in place. Collections policies are not in place.

**BMW**— N/A.

**ETCHBERGER**— We continue to provide the best “GOOD” plan to maintain the displays and collection of objects to be viewed by the public. We are not so grandiose that we need to spend our time on developing massive plans, but we take great pride in the personal care we give to our collection of artifacts