

## A COMMUNITY RESOURCE

PROGRAMMATIC FEATURES OF THE RAILROAD WILL ENGAGE PASSENGERS WITH THE COMMUNITY.

### Joint Ticket

Combination ticket entitles passengers to visit to other attractions. Pottsgrove Manor, Carousel, Boyertown Museum of Historic Vehicles, Hopewell Furnace, local B&B's. Transportation provided to those attractions. Discounts offered to other attractions not part of combined ticket tour.

### Period-Style Advertizing for Local Businesses

### Special Tours Marketed at Persons with Disabilities

### Local Storytelling and Musicians On Board

### Local Foods at Stations and on Train

### Wine and Cheese Trains

### Retail and Display Space

### Rental Space for Weddings and Special Events

### Recommended Itineraries

### Telegraphs for Kids

Send your child a telegraph message—the 19th Century's version of a text message!—that you can pick up at the other end of the line. Printed on Colebrookdale RR stationary.

### Halloween Terror Train

### Halloween Pick-Your-Own-Pumpkin Trains and Corn Maze

### Polar Express Trains

### Toys-for-Tots Express

### Old-Time Baseball Trains

### The Great Car Race

A Fleet of Historic Vehicles race the train from Pottstown to Boyertown; Car show and flea market to follow. Sponsor with Boyertown Museum of Historic Vehicles; tie in with Duryea Day.

### The Great Train Robbery

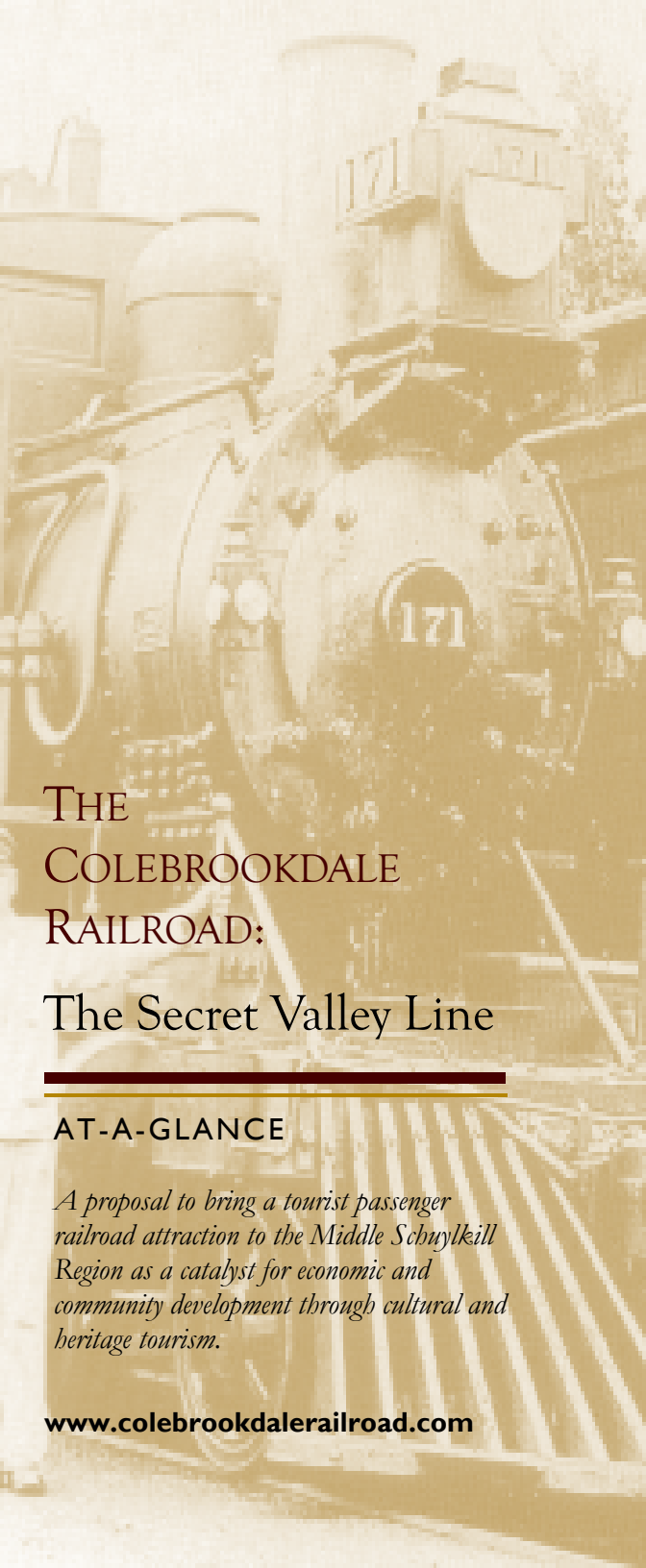
### Fireworks Express Trains

### Native American Encampments and Civil Way Re-Enactments

To see a full prospectus for the Colebrookdale Railroad proposal, to offer a letter of support, or contact us, go to [www.colebrookdalerailroad.com](http://www.colebrookdalerailroad.com).

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Explore with us a magical Secret Valley...



## THE COLEBROOKDALE RAILROAD:

### The Secret Valley Line

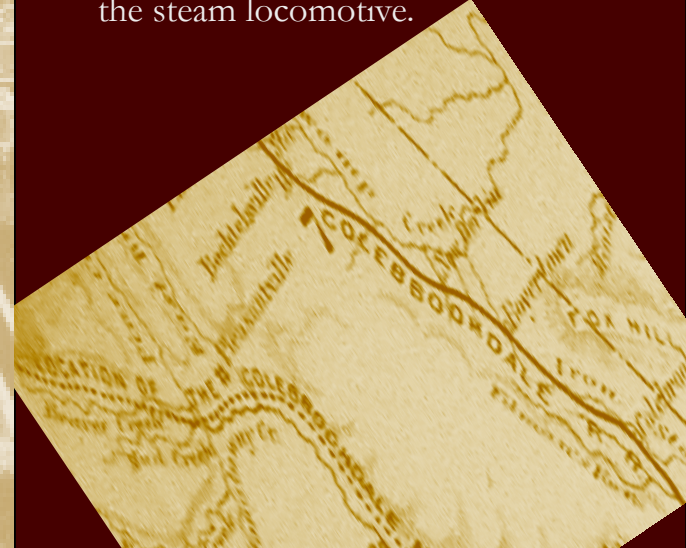
#### AT-A-GLANCE

*A proposal to bring a tourist passenger railroad attraction to the Middle Schuylkill Region as a catalyst for economic and community development through cultural and heritage tourism.*

[www.colebrookdalerailroad.com](http://www.colebrookdalerailroad.com)

Lost in the deep woods sheltering the Manatawny and Ironstone Creeks is a secret valley. Though today only white-tailed deer, great blue heron, and bald eagles know the beauty of this legendary land, it was once the province of pioneers and patriots.

Their stories can be heard in the soft winds whispering through the tall trees and towering trestles of the Colebrookdale Railroad—a magical, forgotten Civil War-era relic to the heart of this Secret Valley. The “Secret Valley Line” is your ticket to a place and time when iron rails connected a divided people and the heart of the nation pulsed with the potent energy of the steam locomotive.





# All aboard!

## A PAST TREASURE REBORN



**Partners in Secret Valley Tours:** *The Railroad will introduce passengers to concepts that can be explored in more detail at other local attractions as part of a day or weekend package. Hopewell Furnace NHS, Boyertown Museum of Historic Vehicles, Carousel at Pottstown, Pottsgrove Manor.*

One of the most beautiful railroads in the eastern United States, the Colebrookdale traverses lands of prime importance in our ironmaking past. Largely hidden in the Manatawny and Ironstone Valleys, it remains an undiscovered treasure with a powerful potential for our future.

Joining two growing urban centers with an 8.6 mile trip into a wilderness lost in time, the line offers numerous opportunities for cultural and heritage tourism..

A recent study by the Schuylkill Highlands Conservation Landscape Initiative evidences a significant untapped tourism opportunity in the area surrounding the Colebrookdale Railroad. The state's most heavily-traveled tourist corridor passes through this region, with several hundred thousand tourists seeking recreational and heritage tourist destinations nearby.

The Colebrookdale can physically, thematically, and programmatically connect the area's multiple attractions and events, strengthening their branding by conceiving of them as part of a unique, multi-faceted, dynamic experience found only through discovering the magic of the "Secret Valley" along the Colebrookdale.

Completed by soldiers home from the Civil War just four months after the Transcontinental Railroad united East and West, the Colebrookdale is a record of epic engineering and heroic human drama.



Eight-point-six miles long and a century-and-a-half back in time, the Secret Valley Line beckons you to experience for yourself the unexpected treasures of Southeastern Pennsylvania.



## A PATH TO OUR FUTURE



Preliminary estimates suggest 20,000 to 50,000 people per year could be expected to come to Pottstown and Boyertown to ride the Colebrookdale. The boon to local businesses would be substantial.

While a tourist railroad operation on the Colebrookdale will invigorate the local economy and give rise to food, retail, and recreational demand in both Pottstown and Boyertown, the Colebrookdale experience must be implemented in a well-planned and sufficiently-capitalized manner. While progress can be incremental, the railroad must avoid a false start. As repeat visitors and word-of-mouth recommendations are absolutely essential to success, the railroad cannot begin operations with deficient equipment, facilities, programming, or service, and expect to be sustainable or of benefit to its communities.

To that end, the Colebrookdale Railroad Preservation Trust seeks \$20,000 to match a grant for an **implementation plan** that will assess economic impact, provide proformas, identify next steps, and funding sources. A funding commitment is needed by March 2012.

Sponsors are needed for the **acquisition and restoration of passenger equipment, boarding facilities, operational costs, and perhaps a steam locomotive** or rental of one.

The Trust is seeking **letters of support** from area leaders, businesses, and attractions. Lastly, the Trust is seeking **board members** with connections to complimentary interests and fundraising capabilities.

...once the province of pioneers and patriots, it is your ticket to a Pennsylvania lost in time