

PROSPECTUS



COLEBROOKDALE RAILROAD

A HERITAGE TOURIST RAILROAD
BERKS AND MONTGOMERY COUNTIES, PENNSYLVANIA

PLAN AND PROPOSAL
2013

S E C R E T V A L L E Y L I N E

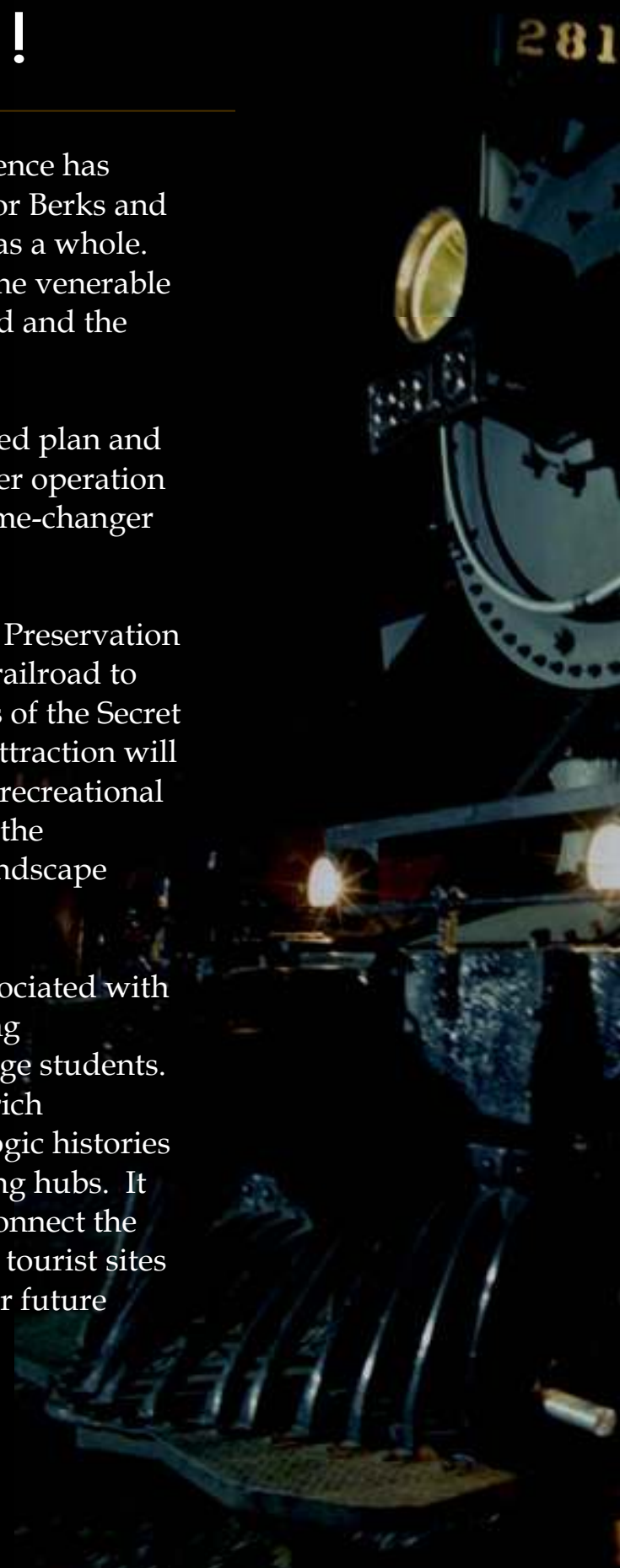
ALL ABOARD !

We are joined together in what providence has afforded as a wonderful opportunity for Berks and Montgomery Counties and the region as a whole. We believe a new day is dawning for the venerable steel trail of the Colebrookdale Railroad and the communities it connects.

We are pleased to introduce the enclosed plan and proposal for a heritage tourist passenger operation on the Colebrookdale that will be a game-changer for local economies.

Currently, the Colebrookdale Railroad Preservation Trust is engaged in planning a tourist railroad to enable the public to enjoy the treasures of the Secret Valley of the Colebrookdale. Such an attraction will take advantage of a large heritage and recreational tourism opportunity gap identified by the Schuylkill Highlands Conservation Landscape Initiative.

Restoration and preservation work associated with the railroad will offer hands-on learning opportunities for high school and college students. The Colebrookdale will introduce the rich industrial, Native American, and geologic histories of one of the nation's oldest iron-making hubs. It will geographically and thematically connect the areas's major heritage and recreational tourist sites and preserve this important rail link for future freight service.







THE COLEBROOKDALE RAILROAD PRESERVATION TRUST

MISSION



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he Colebrookdale Railroad Preservation Trust celebrates the rich Native American, Colonial, Industrial, and Cultural and Geologic Heritage of the Manatawny and Ironstone Valleys through the operation of a heritage railway experience on the Civil War-era Colebrookdale Railroad.

The Colebrookdale is a crucial connector between an ironclad past that changed the world and a bright future for Pottstown and Boyertown.

GOALS:

- To build a partnership of local attractions to offer a unified, integrated, and multi-dimensional visitor experience that is economically sustainable and regionally catalytic.
- To stabilize and upgrade the railroad's physical plant for the future, including the erection of passenger boarding facilities, retail, and dining in Pottstown and Boyertown as well as locomotive and railcar servicing facilities
- To acquire, restore, and operate historic passenger equipment and motive power

STUDY SPONSORS:



FOREWARD

This PROSPECTUS highlights the vision for a tourist passenger railroad on the fabled Colebrookdale line in Southeastern Pennsylvania.

Stretching between Berks and Montgomery Counties, traversing geological formations unique to Pennsylvania and rich with Native American lore, the Colebrookdale Railroad connects the sites of the earliest iron-making industries in the American colonies, sites once familiar to William Penn, George Washington, and Thomas Edison.

This PROSPECTUS includes highlights of the *Implementation Plan and Economic Impact Analysis—Colebrookdale Railroad Heritage Railway Program* report completed by Stone Consulting in 2013. The Stone Report was sponsored by the Colebrookdale Railroad Preservation Trust and the Redevelopment Authority of Berks County, with financial support from the following institutions:

The Borough of Boyertown, Pennsylvania

The Borough of Pottstown, Pennsylvania

The Berks-Mont Business Association

The Commonwealth of Pennsylvania through the Department of Community and Economic Development and the Department of Conservation and Natural Resources

The Redevelopment Authority of the County of Berks

The Schuylkill Highlands Conservation Landscape Initiative

The William Penn Foundation

with thanks to

Schuylkill River National and State Heritage Area and Schuylkill River Greenway

Providing a physical and thematic link between a multitude of municipal and private historic, recreational, and cultural sites, the Colebrookdale will be the catalyst recommended by a recent DCNR, DCED, and Natural Lands Trust report for sustainable development in the Middle Schuylkill region. The railroad will be a major employer and consumer within the tri-county area and provide educational opportunities in partnership with local institutions. The railroad will address the unmet needs of a large regional tourist market and provide special learning, work, and recreational opportunities for under-served populations whose numbers are growing in Pennsylvania, including persons with disabilities and the elderly. Restoration of rail equipment and infrastructure significant to Pennsylvania history will provide jobs and preserve the corridor for future freight traffic.

Railroads helped invent modern tourism. Railroads populated the great National Parks with guests. Today, the heritage of these railroads provides a different kind of engine, delivering visitors and tourism revenue to those communities wise enough to mine the totality of the railway heritage tourist experience.

Driven by the theme of discovery, the Colebrookdale Railroad experience provides an unmatched opportunity for heritage-based economic development. The magical valleys of the Ironstone and Manatawny Creeks sheltering the Colebrookdale offer a timeless, culturally-rich sojourn from the everyday, enticing visitors to discover for themselves the many unique historic and recreational assets of the Schuylkill Highlands. Capitalizing on heritage and catalyzing its development potential through reinforcing its geographic and psychological connectivity in this way is consistent with DCNR and DCED policy seeking to create destinations by utilizing unique historic assets (see e.g., DCNR Report *Better Models for Development in Pennsylvania* and the Commonwealth's Keystone Principles & Criteria for Growth, Investment & Resource Conservation). Tourist railroads are the armature of connecting—literally and figuratively—the assets of a region such that the sum is greater than the individual parts. Capitalizing on the train's ability to be a memory-making device, the railroad becomes the anchor attraction to the benefit of other attractions and businesses. The Colebrookdale Railroad is nothing less than the key to a sustainable, organic revitalization of the entire surrounding region.

All the principal elements for a heritage rail-oriented tourist destination of national-caliber exist here and the effort required to bring them together is not beyond that done well at over 250 other such destinations across the United States. Just as the Colebrookdale's completion in 1869 heralded a new day for the people of Southeastern Pennsylvania, the prospect of its resurgence today fires the passion of new optimism within the communities who line its well-worn course.

ABOUT THE COVER IMAGE:
Celebrating the
Native American Heritage of
the Colebrookdale Railroad

The Secret Valley of the Colebrookdale was a special place for local tribes of the Lenni Lanape. Onewago, chief of the Manatawnies, was guilty of having killed the chief of a neighboring Ironstone tribe. Popodicken, the dead chief's son, swore he would never forgive Onewago and for many years thereafter, a dead-line boundary separated the tribes who, though neighbors, lived in strife.

Trekking along the banks of the Manatawny one warm spring morning, Popodicken realized he had accidentally crossed the dead-line boundary. Just then, he came upon the sounds of struggle. Peering up the slope of Fancy Hill from around a mossy boulder, Popodicken saw none other than his enemy, Onewago, blood streaming from his arm, with a fierce bear circling him for another attack. Popodicken had a clear shot of Onewago. He loaded his bow.

Once, twice, three times Popodicken's steady arm sent swift arrows up the hill. A stunned Onewago looked toward the arrow's source, as the bear fled from the projectiles which had so narrowly missed him. Behind them both, a tree with three arrows told the story of Popodicken's uncommon compassion. From that day on, the tribes lived in peace and when William Penn arrived several generations later, greeted him as one.

The powerful image of Popodicken "aiming high" could be used as an aesthetic motif for the railroad and has important resonance philosophically for what a tourist railroad here can do for the region.





An Introduction to the Secret Valley

Lost in the deep woods sheltering the Manatawny and Ironstone Creeks is a mythical 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 railway 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.

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 treasured
tale around
every turn...



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Enclosures as Appropriate:

Comprehensive List of Compatibly-Themed Businesses and Attractions in the Middle Schuylkill Region
Capital Cost Analysis
Proforma and Operating Budget
Operating Schedule and Capacity Plan
Implementation Plan and Economic Impact Analysis (Stone Consulting)
Colebrookdale Railroad Alternatives Analysis (Stone Consulting)

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OUR BRIDGE TO THE FUTURE



STRATEGIC ASSETS AND TACTICAL STRENGTHS

STRATEGIC ASSETS AND TACTICAL STRENGTHS



REAL HISTORY, REAL EXCITEMENT. The Colebrookdale Railroad offers a rich history and many opportunities for recreation. Family-friendly events are a hallmark of tourist railroads.

A Prime Location

The Colebrookdale is situated along the most-travelled routes in the region and is in the middle of the most highly-travelled tourist corridor in the state. There are 2.5 million visitors trekking within the Philadelphia, Gettysburg, and Pocono areas annually. 1.8 million visitors live within an hour's drive, and 8.75 million live within a three-hour drive. Unlike most other tourist railroads handicapped by a nowhere-to-nowhere route, the Colebrookdale connects the heart of two communities rich with history and potential.

A Strong Regional Demand for Heritage Tourism

According to the Schuylkill Highlands Conservation Initiative, the Colebrookdale Railroad is located in an area with a significant unmet demand for heritage tourism destinations. There are already destinations of regional and national importance that connect visitors with the foundation of our nation, the work and accomplishments of our forebears, and the natural beauty of our land. However, *there is a need for an attraction that can physically and thematically link them, catalyzing their collective draw while at the same time being an attraction in and of itself.* The Colebrookdale can provide this. The Colebrookdale will be the "anchor" attraction in the only region in America where visitors can explore iron industry vestiges from its 18th century infancy, observe 19th century technological innovations and industrial expansion, and learn about 20th century international steel markets.

Demonstrated Need for Special Events Venues

A recent study funded by the Natural Lands Trust, DCNR, and DCED found a need in this region for a special events venue, food festival location, wine and beer tasting events, and thematic tours. As successfully proven by tourist railroads internationally, a tourist railroad can provide a dynamic venue for such activities. The Colebrookdale is dotted with community parks that offer space, amenities, and logical linkages. A number of farms along the right-of-way have offered a partnership with the railroad to meet the area's demand for meaningful agro-tourism, with a corn maze, pumpkin patch, and farming demonstrations.

Untapped Market for Special-Needs Audiences

The Colebrookdale will be an attraction that embraces the letter and spirit of accessibility, meeting an identified demand within the community for a resource that welcomes—rather than merely accommodates—persons with physical and intellectual disabilities. Skills development and sensory engagement will define the Colebrookdale Railroad experience.

A Uniquely Appropriate Resource for A Growing Senior Population

By 2020, Pennsylvania will have one of the oldest populations in the nation. There is, and will continue to be, a need for attractions catering to persons 65 and over, particularly those with mobility issues. This target market has historically identified heritage railroads as one of their primary interests. With facilities and equipment designed to be fully-accessible, and with accommodations for persons with hearing and vision impairment, the Colebrookdale Railroad will provide an unparalleled opportunity for persons in their golden years.

Educational Partnerships and Learning Opportunities

The Colebrookdale Railroad provides multiple opportunities to partner with schools to teach in a uniquely interactive and engaging way *Pennsylvania history, industrial history, and the history of railroads and transportation*. The Colebrookdale is located in a narrow strip of unusual geology; vestiges of the ancient sea floor adjacent to the supercontinent Pangaea create deep chasms on either side of the train. The subject of a continuing Temple University study, they contain magnetic ores sought by early iron pioneers.

Thomas Edison, in search of a special metal for his ore separator device, rode the Colebrookdale weekly for six years. William Penn used the valley's iron deposits, soaring timber, and flowing waters to convince his fellow Quaker Thomas Rutter to come to Pennsylvania and found its iron industry. The Colebrookdale Railroad itself was reportedly laid down on a number of Native American trails, which later connected some of the earliest iron forges, foundries, and furnaces in the nation.

Partnerships With Regional Cultural Institutions

A partnership with Pottstown's Steel River Playhouse could give life to re-enactment trains and theme events. A partnership with two local vocational-technical schools and the Montgomery County Community College could enable hands-on learning in the restoration shop. The Schuylkill River National Heritage Area recently opened its Interpretive Center on the banks of the river in Pottstown just a stone's throw from the Colebrookdale's tracks. A partnership with the SRNHA will transform Pottstown into the western gateway for the County, introducing visitors to the many treasures to be found along the Schuylkill River Trail. A partnership with the Iron and Steel Tours program will put the Colebrookdale at the heart of an increasingly popular automobile tour program.

All the Necessary Elements for Success, With Added Advantages

While the Colebrookdale has many of the attributes common to the best tourist railroad locations, it has a number of strategic assets and tactical strengths most of its peers do not.



PARTNERS IN TOURISM: A compatible re-use of the Boyertown yard, the Boyertown Museum of Historic Vehicles, Memorial Park, Pottsgrove Manor, and the Carousel at Pottstown are adjacent to the track. They and other nearby attractions will partner with the railroad to offer a synergistic benefit for the community.

STRATEGIC ASSETS AND TACTICAL STRENGTHS

Stone Consulting Colebrookdale Railroad Implementation Plan in Brief

All the principal elements for a heritage rail oriented tourist destination of national-caliber exist here.

Moreover, Colebrookdale – the property and the plan for its development – has some unique opportunities that could make the line one of the most successful in the United States if successfully capitalized upon.

The effort to bring them together is not beyond that done well at over 250 other such destinations across the United States.

Colebrookdale could easily be developed to be on-par with successful tourist railroads elsewhere.



Located near **highly-traveled roads** in a region with that is **familiar with the concept of a tourist railroad**.

Begins and ends in well-defined towns, establishing two origin and destination points and permits round trip operations beginning equally well from either end – **we go somewhere to somewhere**, unlike most tourist railroads.

Unexpected **scenery, historic and industrial heritage value**, and ride quality, and is of an appropriate mileage for a two-hour round trip – **just long enough to make it a day-trip destination** with paired with another activity, or an **overnight stay for evening runs**.

The line runs through an area with a **plethora of compatibly-themed activities and events**, activities and events that resonate with the sort of heritage tourist we seek to draw.

Like the most successful tourist railroads in the US, the **line is proximal to a major retail center**, Philadelphia Premium Outlets, and National Historical Parks, Hopewell NHS and Valley Forge National Park

Today's visitors expect technological sophistication and respond to interactive and immersive experiences. No tourist railroad in the Country has capitalized on this fact.

The Colebrookdale's equipment and facilities should integrate technology that animates the story of the Secret Valley as the landscape reveals itself through the coach windows.

PIONEERING MULTI-MEDIA AND TECHNOLOGY

SEAMLESS TECHNOLOGICAL INTEGRATION WITH HISTORIC RESOURCES

Current technology allows for historic passenger equipment to be upgraded with audio, video, lighting, and wireless features that will greatly enhance the visitor experience without detracting from the historic fabric or authenticity of the core experience. In keeping with the theme of discovering the Secret Valley for yourself, **flat screen televisions and high-definition sound systems** can animate the journey and **wireless feeds from along the line and the locomotive** add dimensions otherwise unavailable from a coach seat.

INTRODUCTORY VIDEO

While most tourist railroads rely on a poor-quality narration to describe the railroad and inform visitors of nearby amenities and attractions, an experience more in keeping with 21st century expectations will set the context for the journey as a trip back in time using an introductory film. The film can be **adapted for different ages and interest groups**. Additionally, it can be recorded in multiple languages and closed-captioning to accommodate non-English speaking visitors and persons with hearing impairment.

CUSTOMIZABLE TRIP NARRATIONS

The trip down the line offers myriad opportunities to discuss the history, culture, ecology, geology, folkways, food and language traditions, and Native American legacy of the middle Schuylkill area—and introduce opportunities to explore each of these facets in more detail at attractions near the railroad. The presentation offered on board can be tailored for the interests of those riding.

EDUCATIONAL PROGRAM FOR CHILDREN

A multi-media program made possible through technologically-up-to-date equipment can facilitate the railroad's offering a lesson plan in keeping with standards established by the Pennsylvania Department of Education. The program could be adapted for multiple lesson plans, age and ability groups. This feature would distinguish the Colebrookdale experience from any other program offered to students by any other railroad in the country.

FACILITATION OF SECRET VALLEY THEME

Special lighting and sound effects emanating from hidden places within each car could help give life to the story of the Colebrookdale traveling through a magical secret valley lost to time.

CAB-CAM , TRACK-CAM, LIVE CAMS, ETC.

The technology exists to give each passenger a view of the train they would otherwise never be able to have. This would include live cams broadcast from inside the locomotive cab, alongside the locomotive drive rods, the roof of the train, and from alongside as the train passes by. Webcams set up in the destination towns will give departing passengers a sense of what awaits them. Live Webcams will let folks at home experience a bit of the fun, too.

SMART DEVICE TOURS

A series of markers planted along the right of way will trigger smart devices offering pre-developed interpretations of the line for passengers with special interests or non-English speakers.

ADVERTISING

A multimedia experience offers the opportunity to sell air-time to a captive audience.



A WHOLE NEW PERSPECTIVE:
A technologically and programmatically up-to-date tourist railroad experience will offer visitors the ability to view the railroad from angles and contexts otherwise not available.

STRATEGIC ASSETS AND TACTICAL STRENGTHS

Stone Consulting Colebrookdale Railroad Implementation Plan in Brief

Railroad will forward objectives and actions established by the Middle Schuylkill Compatible Economic Development Plan.

By providing thematic, conceptual, or physical linkages, offering group tours, and integrating internet and smart-device capabilities, railroad will market area's diverse scenic, cultural, historic, recreational, and natural resources to encourage more visitors.

By attracting 20,000-30,000 new visitors to region, railroad will encourage growth of compatible businesses to serve visitors and residents.

By offering a vehicle – literally and figuratively – to introduce visitors to the scenery, culture, history, recreation, and nature of the Middle Schuylkill, railroad is a gateway to the region and serves to expand and enhance the visitor experience.





+ There are major complementarily-themed attractions nearby, including the **Hopewell Furnace National Historic Site**, **Johanna Furnace**, the **Schuylkill River Trail**, the **Carousel at Pottstown**, **Pottsgrove Manor**, and the **Boyertown Museum of Historic Vehicles**; partnerships have been established with these attractions for joint-tickets and cross marketing.

+ The railroad is adjacent to a major retail center (**Philadelphia Premium Outlets**, 5 miles from Pottstown terminus) and the Borough of Pottstown is willing to provide shuttle service from the railroad terminus to them.

+ The line is just the right length to allow a ride on it to be the central activity of a day trip that would also include a visit to the aforementioned attractions.

+ The railroad has exceptional scenery and a significant history.

+ Historic equipment is available (including some once-in-a-lifetime opportunities for steam equipment that could enable the Colebrookdale to offer excursions to Philadelphia, Reading, Harrisburg, and beyond.

+ The project has the unanimous support of all interested parties. Nearly 100 municipalities, businesses, educational institutions, and government agencies have written letters in support of the project.

Next-Generation Access and Interpretation

As one of the first major tourist rail start-ups in the smart-device era, the Colebrookdale could take advantage of current technology allowing for historic passenger equipment to be upgraded with audio, video, lighting, and wireless features that will greatly enhance the visitor experience without detracting from the historic fabric or authenticity of the core experience. In keeping with the railroad's theme of discovering the magic of our area for yourself, **flat screen televisions and high-definition sound systems** can animate the journey and **wireless feeds from along the line and the locomotive** add dimensions otherwise unavailable from a coach seat. *Customizable trip narrations:* The trip down the line offers myriad opportunities to discuss the history, culture, ecology, geology, folkways, food and language traditions, and Native American legacy of the middle Schuylkill area—and introduce opportunities to explore each of these facets in more detail at attractions near the railroad. Using smart technology, the presentation offered on board can be individually tailored for the interests, age group, and language needs of those riding. Educational programming to meet *PA Dept of Education standards:* A multi-media program made possible through technologically-up-to-date equipment can facilitate the railroad's offering a lesson plan in keeping with standards established by the Pennsylvania Department of Education. The program could be adapted for multiple lesson plans, age and ability groups. This feature would distinguish the Colebrookdale experience from any other program offered to students by any other railroad in the country.

Future partnerships:

A hands-on industrial restoration skills and technology partnership with Montgomery County Community College and Western Montgomery Vo-Tech

Geological education program with Temple University

Educational Tours adapted for persons with disabilities in partnership with Autism Society for America and the ARC of Pennsylvania

Historical Tours for middle-school children oriented toward Native American history, Pennsylvania history, Ironmaking history, geology, and ecology.

Joint tour packages with thematically-related attractions, including Hopewell Furnace NHS, Museum of Historic Vehicles, Pottsgrove Manor, and Carousel at Pottstown.

Day-trip packages with Sanatoga's Philadelphia Premium Outlets

Weekday operations targeted toward retired persons in the upper age-cohorts

A Strong Local Skills Base to Build From, and in turn, Enhance

The Colebrookdale Railroad is blessed with local talent skilled in steam technology and an adjacent population welcome to the idea of steam operations. Within ten years, the Colebrookdale will be one of only a handful of steam operations in the nation, adding to the regional draw. Cross-marketing with other railroads will create a steam safari package for rail enthusiasts, increasing overnight stays in the area.

A Context and Theme for Re-Developing Pottstown & Boyertown Gateways

The Colebrookdale has the potential to bring many tens of thousands of people to Pottstown and

Boyertown each year. As has been the case for tourist railroad towns across the US, the Railroad will provide a context and a theme for additional development both sympathetic to the town's historic identity and necessary for its future survival. Strasburg, PA, and Williams, AZ, provide two commonly-cited examples of local redevelopment engendered by a successful tourist railroad. Historic buildings—including a 1914 Frank Furness Pennsylvania Railroad station—are available to the Railroad to re-use.

Both Boyertown and Pottstown are eager for this sort of redevelopment and have been sources of funding for the Railroad's implementation plan.



SOMETHING TO PLAN FOR. A steam locomotive adds to the cost of the Colebrookdale proposal but will be an investment in the endeavor's success.

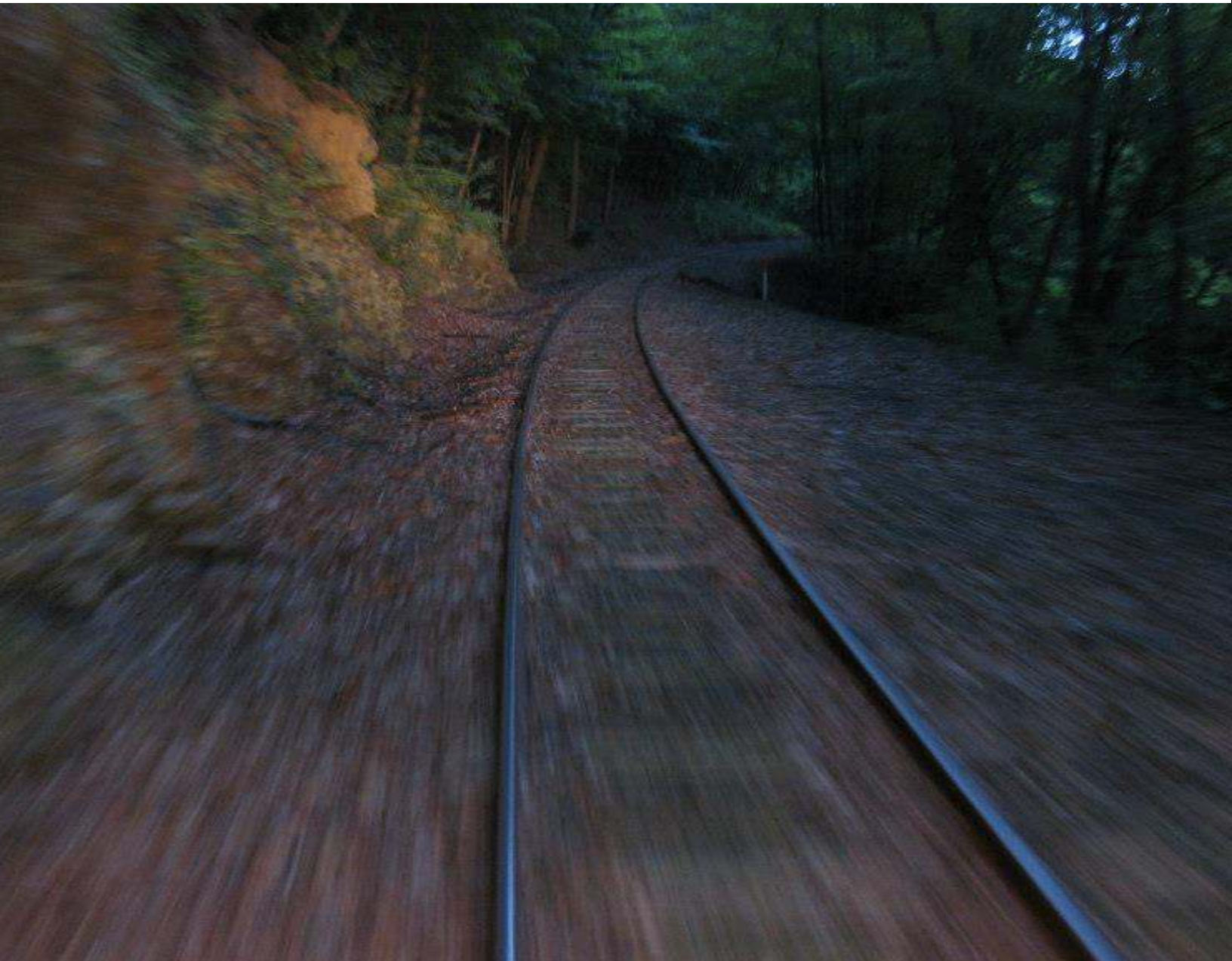


IRONSTONE RAMBLES: A series of successful steam-powered excursions were operated over the line in the early 1990s.



EXCEPTIONAL BEAUTY and RECREATIONAL OPPORTUNITIES can be capitalized upon on the Colebrookdale Railroad. A municipal park near Pine Forge will serve as a good picnic area for tourist service. Online farms could offer a corn maze and Christmas Village seasonally, as well as agricultural education regularly.

FULL STEAM AHEAD



THE COLEBROOKDALE IN OUR COMMUNITIES:
ECONOMIC AND COMMUNITY DEVELOPMENT IMPACTS

ECONOMIC AND COMMUNITY DEVELOPMENT IMPACTS

Stone Consulting Colebrookdale Railroad Implementation Plan in Brief

ECONOMIC IMPACT

20,000-30,000 VISITORS ANNUALLY

\$980,000 annual economic impact from spending by railroad

\$1.8 million annual economic impact from visitors

\$7.2 million economic impact of capital cost investment during implementation. Could be as high as \$18.2 million with enhanced infrastructure and equipment program.

JOB CREATION

270 new jobs through implementation phases

80 new, sustained jobs thereafter

COMMUNITY DEVELOPMENT IMPACT

THEME AND CATALYST for development of terminal areas. The railroad provides an aesthetic and cultural context for new business growth.

MECHANISM FOR VISIBILITY AND IDENTITY

Visitors will know our area from the experience they had here. Through telling our local story through an engaging and unique experience, we build a reputation that businesses can build on.

ENHANCE EXISTING EVENTS/ATTRACTIONS

There are many existing events and attractions in which to integrate the railroad in both Pottstown and Boyertown. The railroad will bring in additional participants/visitors and enhance the experience of these already-instituted events and attractions.

ARMATURE FOR NEW EVENTS and the DEVELOPMENT OF NEW ATTRACTIONS

There are many events centered on the railroad itself that will bring people to Pottstown and Boyertown. Increased demand will lead to development of new attractions and amenities.

MECHANISM FOR FUNDRAISING

Special charters and special events around the railroad can serve as a means to raise funds for good causes.

OPPORTUNITY TO EMBRACE RATHER THAN MERELY ACCOMMODATE

Persons with physical and/or cognitive disabilities

Persons in the upper age cohorts

Domestic non-speakers of English

International tourists

Special event venue seekers

THE COLEBROOKDALE IN OUR COMMUNITIES



Heritage tourist railroads are well-proven as regional economic drivers. The Strasburg Rail Road in Lancaster County, Pennsylvania, and the Essex Steam Train in Essex Connecticut are but two of the more famous northeastern examples of the over-250 heritage railroads nationwide. These projects, funded with state, local and private monies, have been able to give back to the community tenfold and have been self sustaining and successful once up and operating. The Stone Report provides information about the Colebrookdale's economic impact in detail.

COMMUNITY PRIDE IN RESTORING THE COLEBROOKDALE: Preservation and operation of the Colebrookdale has brought the Community together in re-investing in itself. Community businesses and volunteer groups have worked to clean up the line for tours. Friends of the Colebrookdale Railroad Preservation Trust recently restored the 1910 Pine Forge Station sign (below)



Frank Furness designed this one-of-a-kind 1914 depot for the Pennsylvania Railroad. It is available to the Trust to obtain and re-locate to serve as Boyertown's cultural hub.

The Colebrookdale Railroad will take this well-established and well-proven model of a heritage tourist railroad to a new level. In so doing, it will re-invigorate the economies of the communities in the region. The Railroad will benefit from the many years of sophisticated market study undertaken by the Schuylkill Highlands Initiative by fulfilling large, otherwise unmet demand for heritage and recreational tourism within the local population and visiting tourists. The Colebrookdale will employ smart technology and assistive technology to a degree unprecedented within the industry. The effect will be to make the visitor experience accessible to and engaging for all persons regardless of age or ability.



THE RAILROAD STATION'S ROLE IN ESTABLISHING COMMUNITY IDENTITY

During the century and a half of America's rise to industrial and technological power, no edifice was more important to communities great and small than the railroad station. The station was the heart of town and cities, occupying a central position geographically and ideologically. At once a physical space with obvious civic and travel-oriented purposes, the station in design and detail was the manifestation of place and connection. The tearful departures and celebrated arrivals fabled in film and folklore romanticized the essential activity of the station. For late 19th and early 20th century travelers, those arrivals from and departures to lands afar made accessible by the railroad emphasized in a dramatic and revolutionary way the sense that "here" was removed and distinct from "there." Against the backdrop of unprecedented connectivity enabled by tens of thousands of railroad criss-crossing the nation, the station was a statement of fixity amid change, defining the *genus loci*—the sense and spirit of place—of each community whose name was emblazoned upon it. Just as the railroad came to symbolize the great march of national progress and power, the railroad station re-affirmed the unique identity of each community and its place in that American ascendancy.

The Colebrookdale's plan for the Boyertown Yard restores its historic station and creates a vibrant amenity in the downtown where there is currently a vacant lot.



A WORLD-CLASS OPPORTUNITY FOR THE STATION. The Trust will display in the Station a renowned exhibition on the Railroad Station in American history created by the Hagley Museum. The exhibition drew thousands of visitors during its previous showing. Along with an operating train layout, it features of scale model of the world's most famous train station, Penn Station. Penn Station's long-lamented destruction started the modern historic preservation movement. The Trust has the exhibit in its possession.



BOYERTOWN STATION DOWNTOWN REVITALIZATION

The Trust's plan for the Boyertown Terminal, produced in collaboration with Tippetts-Weaver Architects of Lancaster,

1. Capitalizes on the site's railroad past
2. Creates a community space from which passenger operations could arrive and depart
3. Serves as a welcome center, information center, and gathering that informs and orients visitors
4. Provides important community services, such as a library, and gathering space.

If the facility as described above is intelligently integrated with Boyertown's existing tourist, recreational, and service resources, the cumulative effect will no doubt be immeasurably greater than the sum of the parts.

As the attached graphics and photographs attempt to illustrate, a facility located approximately in the historical location of the former Boyertown depot would anchor the central business district and visually complete the commercial corridor now split by the railroad crossing. It is appropriate that such a facility take the form and location of a train station; the train station was the heart of Boyertown historically, just as it was for communities across the nation. The "Boyertown" station sign on the building would greet not just train riders but also motorists on Philadelphia Avenue, who though perhaps initially intending to just pass through, might decide instead to explore realizing they had arrived someplace special. A key goal should be the creation of a facility that will get people out of their cars and orient them to walking around the town.

A train-station inspired redevelopment offers an interesting and appropriate historical motif. A "mall" area created in and around the station could also offer space for the library and community center, light retail, etc. All stations had outbuildings and various associated structures, so a collection of small structures would have historical precedent architecturally. A community Christmas tree space, a space for small concerts (similar to Cape May, New Jersey's gazebo) and a community garden would bring visitors to the space even when trains were not operating.





CAPITALIZING ON THE STATION AS THE HEART OF THE COMMUNITY

CASE STUDY: FISHERS, INDIANA

A successful tourist railroad will capitalize on the fact that the Station is a community-oriented building to which people gravitate. It will naturally lend itself to multiple uses, providing displays showcasing community businesses, activities, and history, space and amenities for community events, flexible retail and office space, etc.

The Fishers, Indiana, train station is a comparatively new facility built in the style of a suburban train station from a grander time. The building is a mixed-use space, housing office space (used by the Chamber of Commerce and Convention and Visitors Bureau), a community gathering space, ticket sales space, food and retail space, community display space, and flex space.

A decorative canopy graces the exterior by the train tracks. The Fishers Train Station is one of the regular stops for the Indiana Transportation Museum out of nearby Noblesville, another Indiana suburb. This Indianapolis museum maintains authentic period locomotives and offers fun, short excursions to other stations close at hand.

Also departing from the Fishers Train Station is the Indiana State Fair Train, a popular and dependable means of transportation between Fishers and the Indiana State Fairgrounds in Indianapolis. Like *The Hamiltonian*, the State Fair Train is also run by the Indianapolis Transportation Museum, and the train, itself a living monument to Americana, is maintained by that worthy group.



THE COLEBROOKDALE IN OUR COMMUNITIES

CAPITALIZING ON THE CELEBRITY AND SPECTACLE OF THE IRON HORSE

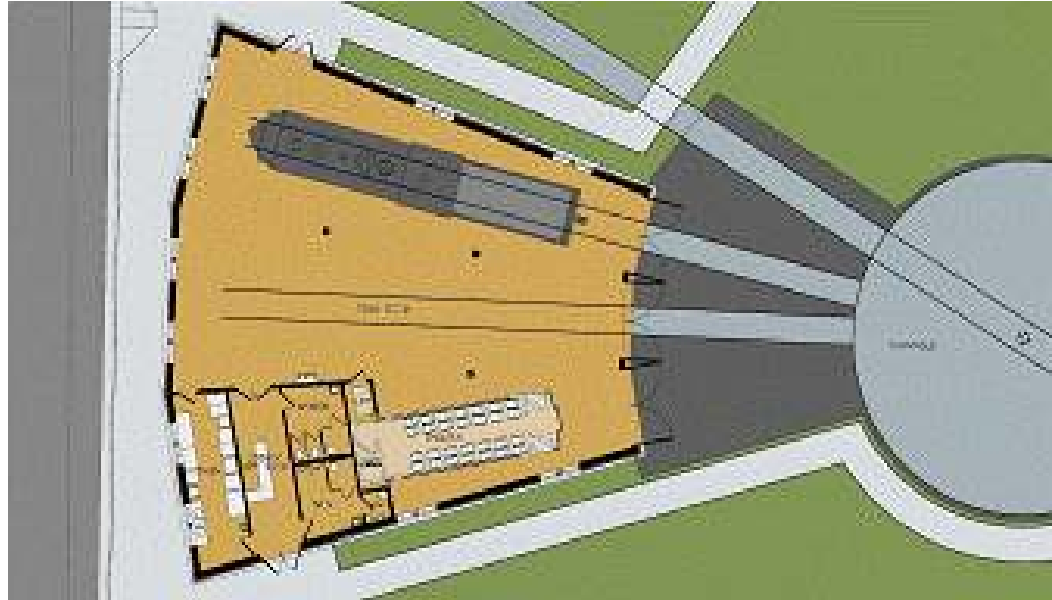


A tourist railroad's locomotive is a constant draw; wherever the locomotive goes, people will gather. Tourists are fascinated by the maintenance and servicing of the locomotive. Despite this fact, most tourist railroads relegate the facilities used for their maintenance and servicing to inaccessible locations purposefully sectioned off from the public. This misses an amazing educational—and commercial—opportunity.

The Colebrookdale can offer a richer, more intimate experience with the locomotive. Heavy repairs and long-term projects will need to be conducted at a facility outside the downtown station locations, and daily special tours of that facility can certainly be a regular Colebrookdale offering. However, the real magic of the Colebrookdale locomotive experience will be in the station area. A multi-use roundhouse or engine storage facility in the downtown will be home to the Colebrookdale's locomotive. Visitors will be invited to witness the daily ritual of its preparation and understand the lives of the men and women who work on the railway. Residents will be able to use the facility for community activities and special events.



CASE STUDY: TUSCUMBIA, ALABAMA Multi-use Downtown Engine and Event Facility



The City of Tuscombia, Alabama, was milepost 0 on the second transcontinental railroad. The City recently invested \$1.3M in their downtown train yard, rebuilding from scratch a roundhouse and installing an operable turntable. The roundhouse allows for the display of an operable locomotive as well as a small museum space and rentable space for community events. The space rents for \$400-\$600 per day





CASE STUDY: HEADWATERS JUNCTION, FORT WAYNE, INDIANA



Headwaters Junction is a mixed use gateway and downtown attraction concept on Fort Wayne's North River. It demonstrates how mixed-use development can be realized as an exceptional investment, creating an anchor for an attraction that weaves the city's existing assets and identity together in an authentic, active, and compelling experience.

At the center of the concept is a proven magnet attraction: a world-famous vintage train bolstering tourism and foot traffic in the retail, restaurant, residential, recreation, and entertainment businesses that could take place at North River.

Headwaters Junction's emphasis is on creating a unique public space for recreation, commerce and entertainment, and education by providing a variety of opportunities, attractions, and experiences.

Achieving the greatest return from the Boyertown Rail Yard requires protecting and enhancing the site's ability to support multiple complimentary uses.



Re-development should encourage, not detract from, the potential of a tourist railroad to bring many thousands of visitors annually to Boyertown.

DESIGN AND LAYOUT CONSIDERATIONS

ORIENTATION OF COMMUNITY CENTER

The Community Center and attached boarding platform should be placed at a location where it will be the heart of a circulation pattern that feeds to Boyertown attractions. The railroad will be the main artery to this heart for arriving visitors. The Center CANNOT place a service entrance/"backside" toward the tracks; such a placement will have a deleterious impact on the impression made on visitors and effectively block the capacity of the artery to feed the town. Designing the Center with multiple "front" facades, much as incorporated by the old Boyertown train station, will address this concern. The Community Center lawn should incorporate a space for a community Christmas tree and tour group meeting areas.

CONNECTIVITY

Access routes should direct visitors arriving by car for the Railroad and Community Center to a dedicated parking lot. Arriving busses should be directed to a loading/unloading area by the Center, then to a parking area. A system of signage and brick walkways should guide pedestrians and passengers from the parking area, to the Community Center to the train, then from the train to points of interest in the town.

ACCESSIBLE AND VISIBLE TRAIN BOARDING PLATFORM

A passenger platform with wheel chair ramps should be provided. It should be covered allow passengers to board or disembark onto dry land. The boarding area should be visible to drivers on Washington Avenue and Philadelphia Avenue. An archway in the Community Center will offer access to the platform. The platform should bear least 160' in length (2 passenger cars) and be connected physically and aesthetically with the Community Center.

ACCESS AND SUFFICIENT PARKING FOR TOUR BUSESSES AND CARS

The site must be laid out to permit the loading and unloading of full-sized tour busses. Busses could unload/load at the library/ community center. Passengers will pass through the center to access the boarding platform. We anticipate 2-3 busses for any given train.

PASSING TRACK AND TRAIN SERVICING AREA MUST BE INCLUDED

The passing track just south of Durangos crossing over Third Street needs to be re-laid. *No rail passenger service can occur without this track.* The switches are still in place. The area between this track and the existing mainline is needed for railcar and locomotive servicing and must be of sufficient width to accommodate a truck turn around between the tracks. The track can be placed at-grade in the Center area, facilitating multiple use.

AMENITIES

The redevelopment should offer restrooms of sufficient capacity for everyday use and special events. Space for retail and food service associated with the railroad is important. Such retail and food could feature local vendors. Display space for local attractions and business to advertize is important.



THE CHARM OF AN EARLIER ERA lives on along the Colebrookdale. A successful tourist operation must capitalize upon it.





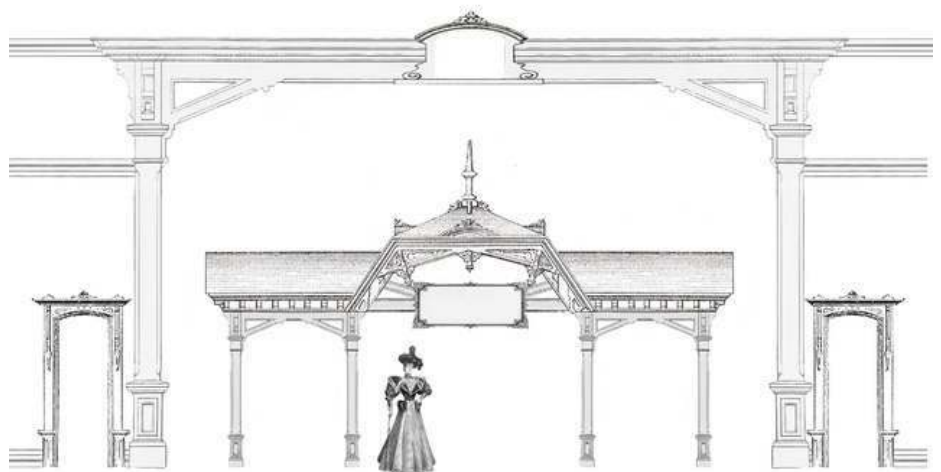
POTTSTOWN STATION DOWNTOWN REVITALIZATION

The Colebrookdale enters Pottstown in the heart of the community park and adjacent to Route 100, King Street (Route 663 here), and High Street. Route 422 is a five-minute drive and is the most-highly travelled road in the region.

Within easy walking distance of the tracks are Pottsgrove Manor, Manatawny Park, and the new Carousel. A park train currently under restoration by the Colebrookdale Railroad Preservation Trust could be used to link the Carousel with the Colebrookdale, augmenting an easy walking path. The Strasburg Rail Road recently implemented such a Park Train to augment its tourist railroad operation. The Haines Corners station, shown above, hosted both a standard-gauge train (tracks at right) and a narrow gauge train (at left), and is one model for a similar facility in Pottstown.

The presence of the Park, the Carousel, the miniature golf course, Manatawny Creek, and Pottsgrove Manor all counsel toward a festive, "County Fair" aesthetic into which the railroad and the park train would feature nicely.

The Carousel's new miniature golf course could thematically tie-in with the railroad and the park train. Ideally, the Colebrookdale's bridge over High Street



THE COLEBROOKDALE IN OUR COMMUNITIES



Above, left and right, classic examples of train stations in community parks can guide what Pottstown's station could look like. Below, two views of the Colebrookdale Railroad approaching Memorial Park in Pottstown show the secret beauty of the line which, if sufficiently capitalized upon, will serve as an amenity for Pottstownians and visitors alike.

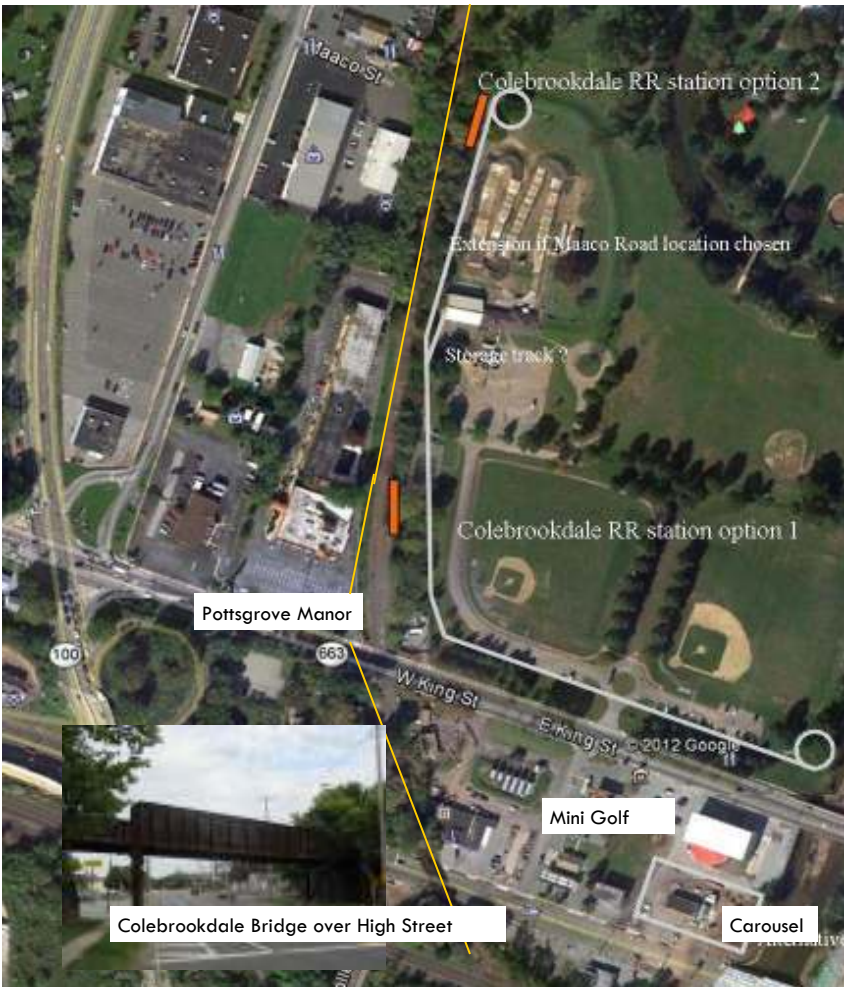


could be painted to advertise the tourist railroad.

At least three bus routes utilize King Street, so the area where Kind Street crosses the Colebrookdale, facilitating access to the downtown, the Philadelphia Premium Outlets, and other points in Montgomery County. The Urban Land Institute has recommended that Pottstown reconfigure this area as a western gateway to Montgomery County. The Colebrookdale and its associated development could be a key feature of this initiative.



POTTSTOWN STATION AREA (proposed miniature park train shown in gray; Colebrookdale Railroad in yellow)



The lighting and signage program employed on the Ardmore, PA, train bridge over Station Avenue serves as a model for Pottstown, where the Colebrookdale's bridge over High Street serves as both an entrance to Pottstown and a western gateway to Montgomery County.



Above, at left, and previous page, bottom right, restored version of the park trains the Trust is currently restoring. A similar train was used at Sunnybrook for many years. Above, at right, the Carousel at Pottstown will be a major draw for railroad passengers.

THE COLEBROOKDALE IN OUR COMMUNITIES



The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.”

The Colebrookdale presents the perfect means to experience the places and activities that make our region unique.

Tourism is a powerful economic development tool. Tourism creates jobs, provides new business opportunities and strengthens local economies. When cultural heritage tourism development is done right, it also helps to protect our nation’s natural and cultural treasures and improve the quality of life for residents and visitors alike.

Linking tourism with heritage and culture can do more for local economies than promoting them separately. That’s the core idea in cultural heritage tourism: save your heritage and your culture, share it with visitors, and reap the economic benefits of tourism.

**TOURISM+ CULTURE + HERITAGE
= SUSTAINABLE ECONOMIES.**

THE COLEBROOKDALE AS A CULTURAL HERITAGE TOURISM DYNAMO: ENHANCING COMMUNITY EVENTS AND ATTRACTIONS

While the concept of a tourist passenger railroad on the Colebrookdale fits squarely within the established and successful tradition of heritage tourism and heritage tourist railroads, the Colebrookdale will be extraordinary in two respects. First, as discussed in this section, the strength of compatible local attractions and events provides unusually fertile ground for an operation of this sort. Second, as discussed elsewhere in this report, the ability to design and build an operation from scratch here provides the opportunity to integrate technologies and address needs and interests of specific markets in a way not available other tourist railroads.

As indicated by the Implementation and Economic Impact Analysis plan completed by Stone Consulting, the Colebrookdale’s positioning and geographic linkage of two communities will organically position it as the “anchor tenant” in the “mall” of other area attractions and events. Significantly for the Colebrookdale, that collection of compatible attractions and events both adjacent to and nearby the rail line is exceptionally diverse in nature and broad in number.

That “mall” of area attractions anchored by the Colebrookdale encompasses the full range of heritage tourism components, including experiencing the **performing arts, museums** of all kinds, **science and nature centers**, zoos, aquariums, **historic homes and sites**, religious sites, **artists and artisans**, state/national **parks and monuments, heritage trails and byways, retail opportunities**, and the special character of a place. A sophisticated heritage tourism experience such as that offered by the Colebrookdale will combine education, entertainment and preservation in a way that is experiential, meaning it involves and engages the visitor.

The Colebrookdale has established, or is in the process of establishing, marketing and/or programming partnerships with institutions in each of the categories in boldface above. Among them (note see Appendix I for more exhaustive list):

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 Museum of Historic Vehicles Events
 Boyertown Historical Society Events
 State Theater Film Festivals
 Padre Pio Shrine Events
 Taylor Backes Glass Blowing
 Pottsgrove Manor Events
 Manatawny Park Events
 Carousel at Pottstown Events
 Pottstown Performing Arts Center
 Fourth of July Fireworks
 Schuylkill River Trail Events
 Parades and Celebrations

Performing Arts

Steel River Playhouse (Pottstown)
 State Theater (Boyertown)
 Sunnybrook Ballroom (Pottstown)
 Colonial Theater (Phoenixville)

Museums

Pennsylvania Museum of Historic Vehicles (Boyertown)
 Schuylkill River Interpretive Center (Pottstown)
 Carousel Museum (Pottstown)
 Boyertown Historical Society Museum (Boyertown)
 Reading Public Museum (Reading)
 Reading Railroad Museum (Hamburg)
 World of Scouting Museum (Valley Forge)
 Wharton Esherick Museum (Valley Forge)
 Iron Heritage Museum (Phoenixville)

Science and Nature Centers/Recreation

Crow’s Nest Preserve/Hopewell Big Woods/
 Natural Lands Trust (Elverson)
 French Creek State Park (Elverson)
 Welkenweir (Bucktown/Pughtown)
 Warwick County Park (Warwick Township)
 Black Rock Sanctuary (Phoenixville)
 Schuylkill River Trail
 Cabella’s (Hamburg)
 Shady Hollow Assisted Horseback Riding (Birdsboro)

Historic Homes and Sites

Pottsgrove Manor (Pottstown)
 Johanna Furnace/Hay Creek Valley Hist. Assoc.
 (Morgantown)
 Valley Forge National Historic Site (Valley Forge)
 Canal Lock #60, (Phoenixville)
 Oley, Pennsylvania
 John James Audubon Center at Mill Grove (Audubon)



The Benefits of Cultural Heritage Tourism

Cultural heritage tourism can have a tremendous economic impact on local economies. To economic benefits like new businesses, jobs and higher property values, tourism adds less tangible—but equally important—payoffs. A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry.

An area that develops its potential for cultural heritage tourism creates new opportunities for tourists to gain an understanding of an unfamiliar place, people or time. With the arrival of visitors in turn come new opportunities for preservation. Well-interpreted sites teach visitors their importance, and by extension, the importance of preserving other such sites elsewhere.

Perhaps the biggest benefit of cultural heritage tourism is that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make



SUNNYBROOK BALLROOM in Pottstown is a natural partner attraction for the Colebrookdale; dinner and drinks on the train could be combined with dancing at the Ballroom. The Ballroom is one of the few remaining large dance halls of the pre-World War II era still in existence and still operating. It is the 3rd largest Ballroom in the United States and the largest East of the Mississippi. For its first three decades or so one of the big "name" dance bands played here every Saturday night, New Year's Eve, and sometimes during the week or on other holidays.

THE COLEBROOKDALE IN OUR COMMUNITIES



- Artists and Artisans**
 Taylor Backes Stained Glass Factory (Boyertown)
 Dancing Tree Studios (Boyertown)
 Glass Light Studio (St. Peter's)
 Frecon Orchards and Winery (Boyertown)
 Nelson's Homemade Ice Cream (Royersford)
 Longacre's Homemade Ice Cream (Bally)
 Reppert's Candy (Oley)
 Manatawny Creek Winery (Douglassville)
 Iron Hill Brewery (Phoenixville)
 Sly Fox Brewery (Pottstown)



- Parks and Monuments**
 Manatawny Park (Pottstown)
 Ironstone Park (Douglas Township)



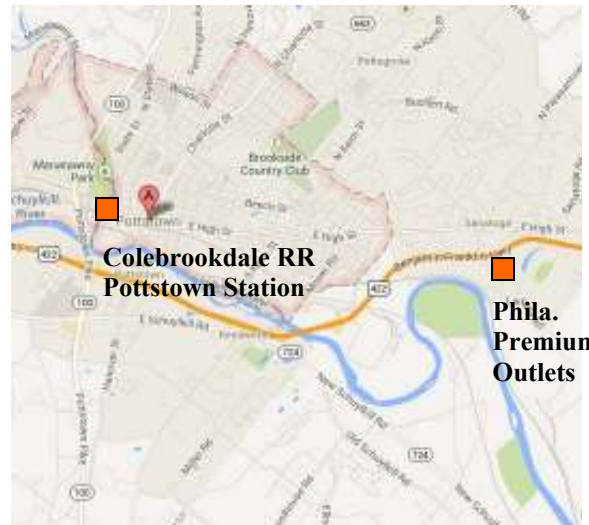
- Heritage Trails and Byways**
 Schuylkill River Trail and Connections
 Horseshoe Trail
 Neversink Trail
 Forging Freedom Tour
 Supplying Freedom Tour
 Building Freedom Tour
 Powering Freedom Tour



- Retail Opportunities**
 Philadelphia Premium Outlets (one of the largest outlets in the east and located 5 miles from the Pottstown RR Terminus. The Borough of Pottstown has expressed a willingness to run a shuttle from the RR to the outlets)



- King of Prussia Mall
 Vanity Fair Outlets (Reading)



A POWERFUL, PROVEN PAIRING.

The most successful tourist railroads in the United States are located near large retail centers. A family day trip will often be split, with part of the family going shopping, and part of the family going to the tourist railroad. A two-hour railroad trip provides a perfect comport to the average shopping trip to the Philadelphia Premium Outlets, located just five miles from the Colebrookdale and along the route most visitors will use to reach the railroad, US Route 422.



HERITAGE TOURISM IN OUR COMMUNITIES

Railroads such as the Colebrookdale are a particularly effective platform for involving and engaging visitors. Jim Porterfield, the Director of the Center for Railway Tourism at Davis & Elkins College, points out that, "An added value is derived when you harness the passion people have for railway heritage and its preservation, merge the output of that passion with the work of others similarly motivated in the cultural and heritage tourism community, and share the sum of the effort with an incrementally larger audience."

This incrementally-larger audience results in an economic impact several orders of magnitude greater than the investment made in or benefit derived from any individual attraction or event. Several recent multi-million dollar tourist railway projects undertaken as public-private partnerships underscore the widespread recognition of the utility and viability of heritage railroads as platforms for just this sort of layered and exponentially-expanding economic impact. The Virginia and Truckee Railroad in Nevada, undertaken by the County Chamber of Commerce, the Savannah Roundhouse Museum in Georgia, undertaken by a non-profit with support from the city of Savannah and the state of Georgia, and the Steam Into History project in York County, supported by private and county funds, represent investments from 10-55 million dollars.



Heritage tourists brought to the region by the Colebrookdale, according to a 2010 report, would be characterized as being:

- Well educated, with most holding advanced degrees.** "Education level is the single most significant factor that influences cultural and heritage participation and travel.
- Older, peaking between the ages of 45 and 65, when people are at the height of their careers, earning power, and discretionary income.**
- Generous in spending,** averaging \$62 more per day than other visitors. And they spend on a more diverse array of goods and services.
- More likely to stay overnight** in hotels and bed-and-breakfasts.
- More inclined to stay longer** than the average traveler.
- More likely to visit a diversity of sites,** cities, and regions than the average traveler.
- In search of high-quality services, authentic experiences,** and easy-to-do, accessible quality travel that combines education and entertainment.
- Influenced by women.** Women typically plan family vacations and group trips, and also control more personal discretionary income.



INTO THE SECRET VALLEY



PLANNING THE COLEBROOKDALE EXPERIENCE IN CONTEXT AND DETAIL

I. TECHNOLOGY

Description: SEAMLESS TECHNOLOGICAL INTEGRATION WITH HISTORIC RESOURCES. Current technology allows for historic passenger equipment and railroad infrastructure to be upgraded with audio, video, lighting, and wireless features that will greatly enhance the visitor experience without detracting from the historic fabric or authenticity of the core experience. In keeping with the theme of discovering the Secret Valley for yourself, **flat screen televisions and high-definition sound systems** can animate the journey and **wireless feeds from along the line and the locomotive** add dimensions otherwise unavailable from a coach seat. National Park Service Standard Specifications for Audiovisual Production and Multimedia Planning, Design, and Production Services (available at <http://www.nps.gov/hfc/acquisition/pdf/standard-specs-av-production.pdf>) can guide the integration and implementation of technologies on the Colebrookdale.

A. ON-BOARD INTRODUCTORY VIDEO

While most tourist railroads rely on a poor-quality narration to describe the railroad and inform visitors of nearby amenities and attractions, an experience more in keeping with 21st century expectations will set the context for the journey as a trip back in time using an introductory film. The film can be **adapted for different ages and interest groups**. Additionally, it can be recorded in multiple languages and closed-captioning to accommodate non-English speaking visitors and persons with hearing impairment.

Target Market: General population; special interest groups

Potential Partnerships: Penn, Temple, other local univ. film departments; Greater Reading and Valley Forge CVBs;

B. CUSTOMIZABLE TRIP NARRATIONS

The trip down the line offers myriad opportunities to discuss the history, culture, ecology, geology, folkways, food and language traditions, and Native American legacy of the middle Schuylkill area—and introduce opportunities to explore each of these facets in more detail at attractions near the railroad. The presentation offered on board can be tailored for the interests of those riding.

Target Market: General population; special interest groups

Potential Partnerships: Berks County Historical Society; Penn and Temple theater programs.

C. FACILIATION OF SECRET VALLEY THEME

Special lighting and sound effects emanating from hidden places within each car could help give life to the story of the Colebrookdale traveling through a magical secret valley lost to time. The same features could be utilized for special and theme events.

Target Market: General population; special-event participants

Potential Partnerships: M.J. Herson Productions; Sound and lighting effects companies

D. CAB-CAM, TRACK-CAM, LIVE CAMS, ETC.

The technology exists to give each passenger a view of the train they would otherwise never be able to have. This would include live cams broadcast from inside the locomotive cab, alongside the locomotive drive rods, the roof of the train, and from alongside as the train passes by. Webcams set up in the destination towns will give departing passengers a sense of what awaits them. Live Webcams will let folks at home experience a bit of the fun, too.

Target Market: General population, with emphasis on 10-35 age range. Also, railfans.

E. SMART DEVICE TOURS

A series of markers planted along the right of way will trigger smart devices offering pre-developed interpretations of the line for passengers with special interests or non-English speakers. Tours could be extended to give a historically-minded interpretive driving tour of the area around the railroad, directing tourists to other attractions of interest.

F. ADVERTISING

A multimedia experience offers the opportunity to sell air-time to a captive audience.

Target Market: Colebrookdale Railroad passengers

Estimated Costs: \$15,000 annually

Potential Partnerships: Pottstown Community TV; Berks Community TV

G. ASSISTIVE TECHNOLOGIES

Assistive technology relevant to an inclusive heritage railroad experience will include products and services to help people who have difficulty speaking, typing, writing, remembering, pointing, seeing, hearing, learning, walking, etc. The Colebrookdale experience could be programmed to minimize components that serve as a barrier to differently-abled persons and to accentuate and enhance components within their ability range.

Target Market: Persons with disabilities.

Potential Partnerships: Assistive Technology Industry Association; American Occupational Therapy Association; American Speech-Language-Hearing Association; Council for Exceptional Children; Learning Disability Association of America; Rehabilitation Engineering and Assistive Technology Society of North America; Pennsylvania Association for the Blind; Pottstown Health and Wellness Foundation.

II. EDUCATION

Description: The railroad and the trains operating on it can serve as an armature for introducing students to national and local history, geology, and science and technology studies.

The Colebrookdale passes through storied lands once shared by the tribes of the Leni Lenape. William Penn and his followers created the first iron mecca in the colonies along what would become the Colebrookdale. Colebrookdale iron would make this an important region for George Washington and the Continental Army. Today, the Colebrookdale is the only region in America where visitors can explore iron industry vestiges from its 18th century infancy, observe 19th century technological innovations and industrial expansion, and learn about 20th century international steel markets.

Additionally, the railroad's topography exposes rare geological occurrences, allowing students to see the sea floor from the prehistoric supercontinent Pangea alongside ancient volcanic rock. The unique combination has resulted in rare ores in the mines along the route. These ores drew Thomas Edison to ride the Colebrookdale each week for six years in his search for a special metal for his ore separator.

A. Multimedia Technology for All Trains

Technological tools seamlessly integrated with the historic fabric of the railroad can offer a flexible, updatable mechanism for sophisticated immersive experience. Fabric flex-screens, micro-speakers, fiber-optical lighting, and wi-fi incorporated into the coach fleet and station building can allow for a beginning-to-end multi-media teaching opportunity, starting with an introductory video in the station and continuing en-route. The railroad can offer lesson plans in keeping with standards established by the Pennsylvania Department of Education. The program could be adapted for multiple lesson plans, age and ability groups. This feature would distinguish the Colebrookdale experience from any other program offered to students by any other railroad in the country.

Target Market: Elementary, Middle and High School students from Berks, Bucks Montgomery, Chester, Delaware, Lehigh, and Northampton Counties.

Potential Partnerships: Pennsylvania Department of Education; Education departments of local universities.

B. Classroom On Wheels

A fully-instrumented, wired, interactive rolling laboratory. Half of the ride would be a traditional "train ride," but the return trip would be a chance for young people to see and do exciting things, run experiments, explore science and technology concepts, and generally have technological fun in a cleverly hybrid way--while rolling along in a unique learning environment.

The exterior of the rolling classroom would be a classic railroad car from the Edwardian era. The interior would be a rolling science and technology lab, with all sorts of fun and quirky features. Mechanically, it would be reliable, flexible, and designed to be upgraded every few years. I see this as a 25-year project, based on a combination of authentic physical

experience and observation and cutting-edge instrumentation. A moving railroad car is a wonderful platform to engage imaginations and introduce ideas in ways that are impossible in the classroom. to be introduced to

Imagine the opportunities to teach real-world physics and problem solving. For example, parts of the floor might be of extra-thick laminated safety glass. Imagine the ability to look down on the trucks and track, and see the "track-train dynamics" in real time? Imagine a calculator where students could instantly calculate the mass of the train, or energy used, or acceleration rate, or other Newtonian numbers. Imagine a half-dozen aim-able "car cams" that students could swing around and view on monitors. Imagine a graphically interesting GPS rig showing the car in relation to its surroundings--in real time and with a variety of filters and displays.

Along the line, physical vestiges of earlier times would trigger prompts for on-board media to relay history in a living way. Stone foundations from old furnaces could relay the story of Thomas Rutter and the earliest iron making industries in the American colonies. Old mine shafts could tell the story of Thomas Edison's weekly excursions on the Colebrookdale to find a rare ore for one of his inventions. The same sort of prompts could tell the story of the line's unique flora, fauna, and geology.

The car could be equipped with regenerative braking, allowing students to monitor the energy recycled or dissipated.

A variety of displays (analog, digital, graphical) showing speed, acceleration, deceleration, energy used, energy captured, and so on) altitude, humidity, GPS coordinates, etc., in a variety of formats.

In whatever form the classroom car takes, it could offer a wide range of opportunities for teachers of different grades and subjects to create innovative learning opportunities. The car could host physics classes, science classes, math classes, history classes, or learning opportunities for almost any subject. It would be especially useful for instruction in the "S.T.E.M." category--science, technology, engineering, and mathematics.

A Classroom Car (supported by other on-site facilities and programs) could be the anchor component of a much larger off-site learning program, adapted to a wide variety of curriculum goals, instructional styles, policies and programs, grade levels, and institutional goals. Re-programmable technology could allow the car to be tailored to the needs of regional educational imperatives.

Target Market: Elementary, Middle and High School students from Berks, Bucks Montgomery, Chester, Delaware, Lehigh, and Northampton Counties.

III. EMBRACING UNDERSERVED POPULATIONS

A. Persons With Disabilities

Nearly 19% of Pennsylvania's population reports a disability of some type. It is estimated there are between 25,000 and 30,000 people in Pennsylvania just with autism spectrum disorders. When temporary disabilities and impairments associated with old age are included, nearly 40% of the population is included at any given time. The reality is that at some point, nearly all of us will deal with a disability of some sort. Yet most tourist attractions do not even effectively accommodate persons with disabilities, let alone welcome them. Developing an experience especially for them opens us up to a large and receptive market while providing a meaningful service. Effective strategies can make the railroad experience more user-friendly for persons with autism spectrum disorders, blindness and low vision, deafness and hard of hearing, communication disorders, mobility impairment, learning disabilities, and cognitive disabilities.

Infrastructure and programmatic considerations for persons with the most common disabilities are as follows:

(information based on that provided by the United States Access Board at <http://www.access-board.gov/adaag/about/guide.htm> and by the Danish Accessibility Label project at <http://www.godadgang.dk/gb/main.asp>)

1. Wheelchair-Bound Passengers

Wheelchair users cannot reach very long, and their eye level is low. This is important in terms of the things they want to see or need to operate with their hands, eg information stands, pay phones and automatic teller machines. People who sit in wheelchairs need:

- Firm, even surfaces providing level access (without level changes).
- Slopes that are not too steep, whenever they have to overcome level changes.
- Easy-to-open doors offering sufficient clear width.
- Sufficient space for passage and maneuvering. Furniture, equipment, etc at suitable heights. Lifts to overcome level differences inside buildings.
- Accessible toilets.
- Dedicated parking spaces close to main entrance.
- Passenger cars with an open, flexible plan

2. Mobility-Impaired Passengers, or Passengers with Arm or Hand Impairment

People with reduced mobility cannot walk long distances and walk unsteadily. They have major difficulty walking up stairs and on uneven surfaces. Many people with reduced mobility use an aid when they move around, eg a chair or a rollator walker. Some of them use a wheelchair. These people have difficulty moving around on uneven surfaces and in areas with level changes and major gradients. They also need more maneuvering space, for example in toilets. People with reduced mobility need:

- Handrails at stairs.
- Few stairs or stairs with few steps.
- Lifts to overcome level differences inside buildings.
- Short walking distances.
- Many resting places, so that they can sit down frequently.
- Firm, even surfaces providing level access (without level changes).
- Slopes that are not too steep, whenever they have to overcome level changes.
- Easy-to-open doors offering sufficient clear width.
- Sufficient space for passage.
- Furniture, equipment, etc at suitable heights.
- Dedicated parking spaces close to accessible entrance.

People with arm or hand impairments have significantly reduced hand or arm strength, which means that they cannot reach very far to grasp or operate objects. They may also have difficulty controlling their movements and may therefore have shaking hands and be unable to make precise movements with their arms and hands. In this context we refer to them as people with arm or hand impairments. People with arm or hand impairments generally have difficulty controlling and coordinating fine movements. They are normally unable to open heavy doors, press small buttons and switches, turn small handles on locks and water taps, carry luggage, etc. It is also difficult for them to reach far (up, down or in) to grasp objects.

People with arm or hand impairments need:

- Devices that can be operated without great muscle strength.
- Devices that can be operated with a stiff wrist and more than a finger.
- Appropriate positions of buttons, switches, etc.
- Appropriate sizes of buttons, switches, etc.

Some diseases such as arthritis, muscular atrophy and unilateral paralysis as well as the effects of injuries sustained in accidents may result in reduced ability to move arms, legs and body. On top of that, many people suffer pain, which will increase their functional impairment even further. Many elderly people have a mobility impairment combined with other impairments such as visual impairment and hearing impairment.

3. Visually Impaired Passengers

The blind or partially sighted - comprise people with different degrees of visual impairment: people who are completely blind and cannot see anything at all, and people who are partially sighted and can see (something) when conditions are right. Blind and partially sighted people generally have problems moving around and finding their way - especially in unknown surroundings. For example, it may be difficult for them to discover stairs and level changes before they actually stumble on them, just as other obstacles at leg or head level may cause problems. Blind and partially sighted people use different senses when they move around. A partially sighted person will insofar as possible use whatever sight he or she has left and therefore needs good, adequate lighting as well as contrasting colors to use as wayfinding signs. A blind person, on the other hand, will use completely different senses - hearing and feeling - and will therefore need changes in textures to facilitate wayfinding. Many visually impaired people use some kind of aid to find their way: a guide dog or a special white stick. A guide dog can lead a blind person around obstacles, across roads and through doors. The white stick is used to detect obstacles at low heights and register surface changes. Visually impaired people need their surroundings to be laid out in such a way that it becomes easier for them to find their way and move around. They need:

- A simple, logical layout of indoor and outdoor environments.
- Tactile and visible markings by means of variations in materials, for example in the form of guiding lines and attention fields with surfaces that are distinctly different from other surfaces (tactile markings and the use of contrasting colours).
- Marking at the beginning and end of stairs and ramps by attention fields.
- Handrails at ramps and stairs.
- Marking of the front edges of steps.
- Marking of changes of direction, entrance doors and lifts by attention fields.
- Well-considered use of contrasting colours.
- Good non-glare lighting.
- Sound systems and tactile systems, eg embossed letters, to supplement visual/written information.

4. Hearing Impaired Passengers

There are three categories of people with hearing impairment:

1. Deaf people: people who were born deaf or lost their hearing fully or partially at a very young age.
2. People with acquired deafness: people who lost their hearing fully or partially at a relatively late age.
3. People with reduced hearing: people who have suffered only little or moderate loss of hearing, many of whom use a hearing aid.

Deaf people have not developed a normal language and will often use sign language to communicate. People with acquired deafness are generally able to speak and write normally but often have difficulty understanding what people say. Some of them are able to lipread. People with reduced hearing have some sense of hearing, which they use optimally - normally by using a hearing aid.

People with hearing impairment have little or no ability to understand a spoken message or use sounds in their surroundings to find their way. They depend on good lighting and protection from background noise. People who use a hearing aid will benefit greatly from induction loop systems.

People with hearing impairments need:

- Good visual orientation.
- Good, appropriate lighting.
- Text or other visual equivalents of all spoken information. Screens in passenger cars can provide for this.
- Good acoustics and reduction of background noise.

5. Passengers With Cognitive Disabilities

People with cognitive disabilities constitute a very broad group of people with various types of functional impairments. They may have difficulty understanding new things, and they may be mentally and intellectually impaired. They may also have difficulty remembering or learning.

A cognitive disability is caused by a disease in the brain or central nervous system. It may be congenital, eg Down's syndrome, or it may be caused by an accident or a disease such as cerebral hemorrhage or age-related dementia.

People with a learning disability need:

- Recognizable surroundings where it is easy to find one's way.
- Changes in materials and colors that help to find one's way.
- Clear and simple signage with pictures and pictograms that make the signs easy to understand.
- Understanding support staff
- Access points free from obstructions
- A controlled environment free dangers that might otherwise be perceived as open and obvious

6. Passengers With Reading Difficulties

A reading disability is a linguistic impairment. There are many types of reading disabilities, the most severe being dyslexia. In addition to dyslexics, the group includes people with moderate and mild reading difficulties, functional illiterates and people with reduced ability to read as a result of brain damage. It is estimated that about 500,000 people in Denmark have some kind of reading disability. Dyslexics account for about 2% of that figure.

One reason for reading difficulties is that people with a reading disability have difficulty translating letters into speech sounds, which may make their reading slow and hesitant. This often makes it difficult to get an overview of the text read. Consequently people with reading difficulties have difficulty understanding written material.

People with reading difficulties need:

- Audio versions of text material: audio guides, CD-ROMs, CDs, etc.
- Processing of texts to enhance their readability: texts should only include the most important information, should be formulated as clearly and directly as possible, be logically structured and written in a plain language. They should also be illustrated with photos, drawings, etc clarifying the contents of the text.

B. Passengers in the Upper-Age Cohorts

According to the Pennsylvania Department of Aging, by the year 2020, Pennsylvania's 60 and older population is expected to be 25 percent of the total population—more than 3 million people. Most of the —baby boomers will be over age 60 by that time. The 65 and older population is projected to increase to 2.3 million and the 85 and older population to about 363,000. Over the next 10 years, the number of elderly age 60 and older is projected to increase by about 9 percent to 2.6 million people. The number of elderly ages 60 to 74 will increase by about 15 percent to 1.6 million; the number of people age 75 to 84 will decrease by 11 percent to 623,000 and the number of 85 and older will increase by more than 50 percent to 365,000.

Social isolation and the feelings of loneliness it leads to are common problems for older people living in the United

States today. Some trends:

- Fear of being alone is a major source of anxiety as people grow old.
- Some older people go for days without seeing another person; many die alone.
- 16% of older people in deprived inner city areas suffer severe loneliness.
- Certain ethnic groups are particularly vulnerable.
- Isolation and loneliness can damage both mental and physical health in older people.

The immediate causes of social isolation are varied and depend on individual circumstances. A scattered family, the death of a partner, a chronic health condition, diminishing sight or hearing are only some of the factors that can leave older people feeling alone. Whatever the causes, social isolation and loneliness take their toll on the quality of life of a significant proportion of our population.

The Colebrookdale Railroad provides a welcoming environment for persons in the upper age cohorts to enjoy themselves and to enjoy with their families. Whether as volunteers, employees, or visitors, upper-age cohort persons can find on the Colebrookdale an experience to combat loneliness and isolation. Moreover, retired persons are not limited to weekends for travel and can represent a sizeable weekday passenger count for the railroad.

C. Non-Speakers of English

English is no longer a universal language among the touring public; a large percentage of tourists both domestic and international are non-speakers of English. In particular, the northeast has a large untapped market of Asian tourists. Many day-trip bus tours look for interesting, off-the-beaten track locations within 2-3 hour-drive of Port Authority and Chinatown in New York and Chinatown in Philadelphia. Additionally, the region around Boyertown has a rapidly expanding Hispanic population and local attractions have been slow to tap the market they represent.

Signage and interpretive speeches should be offered in multiple languages.

D. Special Event Venue Seekers

A recent Schuylkill Highlands/Natural Lands Trust study for the region said there is a large population seeking special event venues. This includes persons and groups seeking unique places for ceremonies, corporations looking for meeting venues, etc. For example, there is a large untapped market for wealthy Indian and Asian couples looking for a unique American wedding and honeymoon venue.

A mid-route picnic area with gazebo, a reception area (indoor and outdoor) at the Boyertown station area, and special train cars with flex-space are likely amenities for addressing this niche market. A liquor license would also be of interest.

IV. IMMERSION EXPERIENCES AND GROUP TOURS

From its start, the Colebrookdale will set itself apart from other heritage railroad experiences by requiring its crew to faithfully represent the 1912-1916 time period. Crew will be briefed daily on a list of facts “on today’s date in 1912, this happened...” and will engage passengers in historical context. Similar to the experience offered by Colonial Williamsburg (though of a different time period), a ride on the Colebrookdale will be a rolling journey back in time. Issues of social class, politics, religion, manners, foodways, as they existed in World War I America will come alive for Colebrookdale passengers.

A. Themed Day Trips

A consortium including the Brandywine Valley CVB, the French and Pickering Creeks Conservation Trust, the National Park Service, the Natural Lands Trust, and Chester County has created several day-trip “Iron and Steel” theme tours into which the Colebrookdale could naturally blend. The consortium has responded favorably to partnering with the railroad.

It is entirely likely the Colebrookdale could be a jumping off point for these tours, with the Boyertown yard infrastructure serving as a hub. The current day trip offerings are the Forging Freedom Tour, the Supplying Freedom Tour, the Building Freedom Tour, and the Powering Freedom Tour. See <http://clients.2010solutions.com/ironandsteel/index.php>.

Day trips currently are self-guided and utilize a map. It is conceivable they can be translated into smart-devise self-guided tours. Tours via dedicated trolley bus are also a possibility.

Other themes around which recommended itineraries could be built suggested by a Natural Lands Trust study for the Middle Schuylkill Region are bird watching (Hopewell Big Woods and Hawk Mountain); historic houses and barns (Daniel Boone Homestead, Pottsgrove Manor, Union Canal Trail attractions, and historic town tours); hiking, biking, and canoeing (various attractions), agritourism, farm stays, and viniculture (various attractions); fishing and hunting (various attractions; French Creek Outfitters; Cabellas) could provide other themes. Shopping/rail trips remain a popular combination with families and the Philadelphia Premium Outlets in Pottstown offer a prime opportunity to offer such an experience on the Colebrookdale.

B. Overnight Trips

Many of the same themes for day trips can be extended easily to an overnight experience. The railroad context offers the opportunity for camping in a caboose or spending the night in a sleeping car staffed by a Pullman porter.

C. Group Tours

Group tours will comprise an important segment of the railroad's business, totaling as much as 20%-30% of its annual ridership. There is ample justification for "building in" infrastructure and operations to handle group tours from the beginning. In almost all cases, the facilities intended primarily for group tours will directly and indirectly enhance the experience of individual patrons and other facility users.

If done astutely, the additional up-front costs for above-average group tour facilities will not substantially add to the project's initial costs. Some items may be phased or deferred to later increments, but it will be important in any case to have done the initial planning and analysis.

There will be three primary categories of group bookings: Commercial bus tours and charters; School field trips and off-site learning experiences; and special group tours and charters. All share certain needs and characteristics. Each will be different in operational details.

Each category will have different price points, revenue expectations, costs and opportunities, and bases for decision making. There is no "one size fits all" approach, even to group tours.

Each category will require different and distinctive marketing approaches, operating procedures, business practices, and external relations. Each will also have different sets of outcomes, the success of which must be considered carefully and in context.

How "easy" the railroad makes it to arrange the respective tours, and how efficiently the railroad completes the transactions, will have a disproportionate effect on the overall success of the Group Tours Program. That is further justification for making the necessary initial investments to handle group tours successfully.

Consistent with other factors (safety, cost, staffing, and dozens of other variables which will be identified, the railroad's overall posture will be one of flexibility and accommodation. In general, group tour operators favor sites willing to creatively and competently deal with the inherent snags and uncertainties of this kind of travel. They favor sites offering a variety of experiences, and those willing to "customize" their products.

The Colebrookdale project will assure potential group tour clients that it understands their business (whether that is education or a pleasant one-hour experience for Seniors). In its initial contacts, and in all subsequent contacts, Colebrookdale will be wise to share plans, details, assumptions, and other kinds of information that will convey that the project knows how to handle group tours competently, and how to provide good value.

It will be astute to sincerely reach out to colleague institutions and sites and explain the Colebrookdale project—and reassure them that regional heritage tourism is not a zero-sum game, and that CRR hopes to work with them to expand audiences. There will be some potential areas of competition and conflict, and we want to be ahead of that issue.

Initial Group Tour Program Infrastructure Assumptions

Pave parking and driveway areas to minimize dust created by busses. Have clear, simple signage for buses. If feasible, use either shade trees or artificial shade to minimize heat gain in summer and permit busses to be shut down. If that is not possible, locate bus parking as far from buildings and unobtrusively as possible. Provide parking for at least four busses simultaneously. If possible, create a butterfly shed roof or some other cover for boarding busses in inclement weather. If possible in connection with sanitary facilities for servicing the train's toilets, create a water and dump station for busses. That kind of extra feature can entice bus operators to favor a particular stop.

Arrange buildings in such a way so that immediately after leaving the bus, patrons can come inside and find rest rooms, seating, and assembly/milling space. From there, groups can proceed to the orientation/classroom/theater space, train platform, gift shop, or other activities. We will pay particular attention to group and personal traffic flow and try to minimize mingling and confusion. We may wish to provide a separate platform area and door for group boarding.

The restrooms should be large, well-outfitted, of easily-cleaned materials (for example, tile capable of being cleaned with a pressure washer), and generally set up for sudden influxes of many people. The initial cost difference between installing 6 stools and 12 stools is relatively small when considering the life of the project and the fact that restrooms are one of the greatest bottlenecks in overall conduct of group tour operations. Restrooms should have more than the minimum handicap-accessible stalls, extra sinks, and in general be “user friendly” to the widest variety of potential users. There are a variety of classic railroad station materials and aesthetics that we can draw from.

In all phases of concept design through final architectural specification, the project should think in terms of patron “units” of 4-6 (a typical family) and groups of 30-45 (a class or tour bus). If the facilities “work” well at those scales, they will work for just about everyone.

Operating/Logistical Assumptions

Different categories of group tours, and different segments within categories, will require different levels of staff support, services, facilities, and so on. Many details can be identified through detailed planning, but there still will be learning curves. Initial programs should build that uncertainty into pricing and scheduling.

It is sometimes helpful to have tiered pricing. A budget senior's tour may simply want a basic train ride, or even a one-way trip at minimum cost. A different senior's tour group may wish a more extensive experience, perhaps including a guide, box lunch, photo run-by, shop tour, or other component involving staff time or facilities use.

All staff should be cross-trained to be able to accommodate the needs of group tours. That might mean, for example, that at least some of the crew of an arriving train would immediately join the gift shop staff or otherwise assist with the departing group.

The business systems will be set up to track, as closely as possible, the time, costs, revenue, and other aspects of the Group Tour program so that we have timely and accurate data and can price fairly.

As the project approaches a more mature phase, we may wish to develop a “destination” product that makes the railroad the primary experience, with perhaps an additional stop. That product would be particularly suited to more distant markets.



A WELL-ROUNDED EXPERIENCE: Local re-enactors, storytellers and artisans will complete the Colebrookdale experience and animate the story of the



INTO A LOST WORLD. The Colebrookdale's tracks frequently disappear into the deep woods, creating a perfect stage for a spooky Halloween event. Imagine the right of way decorated at night with eyes peering back from the woods, a roaring fire with mysterious figures dancing around it, the sounds of wolves howling at the moon.

V. ENHANCED REGULAR FEATURES

A. 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.

Target Market: Colebrookdale Railroad Passengers.

B. Period-Style Advertizing

Local businesses, attractions, and the railroad itself advertise in coaches and along the rail line using pre-WWI-styled advertisements designed by local artists. Advertisements available for sale in gift shop. See next page.

C. Built-In Facilities and Smart Planning for Differently-Abled and Aged Persons—See above.

D. 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. Also provides an opportunity to showcase local music traditions.

E. Local Foods

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

F. 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.

G. 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.

H. 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.

I. Recommended Itineraries

Passengers can complete their day in the area using planned-out itineraries for those interested in food, retail, recreation, and cultural/heritage tourism.

J. Telegraphs for Kids

Send your child a telegraph message that you can pick up at the other end of the line. Printed on Colebrookdale RR stationary. In partnership with the Philadelphia and Reading Telegraph Company, the oldest telecommunication in the United States. Potential Partnerships: Philadelphia and Reading Telegraph Company

K. Rail and Raft

Ride the train to Pine Forge, then raft, tube, kayak, or canoe to Pottstown. Return home by train. Target Market:

VI. SPECIAL EVENTS

A. Halloween Terror Train

Night-time event in partnership with haunted attraction developer. Line decorated with special effects; headless horseman, other actors. Tie in with Boyertown’s Halloween Parade. A well-run Halloween haunted attraction can draw 100,000 visitors (see Pennhurst Haunted Attraction in Spring City, PA)

B. Halloween Pick-Your-Own-Pumpkin Trains and Corn Maze

In conjunction with on-line farms. Hay rides, cider and doughnuts.

C. 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.

D. 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.

E. 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.

F. 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.

G. The Great Train Robbery

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

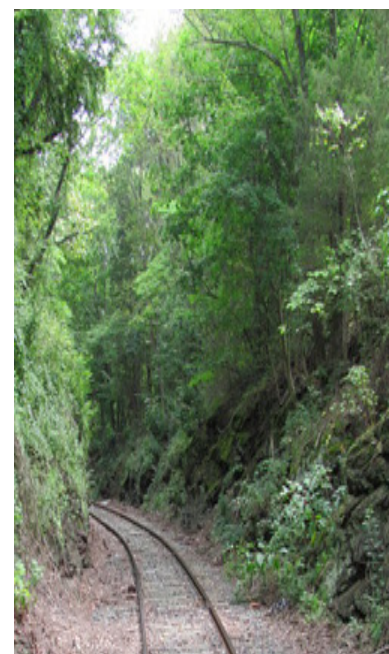
H. Fireworks Express Trains

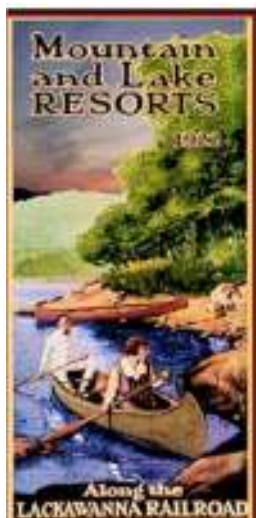
Excursions to Pottstown’s large Fourth of July celebration in Mantawny Park..

I. Native American Encampments and Civil War Re-Enactments

In partnership with local tribes and re-enactors

J. German Beerfest





Festival atmosphere with Pennsylvania German foods, music, and craft brew sampling.

K. Taste of Pennsylvania

To benefit hunger relief programs, a Pennsylvania-themed food items will be served as the train makes its way through the countryside.

ESTABLISHING IDENTITY: In partnership with local students, period-style advertizing for the local attractions thematically-aligned with the railroad and the railroad itself could be designed for the railroad, placed along the line, in the railroad coaches, and in local publications, and sold as souvenirs.

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, advertizing 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.

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



EDWARDIAN ERA EQUIPMENT FOR THE COLEBROOKDALE

The Railroad will require at least seven cars to run trains with sufficient capacity to make the endeavor sustainable. The range of equipment must include coach, open car, first class and dining ultimately. At least one car should be a combine to accommodate over-sized wheelchairs. Cars should be of the open-window variety with clerestory. Cars of the 1900-1916 era would be preferred because of their stained glass and woodwork. The cars shown below present some current and future options. Issues to consider with each car are condition, distance to move to Boyertown, and quality of the piece once restored.

Each of the cars pictured are available at a considerable value. While each requires some work, that is not uncommon for cars of this uniqueness and age.

1914 MAINE CENTRAL RAILROAD PULLMAN PARLOR CAR



This car is a truly rare find and will be the shining gem of any train on which it travels. It could serve as a first class car, a lounge, or a dining car. Such cars are the greatest revenue generators for a tourist railroad. The car pictured above is a sister to the Maine Central parlor.

Built in 1914 as an 87 seat smoker coach #252 by Pullman for the Maine Central Railroad. Rebuilt by the Maine Central in 1955 as a class room instruction car. Used by the MC system-wide as a mobile class room, it also includes living quarters for the instructor. The car was finally retired in 1985 and sold to the current owner. Some of the mechanical details include: steel construction, friction bearings, UC valves, tread cast shoes, oil fired heat (caboose stove), bolted pedestal trucks, body mounted cylinders, 110v electrical, can not be shipped by rail car will need to be trucked from it's current location.

Ideally, new trucks would give the car greater utility. *The car owner is willing to donate it*, though it may cost up to \$40,000 to move it to Boyertown. Restoration will include an interior clean up, new seats (or tables and chairs if used as a dining car), light body work, new paint.

Weight: Approx 136.300 (less 20 tons if trucks left in NH. Alternatively, trucks could be scrapped or sold giving \$3000 in income). Hamburg trucks discussed alter could suit this car.

Length: Approx 77

Height: 11'4" at eaves, 14'7" overall

Seating: Open Plan. 60 in dining, 40 in lounge. 80 if coach seats re-installed

Must be trucked or put on RR flatcar. \$20-\$40K

Located in NH

Condition: Fair

Rarity and Interest: 10 of 10

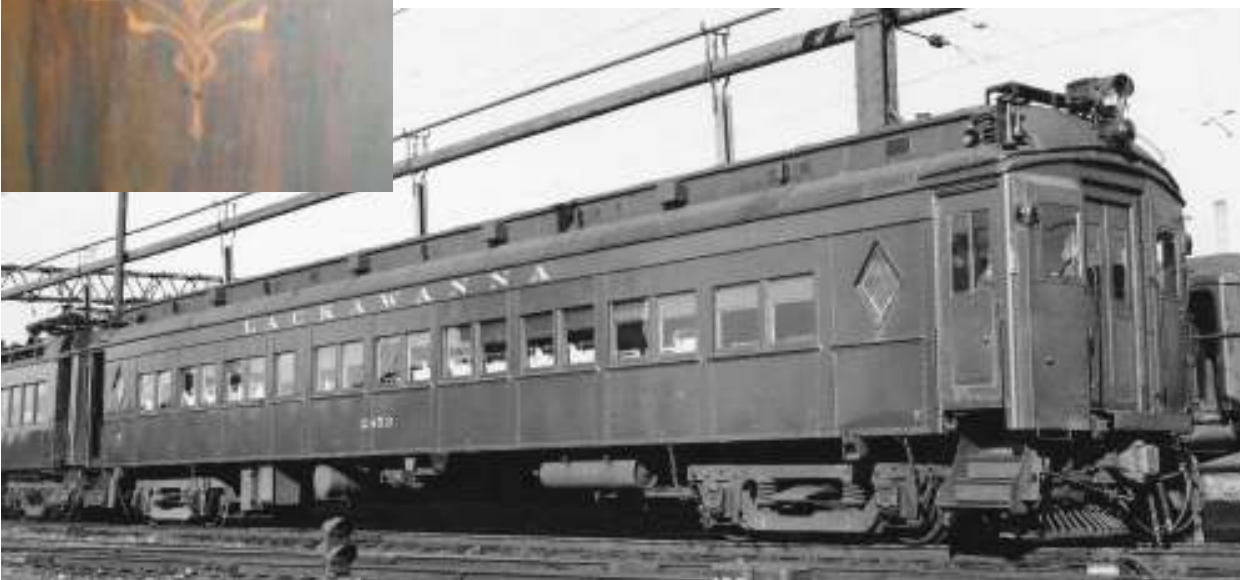


1914 BARNEY AND SMITH DL&W PARLOR CARS (2)



Originally built as steam-hauled parlors and converted by Thomas Edison to run on the electrified lines out of Hoboken on the Delaware, Lackawanna, and Western, Parlors 3454 and 3453 were first class accommodations for over 75 years. They led the last two MU-powered trains out of Hoboken in 1984 for New Jersey transit and were the oldest continuously operating passenger cars in the county at that time. Built with leaded transoms over each pair of windows (similar to the Maine Central car in this respect), they bear the traditional elements of pre-WWI cars. They are available for free but will need to be trucked from Boonton, NJ. It is likely moving costs will be \$15-20K. Both cars have amazing woodwork, with columns and intricate inlay. 34543 has beautiful stained glass 3454 has an exceptionally early air conditioning system. Because both cars have an open plan, they are useful as dining or lounge cars and will be handicapped accessible.

Weight: Approx 118,600
Length: Approx 74'5"
Height: 11'4" at eaves, 14'7' overall
Width: 10' 0.5" at eaves
Seating: Open plan.
Must be trucked or RR flatcar.
Moving cost likely \$20K for each car.
Located in NJ
Condition: Fair/Poor
Sill replacement and roof work required. Interior clean up.
Rarity and Interest: 10 of 10
Price: Can be donated to the Colebrookdale



THE COLEBROOKDALE EXPERIENCE IN CONTEXT AND DETAIL

A POTENTIAL STATION FOR THE COLEBROOKDALE RAILROAD

Birdsboro, Pennsylvania's former Pennsylvania Railroad freight station dates from 1914 and was designed by noted architect Frank Furness. Typical of freight stations of the golden era of railroading, the building is surrounded by high-level platforms, which would greatly ease loading and unloading passengers from a tourist train, especially those passengers with disabilities. The ornate detail, location near to the Colebrookdale, and historic significance make this building a strong candidate for consideration to repurpose on the Secret Valley line.



A RELIC OF UNIQUE PEDIGREE
Among the major architects who helped give shape to Victorian Philadelphia was Frank Furness. In the years following the Civil War, Furness and his associates dotted the Philadelphia landscape with a remarkable group of buildings ranging from factories and warehouses to schools, hospitals, banks, railroad stations, and private residences. If the Gilded Age was noted for its aggressive architecture, Furness's buildings were certainly among the most boisterous and challenging.

Furness' Birdsboro freight station is a treasured example of the architect's famed railroad architecture.





The station possesses the high-level loading platform around all sides. This feature once allowed freight cars to be loaded or unloaded with ease. This same feature will allow for easy boarding of passenger cars.





PROPOSED TRIP NARRATION

Few institutions have been more influential in shaping the American identity than the nation’s railroads. More than mere crossroads of commerce, America’s railroads have literally and figuratively determined where we as a nation are going and how we got there.

Just as their presence is an integral part of our physical landscape, the railroads are intertwined with the landscape of our cultural memory. Few machines fire the imagination more than the train. The fabled iron horse has come to symbolize the uniquely American combination of uncanny ingenuity, abiding optimism, hard work, and awesome achievement.

Across the nation, creative groups of enterprising buffs have harnessed this unique spirit, powering tourism and community development. These great engines of the past have become engines of economic opportunity.

Few railroads in northeast can boast the history, beauty, and ecological diversity of the Colebrookdale Railroad.

Stretching from Pottstown to Boyertown in Southeastern Pennsylvania, the scenic Colebrookdale Railroad is closely associated with places, people, and events central to the earliest iron making history in the American colonies. Their stories—stories of local and national import—unfolded along the Colebrookdale’s right-of-way and can be heard in the whispers of the tall trees that canopy its course to this day.

Sheltered by the hidden valleys of the Manatawny and the Ironstone known only to the great blue heron and white tailed deer who call them home, the Colebrookdale offers a trip into another world seemingly lost in time.

Chartered in 1853 by the Pennsylvania Legislature, the Civil War slowed the Colebrookdale’s construction. Soldiers home from the war hastened its completion in 1869 —just four months after the last spike was driven on the Transcontinental Railroad. That momentous event played heavily on the raucous ceremonies accompanying the Colebrookdale’s inauguration:

On September 6, 1869, a locomotive named the Bee made the first trip from Pottstown, arriving as the local marching band played *Hail to the Chief*.

The drifting pattern of smoke against the sky was moving slowly this way while the thousand Boyertown area folk trampled the new-cut grass of the railroad yard still further. Their wait seemed forever, but the reason the steam locomotive with its two passenger cars and baggage car took so long was the repeated waits at way stations so everyone might cheer the glistening new equipment. As a matter of fact, its 94 passengers had left the cars at Manatawny Station, Ironstone, and again at Colebrookdale to put on an acrobatic exhibition for the waiving crowds standing at trackside and crowding every barn roof in their excitement....



HISTORIC COLEBROOKDALE. Top photo, a mother waits for her children to arrive from school on the afternoon train. Other photos are shots along the line. provides but one example of local attractions with whom a partnership in a tourist-related



The people crowded around the platforms and greeted the arriving passengers with as much fervor as if they had just arrived by the through line from San Francisco. Some of the more enthusiastic of the crowd carried off the newly landed passengers on their shoulders. Silk hats suffered martyrdom in the ardor of the reception.

BERKS AND SCHUYLKILL JOURNAL, Sept. 11, 1869.



As we retrace the route of that first train back to Pottstown, consider the possibilities this treasure from the past holds for historical and recreational tourism and the development of Pottstown and Boyertown gateways. Think about the educational possibilities—opportunities to teach in a dynamic way how the early industry, labor struggles and folkways that unfold along the Colebrookdale touch our national story, and the ways in which the line’s resurgence can teach us about our environment and our stewardship of historic resources.



We approach Boyertown, current terminus of the line. We have just come off a bridge built in 1924 by Pottstown’s Shoemaker Bridge Company. Behind us is Bechtlesville, Eshbach, and Barto.

Industries for which Boyertown is famous grew up along this stretch of railroad, including the Boyertown Carriage Works and Union Manufacturing. Railroad caboose stoves cast by Union Manufacturing could be found traveling on the ends of freight trains all across the United States.



We approach the Reading Avenue crossing. To the left is Durangos, formerly the mansion house, a popular hotel for rail travelers. A hand-operated gate once protected this crossing, and the Colebrookdale provided a little shelter next to Durangos for the operator.

We approach the former site of the Boyertown train station. The Boyertown station was witness to a history more dramatic than its modest canopied façade might suggest.



On January 13, 1908, the great, dust-laden curtain on the stage of the Boyertown Opera House caught fire. Within minutes, the Opera House was entirely engulfed in flames. About 10:00 PM, Boyertown fire officials placed a call to the Good Will Fire Company of Pottstown. Good Will loaded up their steam pumper fire truck, hose cart, and 50 firemen onto the Colebrookdale Railroad, arriving at the Boyertown station at 11:30 PM to assist with the blaze.

But they were too late to save those inside. It had taken only 10 minutes for the screaming inside the building to stop. The next morning, the charred remains of 170 people were found among the smoldering embers just inside the opera house doors. Crowds rushing to exit the blazing building had pushed forward against the inward-swinging doors, preventing them from being opened. The fire captured national attention, and funeral directors from as far away as Philadelphia began arriving the next day to the Boyertown Station.



On Sunday, January 19, 1908, special Colebrookdale Railroad trains brought 7,000 people



to a service for twenty five unidentified victims of the fire who were interred together in a mass grave on a hill overlooking the station. The Opera House fire gave rise to the enactment of new, comprehensive fire codes across the United States. Entrance doors that open out from the building, rather than in toward the building, are now a standard practice because of the Boyertown Opera Fire.



A shortage of caskets after the fire gave helped to grow another iconic Boyertown industry, the Boyertown Burial Casket Company. From 1893 onward, every outbound Colebrookdale train would carry finished caskets to the Pottstown interchange for delivery across the nation. Those caskets were loaded at the Boyertown station with this still-existing crane, itself a technological marvel. Built by the Phoenix Iron Company, it incorporates that institution’s patented curved I beam fabrication.



Boyertown’s station was also frequented by Thomas Edison, who rode the 10 AM Colebrookdale train once each week for nearly a decade, testing a magnetic ore located in Bechtelsville. The ore would be used for a concentrator essential to large-scale iron and steel making.

We approach our first crossing of the Ironstone Creek. Built in 1905 by the Phoenix Bridge Company for the Reading Railroad’s crossing of the Schuylkill River in Port Clinton. When the Reading moved the railroad—and the river—to avoid a tunnel and two bridges, this structure became superfluous. Relocated here in 1927, it replaced a 27-span wooden trestle.

Crossing Farmington Avenue, we pass the familiar two-turreted mansion by Wren’s ice plant.

Note the twisting and turning of the line, emblematic of early railroad construction. The fastest recorded train over these tracks occurred in April 1912, when a train carrying the Goodwill Fire Company’s engine travelled from Pottstown to a fire in Bally, *making the 13 mile trip in an astonishing 17 minutes.*



We now arrive at the COLEBROOKDALE FOUNDRY, with its impressive waterfall. The Colebrookdale Iron Works, was successor to Thomas Rutter’s Colebrookdale Furnace and Iron Works—the first blast furnace in Pennsylvania. Named to honor England’s earliest iron mills Rutter’s Colebrookdale Furnace was established in 1716 along the banks of the Ironstone Creek, paralleled by the Colebrookdale Railroad.



Joseph Bailey, founder of the Colebrookdale Railroad, followed in the footsteps of John Potts, Thomas Rutter, and other Quaker pioneers who had been induced by William Penn to come to Pennsylvania to jump start the colony’s iron industry. While the valleys provided the ore, lumber, and water power needed to make iron, they made getting finished products out difficult.

This problem was solved by the Colebrookdale Railroad. Here we see then and now shots of the junction. While the original Rutter and Potts mills are long gone, their mansions lie close to the Colebrookdale line. We head toward Colebrookdale Station. Early postcard photographs show the large, ornate stations provided for each of the small villages along the line, including the one shown here at Colebrookdale, as well as at Ironstone, Pine Forge, and Glasgow. From the windows of the train can be seen the remnants of a town

street, connecting Farmington Avenue via a long-gone bridge over the Ironstone Creek to the former station area.

We enter a deep rock cut, scene of a notorious if now little remarked labor struggle. In March of 1869, workers constructing this section of track protested for higher wages. They were ultimately successful, earning twenty five more cents per day (for a total of \$1.75 daily) but were forced to work an hour longer each day in return---thus working an eleven hour day.

We near the site of Ironstone Station, seen here, as a mother waits for her children to arrive on the noon train from school. The Colebrookdale was the primary transportation for school children along the line.

The line is canopied by tall pines and deciduous trees for much of its journey. As the Ironstone Creek falls—and the railroad climbs—the sound of rushing water becomes more faint, though tantalizing glimpses through the foliage evidence the precarious height of the train’s course.

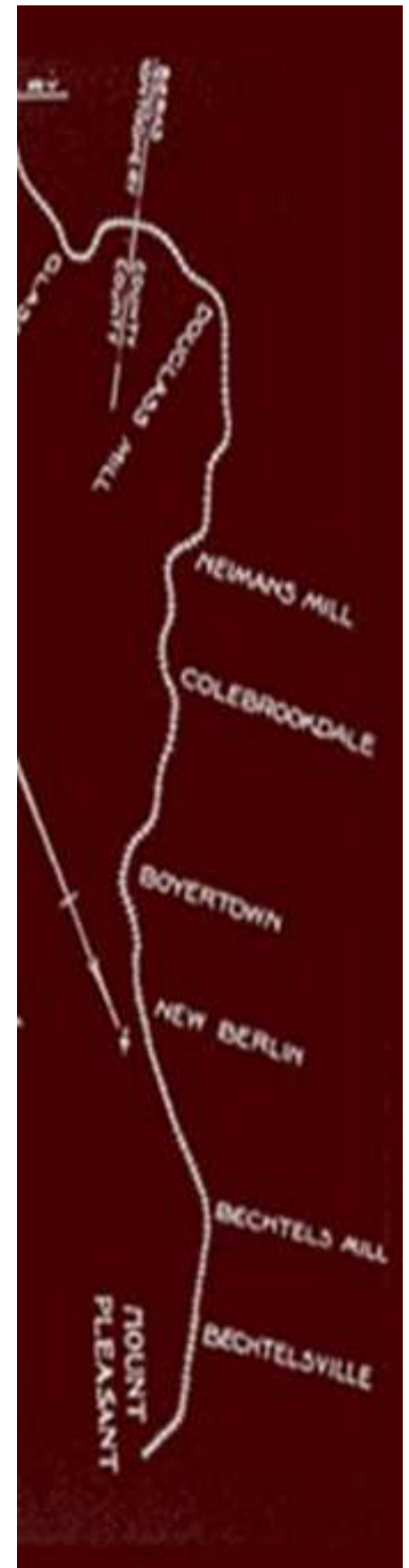
Farm fields along the line near Greshville look much as they did to trains passing a century ago. Those same trains also delivered mail, milk, and other goods to all the villages along the line.

The physical fabric of the line contributes to its unique appeal. Numerous trestles and dramatic bridges harken to an earlier era of construction and are rare finds on modern railroads. The view from the Red Shale Road crossing, seen here, is impressive, as the stone and steel structure towers over the highway.

High above the valley, we approach the township park on a great sweeping curve, with verdant views as far as the eye can see. We cross the highway on another spectacular trestle. As we enter Pine Forge, we cross over a small bridge and pass one of the line’s numerous grist mills before a stone-arch crossing of Pine Forge Road and the meeting of the Manatawny and Ironstone Creeks.

Leaving Pine Forge, we skirt Rattlesnake Hill. We come to the site of Thomas Rutter’s Poole Forge by Egolf’s Bridge over the Manatawny. This was also the site of a quarry and a six-story tall stone crushing facility. It can be seen here clinging to the steep slope above the railroad on Pool Hill. Its remains can be seen from the railroad today.

Just before arriving at Pottstown, the line traverses thick deciduous woodlands once and still characteristic of its right-of-way. Timber from these forests was harvested to make charcoal for the iron furnaces also adjacent to the Colebrookdale’s tracks. Glasgow station, in present day Stowe, was located off of Glasgow Street in an area that would offer a perfect picnic ground for the railroad. To the right is Glasgow Manor. We hug the Mantawny before crossing Route 100. We arrive at Manatawny Park and pull to a stop at Pottsgrove Manor. Home to iron master John Potts, it is a fitting destination for this iron-bound journey into the past. Just ahead is the Colebrookdale’s final bridge, a 1908 connection to the Reading Railroad, shown here at the upper right. The first iron bridge in America was produced very near the Colebrookdale’s connection to the Reading in this location.



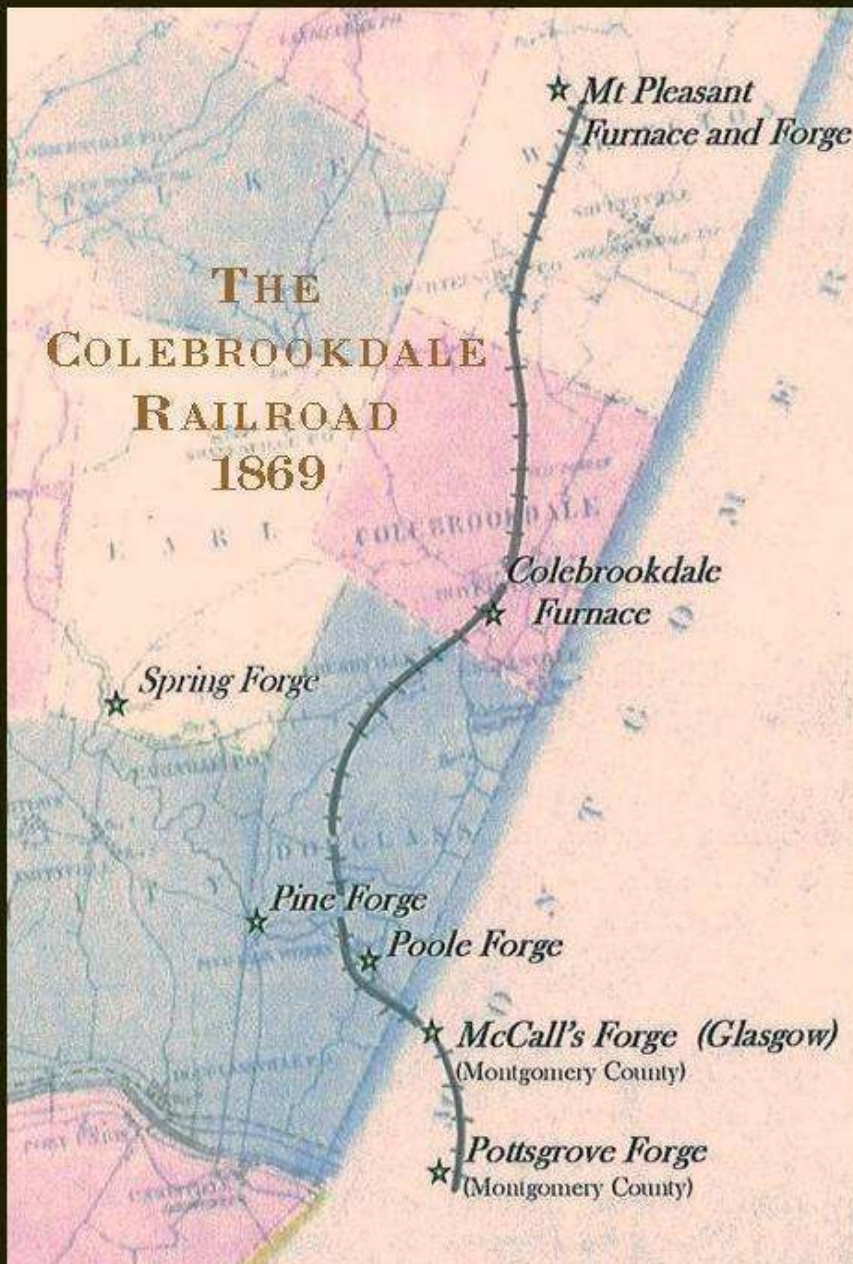
THE COLEBROOKDALE EXPERIENCE IN CONTEXT AND DETAIL





Steel Trail Through The Secret Valley:

The Most Historic
Iron-Making
Corridor in Pennsylvania



ABOUT THE COLEBROOKDALE RAILROAD PRESERVATION
TRUST EMBLEM:

Evocative of the traditional heralds used by British railroad companies, the Emblem recognizes the Coalbrookdale, England, origin of the ironmasters whose pioneering work gave rise not only to the Colebrookdale Railroad but the Secret Valley industries that built the nation. The shield shape is based on the trivet produced and font used by the later Colebrookdale Iron Foundry, whose founding family also founded the Colebrookdale Railroad.

Converging railroad tracks form a chevron, medieval symbol of strength, and meet at a stylized railroad spike with "1869" inscribed on it; 1869 was an important year for railroads--and railroad spikes. In that year, the last spike was driven on both the Colebrookdale line and the Transcontinental Railroad. Here, then, the spike brings with it connotations not only of railroad heritage generally but more specifically through its central placement the idea of "unity" as ascribed to the Transcontinental Railroad's golden spike, whose driving was hoped to unite a nation east and west, and, equally importantly just four years after the Civil War, north and south.

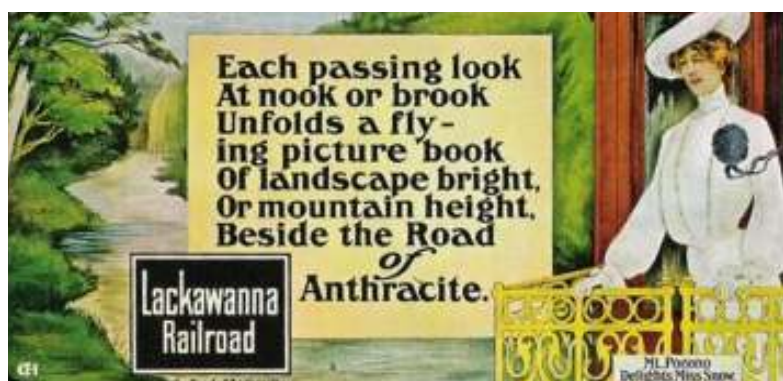
The tracks and spike meet at a Pennsylvania Dutch-styled tree of life. The Pennsylvania Dutch connection requires no explanation for a Berks County railroad; however, the tree also represents the environmental stewardship supported by the railroad. The circular pattern of the tree and the Emblem generally work with the tracks and spike to evoke the semaphore peace symbol.



AN IMMERSION EXPERIENCE



CURATORIAL GUIDE TO THE EDWARDIAN ERA



A RAILROAD EXPERIENCE FROM THE AGE OF DOWNTON ABBEY

The Colebrookdale Railroad provides an unparalleled opportunity for a cultural and historical immersion experience into the Edwardian era, roughly the period of a century ago from 1900-1920. The opening decade of the twentieth century is still often perceived as a golden age of luxury, glamour, and relative social stability, before the cataclysm of World War I. The sinking of the *Titanic*, the Great War, and the influenza pandemic that followed, continue to be topics of fascination. The period has re-emerged to capture the public imagination over the past decade particularly through popular portrayals in film and television programs, including *Legends of the Fall*, *Titanic*, and most recently *Downton Abbey*.

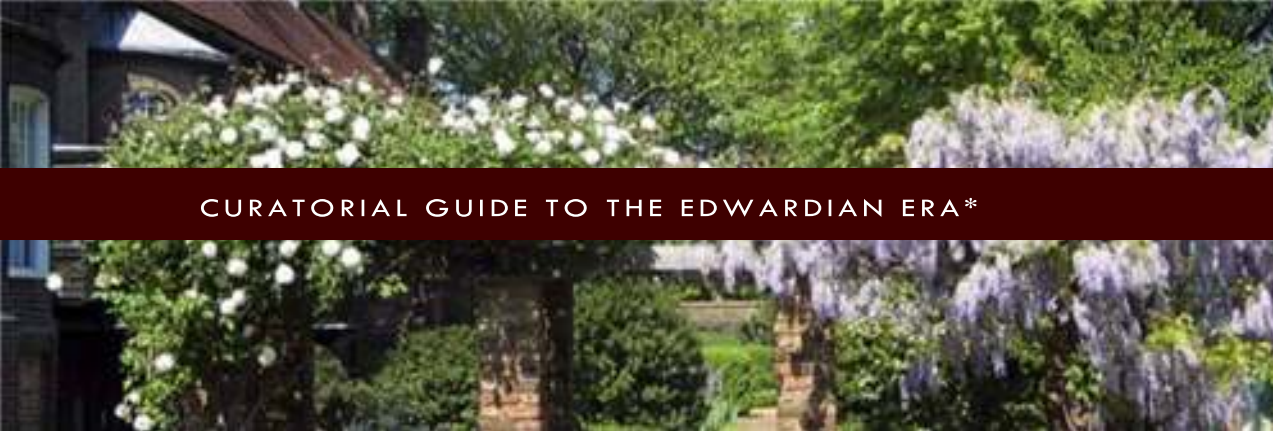
Key events:

- 1912: Sinking of the RMS Titanic.
- 1914: Start of World War I.
- 1917: United States enters World War I.
- 1918: End of World War I. Influenza pandemic.

Themes:

- Topics explored on the train may include
 - nostalgia for the past; avant-garde radical change in the arts
 - notions of luxury and decadence in America since the 1880s
 - the anxiety of empire
 - the femme fatale, the "new woman," feminism, and suffragism
 - racial politics, eugenics, and the Nietzschean idea of the superman
 - art at the dawn of psychoanalysis
 - the interplay between art, science, and the occult
 - popular culture; working-class culture
 - Early Modernism and the Arts and Crafts movement

The belle époque, the long summer garden party of the Edwardian afternoon, when there was a lightness in the air, when "the fruit was ripe and we were eating it"; all that was a class-based, wishful misremembering across the chasm of 1914-18.



Fashion

At the advent of the Edwardian era, the shape of women's fashions transitioned from the popular "hourglass" figure to dresses designed with an "S" curve. The new style allowed women to cast away the confining corsets of the Victorian age and embrace the new "health corsets" that supported the spine and abdomen. The curvaceous clothing line of this period resounded with the curving lines of Art Nouveau style. In addition, ladies' hats became larger, a trend that continued steadily until 1911. The Art Nouveau style also invaded women's jewelry styles, as peacocks, dragonflies and moths created out of dazzling enamels and gold filigree became standard adornments for ladies' combs and brooches.

Throughout the Edwardian period, women's fashions were highly influenced by the advancing feminist Suffrage movement. Women modeled their behavior and appearance upon the "Gibson Girl", the popular image of the "New Woman". Designers soon borrowed from men's clothing styles such as the suit, shirt, hard collar and tie, to create fashions appropriate for women entering professions formerly occupied by men.

During the latter half of the Edwardian era, fashions once again transitioned from the "S" curve dresses to the pre-flapper, straight-line clothing of the late 1910s. As women began participating in athletics, casual and comfortable "sport clothing" also became popular. Women's fashions also generally became lighter in construction and materials, as epitomized by the "lingerie dress", a feather-light white cotton dress inset with strips of open-work lace and net. In sum, women's fashions became progressively more comfortable, practical and aesthetically pleasing during this era, such that the period from 1890 to 1914 is remembered as "la Belle Epoque" ("The Beautiful Epoch").



Source: <http://www.erasofelegance.com/history/edwardianlife.html>



Food and Cooking

The Edwardian era saw the beginning of the modern American food industry, largely due to inventions such as the steam tractor, which transformed farming into a grand-scale operation. The United States passed its Food and Drug Act, giving the government increased control in regulating food quality in the marketplace. Self-service grocery stores and supermarket chains opened for the first time in history. A host of brand-name foods emerged in these newfangled grocery stores, including Crisco oil, Oreo cookies, and Kellogg's cereal. Finally, the invention of the refrigerator, pyrex dishware, and toaster oven brought time-saving convenience and efficiency to the modern kitchen.



Sports, Games and Leisure

In America, the period from 1894 to 1915 allowed workers more leisure time than in previous times. One reason for this was that industrial employers began to decrease working hours and institute a Saturday half-day holiday, which gave workers more free time for leisure activities. Employers also began to offer vacation time, albeit unpaid. The monotony of specialized industrial work and the crowding of urban expansion also created a desire in the worker to have leisure time away from his or her job and away from the bustle of the city. The Progressive movement was another factor, as workers began to pay greater attention to their health and well-being. Yet another factor was the installation of electric lighting on city streets, which made leisure activities after dark less dangerous for both sexes.

Within cities, people attended vaudeville shows, which would feature a multitude of acts. Shows often ran continuously so that theatergoers could come and go as they pleased. Vaudeville shows crossed economic and ethnic boundaries, as many different social groups would mix in the audience. Other popular shows of the time

included circuses and Wild West shows, the most famous of the latter being William F. "Buffalo Bill" Cody's.



Motion pictures also served as entertainment during leisure time for urban audiences. Initially the movies were novelties in kinoscope viewers, until they became acts in their own right on the vaudeville stage. As motion pictures became longer, they moved into storefront Nickelodeon theaters and then into even larger theaters.

Outdoor activities remained popular as people attended celebratory parades and county fairs, the latter featuring agricultural products, machinery,



competitions, and rides. Some workers with limited budgets went to the countryside or the beaches. Towards the latter part of the nineteenth century, resorts opened in the outskirts of cities, such as the beach area of Asbury Park in New Jersey, which was founded in 1870. Amusement parks opened in places like Coney Island, New York, founded in 1897, offering rides, fun houses, scenes from foreign life, and the latest technological breakthroughs, such as motion pictures. National parks were created by the federal government to preserve nature and many began to tour these areas on vacation. One such example was Yellowstone Park where people camped or stayed at the hotels built there in the late 1880s.

World's fairs and expositions held in different U.S. cities offered Americans a chance to "tour the world" in one place. The fairs celebrated progress and featured exhibits of science and technology, foreign villages, shows, rides and vendors. The first major one was the Philadelphia Centennial Exposition in 1876, which was followed by fairs in Chicago (1893), Atlanta (1895), Nashville (1897), Omaha (1898), Buffalo (1901), and St. Louis (1904).

After the Civil War, the popularity of sports as leisure activities grew as people began to see the importance of exercise to health. While initially only the wealthy could partake of most sporting

events, the opening of publicly available gymnasiums, courts, and fields allowed the working and middle classes to participate also. Basket Ball, Athletic clubs such as the New York Athletic Club were organized, and the YMCAs began to institute sports programs. These programs mostly focused on track and field events, instituted by communities of Scottish and English descent, and gymnastics, heavily influenced by German athletics. Gymnasiums, which featured exercises using Indian clubs, wooden rings, and dumbbells, were opened in many Eastern cities.

Science and Technology

The Edwardian era is described by one author as "the dawning of the age of material novelties, heard in the clatter of the telegraph, the jingle of the telephone and the cacophony of the first mass-produced typewriters, experienced in the eerie feeling of ascent on the first elevator rides, the dazzling aura of electric light, and the new, democratic mobility of the bicycle." The Edwardian era was a period of incredible scientific and technological progress. The first motion pictures were developed from the technological advances of inventors such as Thomas Edison and Louis and August Lumiere. The era also ushered in the first mass-produced automobiles such as Henry Ford's Model T. Among the inventions of the Edwardian era are such modern conveniences such as the vacuum cleaner, air conditioner, fire extinguisher, household detergent, cellophane, synthetic ammonia, neon lighting, diesel locomotive, stainless steel, brassiere, tear gas, AM radio, SONAR, electric food mixer, and the refrigerator. In addition, discoveries made during the era include amino acids, Vitamins A and D, hormones, radium, quantum theory, relativity theory, genetic heredity, atomic structure, superconductivity and x-ray diffraction.

In 1903, the Wright Brothers made their ground-breaking first flight in North Carolina. Orville and Wilbur Wright were sons of a minister in the Church of the United Brethren in Christ and his wife. As youngsters, the brothers looked to their mother for mechanical expertise and their father for intellectual challenges. Their father brought

the boys various trinkets he found during his travels for the church. One such trinket, a toy helicopter-like top, sparked their interest in flying. As young men, the brothers started their own printing firm and referred to themselves for the first time as the "Wright Brothers." They later started their own bicycle repair business in 1893, and made their own bicycles called Van Cleves and St. Clairs. Their interest in flying was renewed in 1896, when Wilbur read about the death of a famous German glider pilot. Soon afterward, Wilbur began reading everything that had been published in aeronautical research to date.

Before long, Wilbur had defined the elements of a flying machine: wings to provide lift, a power source for propulsion, and a system of control. Of the early aviators, only Wilbur recognized the need to control a flying machine in three axes of motion: pitch, roll, and yaw. His solution to the problem of control was 'wing warping.' He also developed a revolutionary system by twisting an empty bicycle tube box with the ends removed. In August of 1900, Wilbur built his first glider, and immediately contacted the U.S. Weather Bureau for information on windy regions of the country. Reviewing the list, he chose a remote sandy area off the coast of North Carolina named Kitty Hawk, where winds averaged 13 miles per hour. He and Orville then journeyed to Kitty Hawk where they tested a number of gliders. After achieving success with their gliders, the brothers set to building a "flying machine." Having designed a propeller with the same principles they used to design their wings, Wilbur and Orville then built their own 4-cylinder, 12-horsepower engine. On December 14, 1903, Wilbur won a coin toss and made the first attempt to fly the machine. He stalled it on take-off, causing some minor damage. The plane was repaired, and Orville made the next attempt on December 17. At 10:35 a.m., he made the first heavier-than-air, machine powered flight in the world. In a flight lasting only 12 seconds and covering just 120 feet, Orville achieved their dream of flight.

Painting, Sculpture and the Graphic Arts

The Edwardian era saw a variety of artistic movements such as Post-Impressionism, Fauvism, Expressionism, Cubism and Futurism; and toward the end of the period, Dadaism, De Stijl and Constructivism. However, perhaps the most popular, at least in mainstream America and Europe, was Art Nouveau. This new style of design in architecture, furniture, clothing, commercial art, and household articles entered the scene at the turn of the century, propelled by the enterprising spirit of Siegfried Bing, an elusive and brilliant connoisseur in Paris. The style was characterized by patterns and motifs inspired by nature and expressed in exuberant colors, forms, and lines. Artists whose names became synonymous with the style include the American Louis C. Tiffany, renowned for his stained glass windows and Favrile glass; the Austrian Gustav Klimt, recognized for his passionate, colorful



paintings; the French Toulouse-Lautrec, famed for his posters of the demimonde, the Café-Concerts and Montmartre; Belgian Victor Horta, French Alphonse Mucha and Hector Guimard, celebrated for their architectural genius displayed in their Metro stations; and Spanish Antonio Gaudi, known for his popular illustrations. Art Nouveau appealed especially to the enlightened elite and nouveau riches of the Edwardian era, whose tastes,



uninhibited by tradition, encouraged designers to stylistic excesses. However, these patrons soon tired of the "new art", and the style was considered out of fashion and tacky before the First World War.

Literature and Poetry

Literature of the Edwardian era reflected the restless ambivalence of the new millennium. Playwright George Bernard Shaw transformed Edwardian theatre into an arena for debate over the issues of his time: the question of political organization, the morality of armaments and war, the function of class and professions, the validity of the family and marriage, and the challenge of female emancipation. E.M. Forster, who penned such novels as Howard's End and A Room With a View, explored difficult themes such as the insensitivity, repression, and philistinism of the English middle classes. H.G. Wells, on the other hand, expressed the optimistic conviction of his time that science and technology would transform the world in the new century. Writers such as

Thomas Hardy and Rudyard Kipling, who had established their reputations during the Victorian era, conveyed reservations about the future and instead sought to revive the literary forms as the ballad, narrative poem, satire, fantasy, and essay, which they believed would preserve traditional sentiments and perceptions.

The Edwardian era saw the rise of a number of literary and poetic movements such as Imagism, Futurism, and the Lost Generation. Imagism describes a movement in American and English poetry beginning in 1910 that borrowed from haiku and free verse and is exemplified in the poems of Ezra Pound. Futurism advocated the abandonment of conventional syntax and the uninhibited and often bizarre use of images drawn from the age of technology. Finally, the Lost Generation refers to expatriate American writers, including Ernest Hemingway and F. Scott Fitzgerald, who came into prominence after the first World War and whose work reflected a deep disillusionment with their society.





Music

At the dawn of the century, Ragtime music popularized by Scott Joplin became the rage in North America. Ragtime has its roots in African American traditions on Southern plantations. Even before the Edwardian era, ragtime had begun to sweep across the Mississippi Valley in the late 1890s, predominantly driven by African American pianists such as Theodore Northrup and W.H. Krell. Joplin, known affectionately as the "King of Ragtime", borrowed from the classic styles of composers such as Johann Sebastian Bach and Louis Moreau Gottschalk to create a renowned musical tradition that reached its height of popularity in the late 1910s. Joplin's most popular rags are titled "The Entertainer" and "The Maple Leaf Rag."





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