DCHPN Meeting

DCPD Office, Media January 29, 2020

Attendees:

Beverlee Barnes, DCPD Kate Clifford, DCPD David Evans, Swedish Cabin Pat Gallagher, Collingdale Historical Society Dave Guleke, Chester Historic Preservation Committee Jan Haigis, Darby Historical Commission John Haigis, Darby Historical Commission Marissa Kalinowsky, Brinton 1704 House Helen Litwa, Chester Historic Preservation Committee Keith Lockhart, DCHPN Elizabeth MacGuire, Collingdale Historical Society Barbara Marinelli, Upper Darby Historical Society Bill McDevitt, Friends of Sellers Hall Tony Shahan, Newlin Grist Mill Twyla Simpkins, Yes Center Magdalena Stuehrmann, Brinton 1704 House

1. Introduction

- a. Keith welcomed everyone
- b. Kate introduced Donna Ann Harris, Heritage Consulting Inc.
 - i. Heritage Consulting was the consultant for the 2010 Public History Study
 - ii. Public History Study is available at https://delcohpn.wixsite.com/dchpn/publications
 - iii. Donna worked with Camden County History Alliance on a Heritage Tourism Plan which received a Preservation Alliance Award in 2019
- 2. Camden County History Alliance
 - a. Project was primarily in 2017-2018
 - b. Camden County Historical Society (CCHS) was under new leadership, with a new Executive Director and they wanted to see what was there. The County didn't own any historic sites- all were municipality or privately owned
 - c. CCHS invited sites to come to a meeting to create an agenda for what they wanted to do
 - i. The group was a democracy and they decided what projects to work on
 - ii. History Magazine
 - 1. Ad generated, pays for itself so available for free
 - 2. Twice a year, each themed
 - 3. Historical organizations submit articles and take out ads
 - 4. https://www.cchsnj.org/camden-county-heritage-magazine
 - iii. Interpretive signage
 - 1. Used open space bond funds
 - 2. Had money to do 20 signs
 - 3. Needed to vet the material on the sign
 - iv. Decided three basic things were needed
 - 1. Identify resources
 - 2. Increase visitors
 - 3. Have projects to promote history
 - d. Heritage Consulting contacted to see what they have and how to promote
 - i. Suggested heritage trail tours, e-newsletter, history week/month
 - ii. Applied for NJ Historic Trust grant for Heritage Tourism Plan

- iii. Applied for NJ History License plate grant for surveys
 - 1. Survey of existing conditions (like Public History Study)
 - 2. Evaluate History Week
- iv. Applied to Rohrer foundation for printing rack cards and brochures
- e. Tourism Plan created
 - i. Camden County History Week/ 9 days
 - ii. Volunteer steering committee
 - iii. E-newsletter
 - 1. Collected emails at events
 - iv. Expanded Facebook followers
 - v. Bi-monthly meetings
 - 1. Short but effective educational activities
 - 2. Peer to peer information exchange
 - 3. Examples of other groups doing well
 - 4. ½ hour long with panels
 - 5. Various topics such as how to use Twitter, Clio and other apps
 - vi. Evaluated History Week 2018
 - 1. 32 of 49 organizations had event for History Week
 - 2. Passport part didn't work, but worked as list of events (see below)
 - 3. 1006 visitors attended one or more events
 - 4. Sites asked for donations and memberships
 - 5. 6 questions on survey
 - a. 54% learned about History Week by word of mouth
 - b. All open ended questions were positive (but one)
 - c. 33% people came by self, 29% in family groups
 - d. 54% were first time visitors to site
 - e. 37% attended more than one event
 - 6. Volunteers wanted to go to other sites, so expanded to History Month in 2019
 - 7. 2019- Changed to calendar list of events rather than passport
 - 8. https://www.cchsnj.org/history-week
 - vii. Offered recommendations for further Heritage Tourism
 - viii. Printed maps with site and themes
 - 1. Use for theme trails, tours, week, etc
 - ix. Rack cards
 - 1. Each site (21) had a rack with cards for the other sites
 - a. Cost \$50 each
 - 2. Photos, statement about site, open information
 - 3. Sites had to be open at least once a month on a weekend day
 - 4. Got groups to understand how to tell people when they are open
 - x. Survey
 - 1. 49 organizations, 21 open to the public, 8 have staff
 - 2. Similar to Delaware County (approximately 91 organizations, 34 open to public, 10 have staff)
- f. Going forward
 - i. CCHA planning other coordinated events
 - ii. History Week changed to History Month in 2019
 - iii. Raise money for reprinting of rack cards and maps
 - iv. Communication
 - 1. Work with tourist board to promote
 - 2. Work with organizations to promote
 - 3. Expand email list
 - v. Referrals between sites
 - 1. Volunteers become more familiar with other sites

- 2. Rack cards show what's nearby
- 3. Personal recommendations increase visitors
- 4. Formed a committee to explore how docents can be 'certified ambassadors' to make high quality referrals
- vi. Heritage Trails
 - 1. 'Built in Camden County Day' to promote architecturally significant buildings
 - 2. https://www.cchsnj.org/history-alliance Events at ones on map marked with 'Built in Camden County' theme
- vii. CCHA expanded to 50 organizations, still continues to grow
- g. CCHA compared DCHPN
 - i. Heritage Tourism plan similar to Public History Study of 2010
 - 1. Ended up with a product at the end of HT plan
 - ii. Both groups are excited
 - iii. CCHA- CCHS librarian coordinates e-newsletter and magazine due to previous newspaper experience
 - iv. Magazine
 - 1. 10k copies distributed to all organizations, libraries, county offices, urgent care facilities
 - 2. Delco used to have Delaware County Scene
 - 3. https://delcohpn.wixsite.com/dchpn/delaware-county-scene
 - v. Donna wrote grants, but inspired other groups to do their own grant writing
 - 1. Might take a few tries, but eventually get them

3. Group discussion

- a. Heritage Tourism Plan
 - i. In order for DCHPN to do something similar to CCHA, a small group of interested individuals should take the lead on the project
 - ii. Sub-groups can split off from that group, such as grants, design, etc.
 - iii. There are several people in the organizations already that are experienced in grant writing and graphic design
 - iv. Ethel Sergeant Clark grant deadline is March 1 and would be ideal for this project
 - 1. https://www.wellsfargo.com/private-foundations/smith-memorial-fund-ethel-sergeant-clark/
 - v. Other grants are possible
 - 1. https://dced.pa.gov/programs/marketing-to-attract-tourists/
 - 2. https://delcohpn.wixsite.com/dchpn/publications Finding the Funding
 - vi. Should meet soon to discuss what the proposal would be, especially if going for ESC grant

b. E-newsletter

- i. An e-newsletter sent out through MailChimp would be a free way of reaching a broader audience (general public, not just historic organizations)
- ii. Advertise events for that month and open days
- iii. Easy enough to do, since events are compiled on DCHPN website anyway
- iv. Events would need to be sent to Kate by end of month to get on next month's newsletter
- v. Start off with sending through historical organizations and asking them to forward to their members
- vi. Eventually get members to sign up themselves and stop forwarding them on
- vii. Can collect emails at events
- viii. Kate can start it, but anyone else can do it if they are willing to help
- ix. See https://www.cchsnj.org/ccha-e-newsletters for CCHA's examples
- c. Events/topic meetings
 - i. Kate and DCPD cannot take the lead on organizing the future topic meetings
 - ii. Need people to step up to plan the talks
 - iii. If interested, contact Kate and then go from there
 - iv. Need to plan location and speaker. Topics decided by group consensus
 - v. DCPD can assist with suggesting speakers, providing contacts

- d. Heritage Commission nominations
 - i. Questions were asked regarding new Legacy Business award
 - ii. Kate explained that the award is a Preservation Award, so the business has to be in the same historic building (designated in a Historic Resource Survey) for 50 years or more- preserved the building by keeping it active
 - iii. If they were in the building less than 50 years, they would have been eligible for a different Preservation Award (adaptive reuse, site preservation, restoration, etc)
 - iv. Anniversaries (50, 75, 100, etc. years) are to help celebrate those milestones and to spread out the nominations
 - v. In addition, Kate is compiling a list of legacy businesses in conjunction with the Young Friends of the Preservation Alliance
 - 1. http://www.preservationalliance.com/what-we-do/yfpa/
 - Any business (regardless of historic resource designation) who has operated 30 years or more and contributes to the history/ identity of a particular community or neighborhood
 - 3. If you know of a business that has 'been there forever', find out when it started (ask the owners) and submit to Kate
- e. Other issues raised, possible meeting topics
 - i. Attracting volunteers
 - 1. Was a topic in October 2018
 - 2. See minutes at https://delcohpn.wixsite.com/dchpn/publications
 - ii. How to attract younger members
 - 1. There is a Young Friends of the Preservation Alliance of Greater Philadelphia (includes Delco) which could be a good resource
 - iii. How to have events to attract non-historic people to get new audience

Handouts from Donna:



Donna Ann Harris - Principal donna@heritageconsultinginc.com

www.HeritageConsultingInc.com o. 215.546.1988 c. 267.251.5444 422 South Camac St., Philadelphia, PA 19147

2018 Camden County History Week by the Numbers

Overall attendance

- 32 of the 48 CCHA organizations participated in the first ever Camden County History Week
- 85% of the organizations open during History Week were run entirely by volunteers
- All 8 staffed organizations were open for visitors during History Week
- 1,006 visitors attended one or more events at one of 32 sites open for programs
- 223 volunteers worked at a site over the 9 day event
- \$1,206 was donated at various sites open during the 9 day event

Information from the History Week Visitor Survey available at each of the 32 sites

303 surveys were turned in from visitors during Camden County History Week 36% of visitors came by themselves 29% came in family groups 18% came as couples 1 school group, 2 tour groups participated

54% were first time visitors to the site 40% had visited that site before 30% said they had never visited the site before 15% had visited three times or more

37% said they visited another site during Camden County History Week 54% did not visit any other site during History Week

54% learned about History Week via word of mouth

28% learned about it on Facebook 20% learned about it via email 16% learned about it from the CCHA newsletter

51% picked up a passport/visitor guide 29% did not pick up a passport/visitor guide

44% took an adult tour of a house 33% did something other than listed on the form 25% attended an adult lecture

54% spent between \$1-\$10 during History Week visiting sites 11% spent between \$11-\$25 during History Week visiting sites

98% gave their zip code. We will create a graphic of zip codes for the final report. 95% gave their name 81% gave their email address

Overview Evaluation Grant County History Week, Heritage Convolting Inc. 1/27/2020

Executive Summary Final report Camden County Heritage Tourism Plan

This report provides an overview of the yearlong Camden County Heritage Tourism Plan which included Camden County History Week held from October 13 to 21, 2018. This grant was awarded to the Camden County Historical Society (CCHS). This project has been accomplished with financial assistance from the Historic Site Management Grant from the Preserve New Jersey Historic Preservation Grant Program of the New Jersey Historic Trust.

Camden County Heritage Tourism Plan

Camden County History Week is a major activity of the Camden County Heritage Tourism Plan which has been gratefully supported by the New Jersey Historic Trust (NJHT) through three grants in the last two years.

The first phase of the Camden County Heritage Tourism Plan was funded in June 2017 by a \$5,000 NJETT Heritage Tourism License Plate Grant. This grant paid for a survey of the then 41 (now 48) CCHA partner organizations to determine their organizational capacity, and visitor readiness. The results of the first grant were a 140-page findings report and a memo that identified seven heritage theme-based trails that would link together the interpretation provided at the historic sites and history organizations in the county and encourage visitors to get to more than one site. More than 80% of the history organizations associated with Camden County History Alliance are volunteer run.

The second grant (this grant) for \$28,750 implemented a monthly e-newsletter with now 2000 cmail addresses, and peer to peer learning exchanges at bimonthly meetings. Donna wrote and oversaw development and printing of a 19" x 42" four color heritage tourism map/guide, 21 four color rack cards for historic sites open to the public, and a black and white Passport/visitor guide and stamps for History Week October 13 to 21, 2018. Dr. Jack O'Byrne, Executive Director of the Camden County Historical Society wrote the \$10,000 successful grant to the Rohrer Foundation that paid for design and printing of all the History Week materials.

The third and final phase of the Heritage Tourism Plan was two evaluations we undertook of History Week, funded by a \$5,000 September 2018 New Jersey Historic Trust Heritage Tourism License Plate Grant. The evaluations were a visitor survey and a Feedback meeting held on November 2, 2018 with representatives of CCHA partner organizations that participated in History Week. The results of this third grant was a 119 page findings report which documented the surveys and provided recommendations for the future heritage fourism work for Camden County.

Overview of Camden County History Week

Some of the highlights and accomplishments of Camden County History Week gleaned from the Visitor Survey and November 2, 2018 Feedback meeting with CCHA partner organizations were:

- Thirty-two (32) of the 48 CCHA organizations participated in the first ever Camden County History
- 85% of the organizations open during History Week were run entirely by volunteers
- All eight staffed historic house museums were open for visitors during History Week
- 1,006 visitors attended one or more events at one of 32 sites open for programs

Executive Summary, Canaden County Historic Preservation Plan, Page 1, Heritage Consulting Inc. 1/17/2019

- · 223 volunteers worked at a historic site over the nine day event
- · \$1,206 was donated at various sites open during History Week
- 303 surveys were completed by visitors during Camden County History Week

Other things we learned from the two evaluation activities:

More than a third (365) of visitors came by themselves, and 29% came in family groups. A remarkable number (54%) were first time visitors to a historic site they visited, but 40% had visited that site once before. More than a third of all visitors (37%) said they visited another site during Camden County History Week but more than hall 54% said they did not visit any other site during History Week.

More than half (54%) learned about History Week by word of mouth, a highly important medium for growing our base of supporters. 28% learned about the event from Facebook, 20% learned about it via email and finally, 16% learned about History Week from the CCHA e newsletter. More than half (51%) picked up a Passport/event guide, but close to a third (29%) did not pick up a Passport/event guide. We are uncertain if this was because volunteers at sites were uncertain of its purpose or use, or because of other reasons.

We asked one question about the economic impact of History Week, but found it was a bust. More than half (54%) spent only between \$11 to \$10 during History Week, and 11% spent between \$11 to \$25 during History Week visiting sites. This information was disappointing but not surprising considering it was a first time event. An overwhelming number of visitor survey respondents provided their zip code and name, and 81% gave their email address. All of these emails have been included in the CCHA e-newsletter data base.

Conclusions

There were many successes resulting from Camden County History Week.

The Camden County Heritage Tourism Plan created:

- Planned and implemented a large collaborative event called Camden County History Week held on October 13 to 21, 2018
- A volunteer steering committee
- · Offered a monthly e-newsletter where all CCHA partners could promote their events
- Collected emails from partner organizations, the data base now contains close to 2000 emails
- Greatly expanded followers for the CCHA Facebook page, now up to 500 followers
- A successful grant application by Dr. Jack O'Byrne to the Rohrer Foundation for \$10,000 to pay for design and printing of History Week materials. The grant permitted us to
 - Publish four color rack cards for 21 sites and supplied sites with rack card racks
 - Publish a black and white Passport/event guide, and provided passport stamps
 - o Publish a large scale four color Heritage Trails Map and Cuide
 - Purchase domain names <u>www.camdencountyhistoryweek.com</u> and <u>www.camdencountyhistoryalliance.com</u>
- Conducted short but effective educational activities for CCHA bi-monthly meetings
- Evaluated History Week in a comprehensive and thorough way through this grant.
- Offered recommendations for further development of heritage tourism in Camden County

During Camden County History Week October 13 to 21, 2018:

- All 17 historic sites were open for History Week, and offered a variety of programming for adults and children
- · All of the eight (8) historic sites with staff offered specialized programs for visitors
- Half—15 of the 31 history organizations offered some kind of educational program during History Week
- All but four of the organizations open for History Week collected names, email addresses, and zip
 codes through the visitor survey
- More than half, 54%, of all visitors learned about History Week by Word of Mouth
- · All organizations had an opportunity to ask for donations or memberships from History Week visitors
- History organizations were creative and undertook new activities for visitors during History Week
- All of the open ended comments, except one, from the visitor survey were highly positive about.
 History Week and wanted to see it continue.

As a result of working together, the CCHA partners:

- · The Camden County History Alliance has grown to 48 partners
- · Sites began to think about joint programming between nearby sites
- All organizations were forced to plan a year ahead for History Week, and to begin planning earlier in the season for their own events
- More sites are posting regular monthly events on their Facebook pages, which are reposted to the CCHA Facebook page:
- More volunteer led sites are open regular hours (at least monthly) to the public
- First time visitors to History Week will now receive the e-newsletter and are exposed to the fine educational programming across the entire Alliance network, every month

Recommendations

Plan other coordinated events

- CCHA partners should decide if they want to host another large collaborative event in 2019 and whether it should be in the Spring or Fall
- As an alternative or in addition to a large event, CCHA should consider monthly heritage trail themed events starting in April 2019
- Establish a committee to fundamentally rethink the intent and use of the Passport
- Find grants or seek donations in order to reprint the Heritage Trail Map/Guide in 2019 with an
 expanded print run of at least 10,000 maps, so all sites can get at least 250 each

Communications

- Redouble our efforts to engage the Camden County Outreach Office and Visit South ersey.com to publish our work.
- Work in partnership with the individual organizations so that they do not rely on the CCHA as the sole
 promoter of their events
- Continue to expand the email list to more than 3000 by the end of 2019, add timely articles of interest to
 the newsletter content, and repost and offer links to articles about individual sites to the e-newsletter
- While email marketing might be cheap or free, it does not reach all of our constituents. We must use the CCHA Magazine to get the word out about collaborative events to those without email
- . The CCHA partners can do more to repost and share their announcements to social media

Referrals between sites

- Docents at the historic sites should become more familiar with other sites on their Heritage Trails so
 they can make high quality referrals to visitors about the other 17 historic sites open to the public.
- Form a committee to explore how historic site docents could become "certified ambassadors" by the CCHA, so they could make referrals to other sites

Opportunities for Heritage Trails

- Do more with the Heritage Trails, other than to identify them on the bottom of the rack cards and introduce the theme on the Heritage Trails Map/Guide
- CCHA partners should designate a specific month for each of the seven Heritage Trails from April
 through October and designate the monthly e-newsletter to that theme
- Create a coordinated marketing effort by the sites on the heritage trail to cross market their activities by cross posting their events on each other's Facebook feeds
- If there is interest in developing more school/family involvement, create a committee to further develop
 this work for the CCHA partners

Provide more training opportunities

- · Provide in depth training about volunteer recruitment and retention during 2019
- · Continue to offer half hour peer to peer training at all bi-monthly CCHA meetings
- Make CCHA partners aware of nearby training and grant opportunities available through the enewsletter

Heritage Tourism Plan expansion recommendations

- Place a historic marker at every CCHA site open to the public by the end of 2020.
- Get more historic sites on travel websites such as Trip Advisor, Yelp, journeythroughjersey.com, visitsouthjersey.com, and VisitNJ.org
- Continue to encourage sites to collect and report visitor statistics at CCHA meetings
- . Use Instagram and Twitter to communicate about the work of CCHA
- Use Clio, a free history App that is being used by many sites and history organizations around the country to provide a platform for those interested in taking tours of architecture and historic sites
- If funding can be secured, create a separate web site for CCHA
- Create a committee to explore whether to create seven colorful Heritage Trails brochures that highlight
 all the sites on the trail and create one or more routes between them and identify funding for such.

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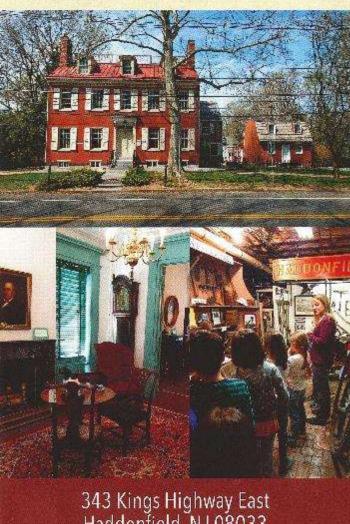


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