


**YORK COUNTY
COMMUNITY FOUNDATION**
PART I GRANT APPLICATION SUMMARY FORM
APPLICANT INFORMATION

Organization: York County Heritage Trust		EIN # 23-1352323/0000	
Address: 250 E. Market Street			
City: York		State: PA	ZIP Code: 17403
Phone: (717) 848-1587 ext. 216	E-mail: emoore@yorkheritage.org		Fax: (717) 812-1204
Date Received 501(c)3 Status: 1999 (Historical Society of York received status in January of 1941)		Total Operating Budget: \$1,219,317.00	
Major Sources of Operating Funds (%): Investment Income (24%), Cultural Alliance Funding (15%), Membership (9%), Annual Fund (7%), EITC (8%), Unrestricted Gifts and Donations (6%), Fees and Services (5%), Shop Sales and Rentals (9%), Special Event Income (14%), York County Funding (3%)			
Contact Person's Name & Title: Emily Seitz Moore, Director of Development			
Mission and Purpose of Organization: The York County Heritage Trust inspires the exploration of the history, people and culture of our county, state and nation. As a non-profit organization it utilizes collections, historic sites and museums to help tell the American story.			

PROJECT INFORMATION

Type of Application: <input checked="" type="checkbox"/> Competitive Grants Program; <input type="checkbox"/> Other (Describe)
Project Description (25 words or less): The Trust proposes a partnership with Rivertownes PA USA, a non-profit based in Wrightsville, to organize a collaborative commemoration around the Sesquicentennial of the Civil War, specifically highlighting General Gordon's march through York and the burning of the Wrightsville-Columbia bridge to prevent his progress over the Susquehanna River.
Anticipated Project Timetable (month/year format): Start Date: 1/2012 End Date: 6/2013 (Followed by the planning period beginning in January of 2012, the celebration itself will take place on 6/28/13)
Client Group to be Served by Project: This event has the capacity to draw from a broad range of participants. From heritage tourists, Civil War buffs and families looking for an educational summer activity to history aficionados and local residents looking to explore their past, the event holds appeal for a broad swath of the County.
Geographical Area to be Served by Project: <input type="checkbox"/> York City <input checked="" type="checkbox"/> All York County <input type="checkbox"/> Northern York County <input type="checkbox"/> Eastern York County <input type="checkbox"/> Western York County <input type="checkbox"/> Southwestern York County <input type="checkbox"/> Southern York County <input type="checkbox"/> Southeastern York County
List Goals & Objectives Addressed by Project: <ul style="list-style-type: none"> • Raise awareness and spark exploration of York County's rich and unique history. • Commemorate the Sesquicentennial of the American Civil War through educational programming and community-building events, specifically working to attract heritage tourists who plan to visit Gettysburg during the Sesquicentennial. • Collaborate in innovative ways with partner organizations to produce an event with scope and scale beyond what each individual organization could do alone. • Engage with audiences throughout the county that the Trust may not reach through its historic sites and museums.

PROJECT FUNDING

A. COMMITTED To Date From:		B. Additional Funding SOUGHT From:	
	\$		\$
	\$		\$
A. TOTAL COMMITTED:	\$0	B. TOTAL ADDITIONAL FUNDS SOUGHT:	\$0
C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:			\$5,000
D. TOTAL PROJECT COST:			A+B+C=D \$5,000

SIGNATURES

Staff Officer Signature:	Date:
Printed Name: Joan J. Mummert	9/1/11
Board Officer Signature:	Date:
Printed Name: FRANCES M. POLK	31 Aug. 2011

The York County Community Foundation Competitive Grants Application
Commemorating the Sesquicentennial of the Civil War and York County's Role in the Conflict

York County Heritage Trust
Proposal Narrative

Introduction

Mission of the York County Heritage Trust ("Trust")

The York County Heritage Trust inspires the exploration of the history, people and culture of our county, state and nation. As a non-profit organization it utilizes collections, historic sites and museums to help tell the American story.

Populations Served by the Trust

The YCHT serves the community through a broad array of program offerings, including guided tours of our sites and walking tours of the York Murals and the historic downtown; activities for adults and children that include exhibits, lectures, workshops, living history demonstrations and summer camps; and teacher programming which comprises Act 48 Teachers Credit courses, workshops, traveling trunks with accompanying curriculum and in-class living history interpreters. All school programs meet Pennsylvania Social Studies standards.

A variety of special events such as book signings, organ concerts, exhibitions and collaborative events are open to the public, and often free of charge. The Trust staff and volunteers also make presentations to service clubs and community groups, often for no fee.

Over 5,000 researchers visit the Library and Archives searching for York County related genealogy and historical information. Our staff and volunteers respond to 2,000+ inquiries for information related to this region. The Trust utilizes its resources to publish books and pamphlets on York County history on a regular basis.

In Fiscal Year 2010-2011, over 30,000 people participated in the Trust's on-site activities.

Project Purpose and Rationale

The York County Heritage Trust proposes the creation of a partnership with Rivertowne PA USA, a non-profit based in Wrightsville, for the purpose of pooling resources to create a community-wide event in commemoration and observance of the Sesquicentennial of the American Civil War, specifically highlighting York County's role in the conflict. This strategic partnership aims to bring to life Confederate Brig. General John B. Gordon's exploration and march through south-central Pennsylvania. The town of York ultimately surrendered to General Gordon and his troops, and the Trust plans to highlight General Gordon's June 28th parade through York and subsequent speech on the Square declaring victory over the town. Through a reenactor portraying

Gordon himself, or a dramatic presentation alongside Civil War era reenacting regiments and interpreters, this historic event will be brought to life for York County residents to learn first-hand about York's role in the Civil War.

Following the reenactment, the Trust plans to host an educational program focusing on York County's experience in the Civil War and how those experiences fit into the broader themes and experiences of the country at that time. The program will also specifically highlight General Lee's big-picture plans for his south-central Pennsylvania expedition and taking of York County. The Trust hopes to enlist local author and Trust supporter Scott Mingus to present the program, as he recently authored a book on the topic. His work, entitled *Flames Beyond Gettysburg: The Gordon Expedition, June 1863*, serves as an authoritative and informative reference for individuals hoping to learn more about the expedition and York's role in the broader conflict. Bearing this in mind, the Trust hopes to use part of the grant budget to purchase approximately 50 of the books to give to event participants.

General Gordon did not end in York on that fateful day in 1863, however, as he continued on to Wrightsville with the intent of crossing the Susquehanna River. Local emergency militia were successful in thwarting General Gordon's Georgians later that afternoon when they succeeded in burning the mile-long wooden bridge, forcing the General to halt his advances.

The Trust's partnership with Rivertownes will pick up here, as the organization plans to commemorate the event with a recreation of the torching of the bridge in the evening of June 28th. The organization is also planning several events leading up to and the day of the event, including:

- **June 22:** Civil War Ball at the National Association of Watch & Clock Collector's Museum with dance instructors and a caller;
- **June 23 through June 30:** Special exhibits will be coordinated by the Columbia Historic and Preservation Society, Historic Wrightsville and the Marietta Restoration Association at their individual museums. Rivertownes is working on enlisting speakers, musicians, and planning other activities throughout this time period as well;
- **June 28:** *Flames Across the Susquehanna* – braziers atop the 25 piers spanning the Susquehanna River between Columbia and Wrightsville that carried the mile long covered bridge that was burned on June 28, 1863 will be loaded with cordwood and torched at dusk. An encampment and music by the Susquehanna Travelers from 7:00 until 9:30 p.m. will be presented on the grounds of the John Wright Store & Restaurant, North Front Street, Wrightsville, PA 17368;

- **June 29:** An encampment at Camp Case, Columbia, along with the Columbia Antique, Arts and Craft Show; and,
- **June 30:** A walking tour of Wrightsville with costumed interpreters.

Ultimately the partnership between the York County Heritage Trust and Rivertownes PA USA hopes to create a community event highlighting York County's role in the Civil War through specifically emphasizing the Confederate Invasion of York County and General Gordon's march through the various communities. By focusing on Gordon's historically important stops in the Square in York and Wrightsville, the Trust and Rivertownes hope not only to inform York residents as to the area's rich Civil War history, but to inspire them to learn more through the educational and relevant programming available to them on June 28th and the days leading up and after the event.

The project is a natural compliment to both the Trust's mission to "inspire the exploration of the history, people and culture of our county, state and nation" and Rivertowne's mission of "promoting, preserving and enhancing the culture, heritage and related commerce and recreational activities in the Pennsylvania Susquehanna river towns of Columbia, Marietta and Wrightsville and surrounding areas." The York County Community Foundation's Competitive Grants Program will leverage funds specifically for the Gordon reenactment on the square, as well as the educational program and book component following the reenactment.

Need/Opportunity

According to the booklet *Helping Your Child Learn History* authored by the U.S. Department of Education, "doing history" means asking questions about events, people and places; searching our towns for signs of its history; talking with others about current events and issues; and writing our own stories about the past." While this statement is meant to target the parents of young children, it's clearly true for all members of our community, regardless of age. This project is meant to spark York Countians' search for signs of our rich history so that we can all have a better sense of where we came from and where we are going – together.

In a more pragmatic light, the sesquicentennial anniversary of the battle at Gettysburg will provide a massive influx of tourists to the town of Gettysburg itself. The town is already reaching out to surrounding towns and attractions and asking them to host commemorative events in an attempt to prevent Gettysburg from overcrowding and providing poor experiences for its heritage tourists. In addition, the state has created the 'PA 150th' initiative, already in its first year. This program is comprised of an interactive website and the Civil War Road Show, which the Trust hosted this past August. Throughout the three days the Road Show was on display to the public, it received over 1,500 visitors - a good indication of the County's interest and ability to support related and/or similar programming. This is an excellent opportunity for York County to not only highlight our history for our residents, but to showcase it for heritage tourists from around the country during the major anniversary year of 2013.

Project Activities

- Secure Gordon reenactor Mid 2012
- Commit volunteer regiments Mid 2012
- Secure Pennsylvania Past Players Mid 2012
(or other, similar interpretive group)

The events of June 28th, 2013 will begin with a reenactment of Gordon's march through York and his historic speech on the square promising not to harm the town or its inhabitants. Gordon's performance will be augmented with the presence of reenacting regiments, as well as the Pennsylvania Past Players, a state sponsored historic theatrical reenacting group based out of Harrisburg and focused on bringing local and regional historical figures to life. The Past Players will mingle with the crowd, offering entertaining historical dialogue to participants.

- Secure Scott Mingus or other professional historian to lead educational session Mid 2012
- Order *Flames Beyond Gettysburg* for distribution to event participants Early 2013

Following Gordon's performance, the Trust will offer an educational program at the organization's 250 E. Market Street facility that will focus on York's role in General Lee's ultimate plan for the Confederate invasion. Local historian, author and Trust supporter Scott Mingus would be a natural fit for this role, though the possibility of another historian could be explored. In addition, Mingus' book, entitled *Flames Beyond Gettysburg: The Gordon Expedition, June 1863*, serves as an authoritative and informative reference for individuals hoping to learn more about the expedition and York's role in the broader conflict. Approximately 50 copies will be purchased for program participants to take with them.

- Create marketing plan (working in conjunction with Rivertownes) Mid 2012
- Enact marketing plan Late 2012 through late June 2013

The key to this cooperative event's success lies in its marketing to the York community. Should the Community Foundation grant the Trust the funds to complete the project, the Trust will collaborate with Rivertownes to create a comprehensive marketing plan in mid 2012 and begin enacting the plan in late 2012, early 2013.

Anticipated Results and Assessment

Outcome: Expose the Trust to a substantial constituency through creating an event commemorating and observing York County history and heritage that appeals to a wide audience.

Indicator: Participation in Trust events will increase by at least 150 people in June 2013 over June 2012's attendance records.

Outcome: Seize a unique and strategic opportunity to educate the public on York County's role in the Civil War through engaging in a collaborative partnership with a like-minded local non profit.

Indicator: Continued high levels of attendance and momentum for programs from June 22, 2013 through June 30, 2013.

Outcome: Capitalize upon the momentum building around the battle of Gettysburg's Sesquicentennial celebration through creating and offering similar events in York County to attract heritage tourists to the area, with a specific emphasis on creating special memories for families in downtown York that will eventually grow repeat visitation.

Indicator: Increased levels of patronage at local eateries, retail shops and hotels.

Outcome: Make culture and history accessible to all families, regardless of their ability to pay.

Indicator: Participation in Trust events will increase by at least 150 people in June 2013 over June 2012's attendance records.

Leadership

This project will be spearheaded by Daniel Roe, the Trust's Director of Education, and Claire Storm, the President of Rivertownes PA USA.

Mr. Roe will coordinate the events and educational programming centered in York City on Friday, June 28, 2013. Mr. Roe pulls from over three years of experience with the Trust, as well as his extensive knowledge of the public history field. Having served as a Museum Educator prior to his current position with the Trust, he is well-connected and knowledgeable in the field.

Claire Storm, Rivertowne's President, will coordinate the events and programming centered in the Wrightsville area. Ms. Storm has served as Rivertowne's President since the organization's inception over ten years ago and brings strong connections in heritage preservation and tourism to the project.

Collaborations

As far as those involved in this project are aware, there are no other organizations in York County undertaking a commemoration and observation of the Sesquicentennial of the Civil War as it pertains to General Gordon's march through York County. As mentioned previously, the Trust's partnership with Rivertownes will allow for the scope and breadth of the project to increase exponentially, thus creating a broad-sweeping community event that has the potential to reach a large section of York County.

The York County Community Foundation Competitive Grants Application
*Commemorating the Sesquicentennial of the Civil War and York County's Role in the
Conflict*

York County Heritage Trust
Proposal Budget

Programming

Honoraria and related fees for reenactors, performers,
presenters and interpreters \$2,550

Book purchase order for related programming \$600

Subtotal \$3,150

Administration

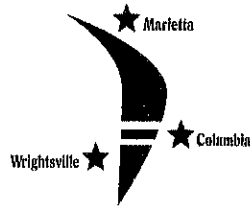
Supplies \$200

Permits \$150

Marketing \$1,500

Subtotal \$1,850

GRAND TOTAL: \$5,000



Rivertownes PA USA
www.rivertownes.org
495 Kinderhook Road
Columbia, PA 17512

August 29, 2011

To Whom It May Concern:

Representatives from York County Heritage Trust (YCHT) have been participating in regional planning efforts since March 2011 to commemorate the sesquicentennial of the Civil War. Other participants included in the planning are: York County Convention and Visitors Bureau (YCCVB), Susquehanna Valley Chamber of Commerce and Visitors Bureau (SVCC), Rivertownes PA USA, Pennsylvania Dutch Visitors Bureau, LancasterHistory.org, Historic Wrightsville, Columbia Downtown Development Corporation (CDDC), and Columbia Historic and Preservation Society(CHiPS). Events related to the Civil War in our area may be viewed on the Facebook Page - Civil War 150 River Towns.

This regional planning is an attempt to educate and entertain those who attend the scheduled events. Also, the committee, through its combined marketing efforts, hopes to encourage visitors to come to our area. Using this regional approach eliminates conflicts in scheduling and strengthens the overall commemoration.

The purpose of this letter is to encourage the decision makers of the York County Community Foundation to seriously consider the request from York County Heritage Trust for funding. These funds will provide an opportunity for YCHT to stage 150th Civil War commemoration activities in York. It is without hesitation that I support YCHT in their application for funds.

Sincerely,

A handwritten signature in cursive script that reads 'Claire F. Storm'.

Claire F. Storm, Ed.D.

President