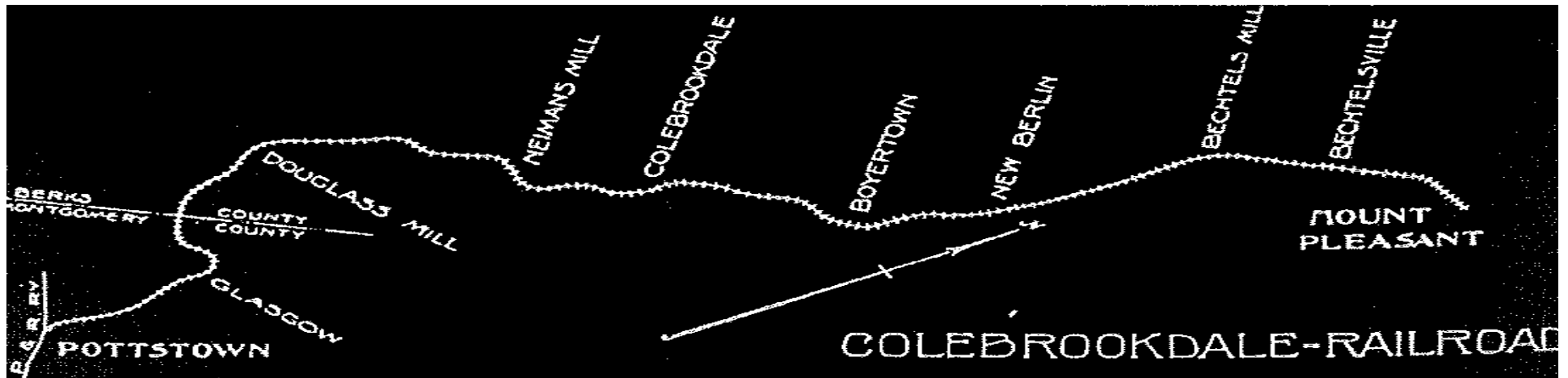




IMAGINING
THE POSSIBILITIES





CONCEPT:

Colebrookdale Railroad: The Secret Valley Line

A Tourist railroad for Pottstown and Boyertown that invites visitors to discover for themselves the unexpected beauty and history of our communities.

- Heritage Tourism
- Added Draw for Existing Events/Attractions
- Source of New Events
- Catalyst for Development of Pottstown & Boyertown as gateways
- Pottstown/Boyertown as day-trip or overnight destination as long-term goal



INTRODUCING THE CONCEPT

CLARIFICATION: Established Attraction Rather than a Series of Excursions.

- Dedicated Equipment
- Retail, Food Services
- Support Infrastructure for Boarding, Parking
- Facilities for equipment maintenance

Net result is greater economic impact over long term

A series of excursions may be possible in the shorter term as a fundraiser or demonstration project



CASE STUDIES

1. New Hope and Ivyland Rail Road

Location:

New Hope, PA

Paid and volunteer crew

Operation Season:

Year-Round

Operational Frequency:

Daily; up to 5 trains per day

45-minute trip

Destination or Day Trip:

Both

Equipment:

Steam; open-window WWI coaches

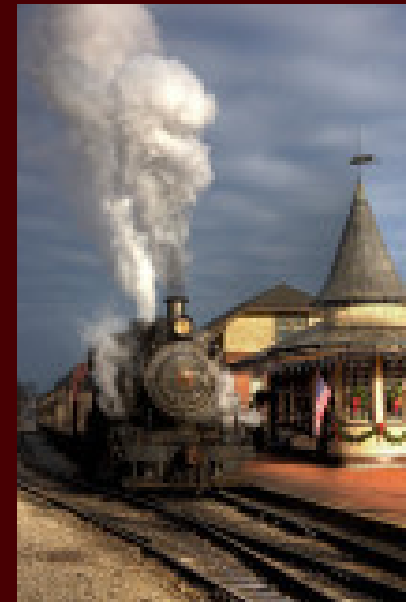
Coach, Open Car, Dining,

Amenities:

*Food, retail, lodging and other attractions
within walking distance*

Ridership Numbers:

80,000 annually



CASE STUDIES

2. Wanamaker, Kempton & Southern Railroad

Location:

*Berks and Lehigh Counties, PA
Volunteer only*

Operation Season:

May-October

Operational Frequency:

*One or Two Days Weekly; up to 5 trains
per day*

45-minute trip

Destination or Day Trip:

Day Trip

Equipment:

*Diesel; open-window WWI coaches
Open Car,*

Amenities:

Limited food and retail at station

Ridership Numbers

15,000 annually



CONCEPT PROPOSED for the Colebrookdale

Location:

Pottstown-Boyertown, PA

Paid and volunteer

Operation Season:

May-December

Operational Frequency:

Weekends; up to 4 trains daily

2-hour round trip

Destination or Day Trip:

Day Trip

Equipment:

*Diesel and steam; open-window WWI
coaches; Open Car, First Class Car,
Dining Car, Lounge with liquor service?*

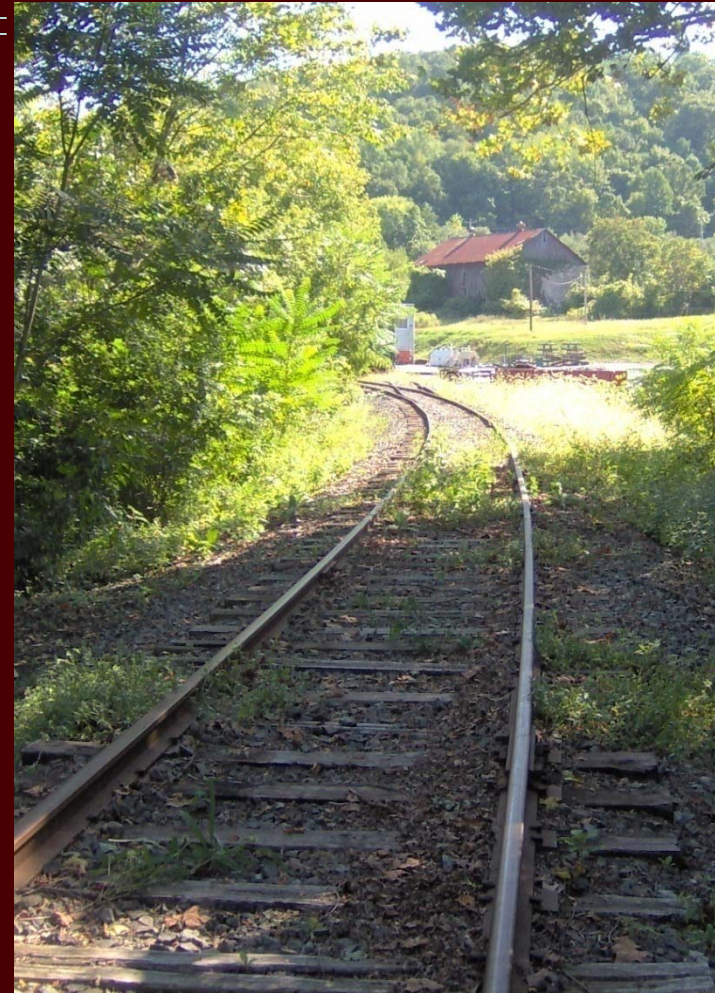
Amenities:

Food and retail at station

Ridership Numbers:

10,000 -30,000?

**IMPLEMENTATION AND PLANNING STUDY
WILL SAY MORE**





Lifting Up The Vision:

To Have a Positive Impact on the Community:

Must be a Sustainable Attraction—
Place with Presence more than an Event.

To be Sustainable—basic principles

1. Can be an additive building process, with incremental progress—
BUT Only One Chance to Make a First Impression!!!
 - a) we will ABSOLUTELY NEED repeat customers and
 - b) WORD OF MOUTH recommendations
2. Strong Branding and Identity with Marketing and Promotional Retail
Eg: “The Secret Valley Line”
3. Identity tied to UNIQUE experience of quality equal to regional peers

Unpacking Success: Quality of Experience is Key. *Aesthetic, Sensory, Educational*

Infrastructure, Equipment, and Programming must be of sufficient quality to compete with other attractions for new and repeat visitors. Examples shown are illustrative, not exhaustive, of most important considerations.



Victorian passenger equipment with **stained glass and exotic woodwork** demonstrates craftsmanship of an earlier time and adds to sensory/aesthetic experience that is sufficiently different from the everyday—a slice of the past and a little bit of luxury.

Special events on board and coordinated with community capitalizes on “memory making” dollars. On-board demonstrations and narration provide educational experience, advertising opportunities

Open-window coaches capitalize on lines’ primary asset—scenery. Allow sight, sound, smells to heighten sensory experience. Dining, lounge, observation cars to increase revenue and broaden range of experience.



RR-themed physical plant with retail and food options heightens “arrival” and “departure,” generates income, and facilitates boarding of passengers. Critical mass of development needed. Physical and conceptual tie-in with surrounding area. Towns tie in with carriage rides, walking tours and local attraction guides.

ECONOMIC IMPACT

Two Recent Examples (Paid Operations):

Virginia and Truckee Railroad:

- Destination Rail Attraction
- \$55 M project, with \$10M in federal funding and \$1M in state funding.
- 76 jobs from operations, 750 for construction, and another 118 jobs from support attractions

New Start-up Operation in NE US

- Day Trip Market Only
- \$4 M project
- 16 jobs from operations and 94 on the rehab.

- **IMPLEMENTATION AND PLANNING STUDY WILL LOOK AT THE COLEBROOKDALE'S POTENTIAL FOR OUR AREA.**





ECONOMIC IMPACT

Next Steps

- I. Implementation Plan for Tourist Railroad as Established Attraction

- II. Possible Trial-Balloon Excursions
No Infrastructure
Temporary Equipment





Implementation Plan for Tourist Railroad

GOALS:

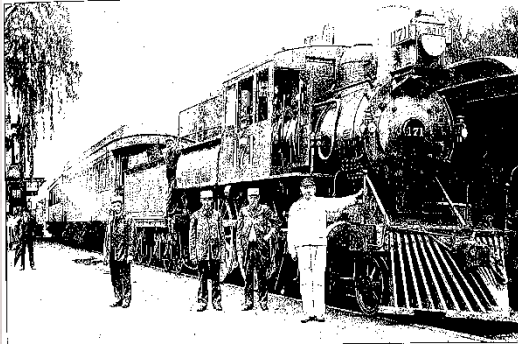
Assess Economic Impact

Plan for Building a Critical Mass of Attractions/Events to develop overnight stays.

Railroad attraction will become the anchor store in the mall, not the mall itself.

Railroad ventures well-planned out and with community support have effectively been the keystone upon which to build other development.





Implementation Plan for Tourist Railroad

1. Identify what a tourist RR can do for Pottstown and Boyertown
2. Identify **Next Steps** Particular to the Operation
Identify what will give a foothold but avoid a false start.
3. Identify **funding sources** with specificity
4. Include an **economic impact study**
5. Prioritize Infrastructure Issues
6. Identify **complimentary other development**
FOOD, RETAIL, RESTROOMS, PARKING, COMMUNITY GATHERING SPACE, CONNECTIONS TO TOWN ATTRACTIONS IN POTTSTOWN AND BOYERTOWN
7. Identify liability insurance requirements
8. Proformas
9. Identify community and volunteer roles.
10. Address special event and capacity needs
11. Identify best entity structure to operate with interested parties in this situation: owner/f operator/Federal Railroad Administration





Implementation Plan for Tourist Railroad

\$20,000 through the Schuylkill River National and State Heritage Area

Need \$20,000 in matching funds

Needed at this time:

1. Letters of Support affirming the concept of a tourist railroad on the Colebrookdale Railroad
2. **Matching Funds for the implementation plan. Commitment needed by March 2012.**
3. Participation in the implementation plan, even if informally, by Borough to discuss development plans for yard. That would be mutually-beneficial to borough and tourist attraction.



Preliminary Excursions

May or may not happen, depending on funding

Requires:

- 2-3 Open-window passenger cars

- Boarding area

- Bathroom facilities

- Parking area

- Tie-in with existing community events and other attractions





Boyertown Events

Farmer's Market Saturdays
"Third Saturday of the Month" Events
Boyertown Area Sidewalk Expo
Boyertown Annual Cruise Night
Coming Out of Hibernation Event
Boyertown Fun Day
Duryea Day
"Dog Days of Summer" Event
Octoberfest
Unity Walk
Halloween Parade
Der Bel Shnikel
Holiday House Tour
"Chillin' on Main" Event
Holiday Festival of Trees

Boyertown Attractions

Boyertown Museum of Historic Vehicles
Boyertown Historical Society
State Theater
Padre Pio Shrine
Taylor Backes Glass





Pottstown Events and Attractions

Pottsgrove Manor
Manatawny Park
Carousel
Miniature Golf Park
Pottstown Performing Arts Center/
Fourth of July Fireworks
Schuylkill River Trail
Parades and Celebrations





Secret Valley Line Regular Features

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

Local businesses advertise in coaches and along RR line using pre-WWI-styled advertisements designed by local artists. Advertisements available for sale in gift shop.

Special Tours Marketed at Persons with Disabilities

Persons with autism and other disabilities have been underserved by other attractions. Developing an experience especially for them opens us up to a large and receptive market while providing a meaningful service.

Storytelling and Musicians On Board

Professional storytellers tell the tales of the Secret Valley, Pottstown, Boyertown, etc. Fiddlers and other local musicians create a festive atmosphere on every train. This helps to animate the return trip.



Secret Valley Line Regular Features

Local Foods

Food selections at the station from local vendors. Snacks available for free to each passenger when the appetite.

Wine and Cheese Trains

First class service to feature local wines and cheeses. A Dining Car should be an option offered at some point on the train.

Retail and Display Space

Local attractions, shops, antique dealers, and other vendors should have space at the station area to display their products and offerings.

Rental Space for Weddings and Special Events

Rental of train, rental of picnic area, etc. Marketing to foreign (particularly Asian) couples looking for a unique wedding experience in Pennsylvania Dutch tradition.

Recommended Itineraries

Complete your day in the area using these planned-out itineraries for those interested in food, retail, recreation, and cultural/heritage tourism.



Secret Valley Line Special Events

Halloween Terror Train

Night-time event in partnership with haunted attraction developer. Line decorated with special effects; headless horseman, other actors

Halloween Pick-Your-Own-Pumpkin Trains

In conjunction with on-line farms.

Polar Express Trains

Santa arrives in Pottstown and Boyertown via train just after Thanksgiving and dedicates a community Christmas tree in each town. Special trains each weekend thereafter feature a toy and hot chocolate for each child.

Toys-for-Tots Express

Special trains bring children of veterans and disadvantaged children to Pottstown or Boyertown to have breakfast with and receive a special gift from Santa.

Old-Time Baseball Trains

Special trains take passengers to Township Park for an old-time baseball game. Think of the film "The Natural". Ice Cream social and barbecue included.



Secret Valley Line Special Events

The Great Car Race

A Fleet of Historic Vehicles race the train from Pottstown to Boyertown; Car show and flea market to follow.

The Great Train Robbery

The train is held up by the Secret Valley gang on horseback, and passengers are “robbed.”