

First Friday Noontime Forum Series
“Continuing the Growth and Prosperity of Downtown Lancaster”

Highlights - July 2010 Discussion

Highlights - July - Making Places, Creating Destinations
Scott Standish, Director for Long-Range and Heritage Planning
—Lancaster County Planning Commission

- 11 million people visit Lancaster annually. \$2 billion is spent on goods and services.
- Tourism contributes \$800 million in direct economic impact to the community and generates \$460 million in tax revenue.
- Lancaster's historic treasures have generally taken a back seat to other local attractions—heritage tourism corrects this.
- Placemaking and sustainable tourism development are the keys to creating a great place to live and a great place to visit—sustainable tourism development is civic, place-based and experiential.
- The vision for tourism is to: enhance existing and develop new sustainable and authentic tourism products and experiences; improve the visitor experience while enhancing local residents' quality of life; and establish Lancaster City as a new and exciting tourism product.
- Experiential tourism demonstrates a link to the county's heritage - it shares the “story” of that heritage with the public and requires a high standard of appearance and operation.
- The City has great stories to tell but visitors have to work to discover what the city offers—a museum without walls. Neighborhoods are like galleries and its heritage sites, arts and entertainment venues, and streets are like exhibits.
- Community involvement and partnerships are essential to successful tourism development.
- Growth management and destination management are inextricably linked.
- Engaging and authentic heritage products enhance community pride and sense of place.