

# EXECUTIVE SUMMARY: CC250 STRATEGIC PLAN

Version 06.01.2023



This plan is compiled based on  
1-CC250 Committee reports from 2022-23  
2-a full-Commission planning session facilitated by Krys Sipple on April 6, 2023  
3-draft material from Heritage Strategies' ChesCo Heritage Tourism Plan.  
This Executive Summary & the full plan were approved by the CC250 Commission on 6/1/23.  
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## i. BACKGROUND

July 4, 2026 marks 250 years since the signing of the Declaration of Independence.

In 2016, Congress created the U.S. Semi quincentennial Commission and its nonprofit partner the America250 Foundation, noting that July 4, 2026 will be the **peak** of the 250th commemoration.

<https://www.america250.org/>



**America 250 Mission:** To commemorate our 250<sup>th</sup> anniversary with **inclusive programs that inspire Americans to renew and strengthen our daring experiment in democracy.**

**America250 Vision:** The shared experiences of America250 will ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the **lasting durability of the American project.**

**America250 Aims:** Reach "all Americans and each American" through a decentralized, grassroots commemoration initiative



**America250PA Commonwealth mission is:**

<https://www.america250pa.org/1-HOME>

To engage **All Pennsylvanians** in **All 67 counties** to be certain that this commemoration is most inclusive.

We strive to make 2026 **E.P.I.C.** as we **EDUCATE, PRESERVE, INNOVATE and CELEBRATE** Pennsylvania's rich history, culture and future through programs, projects and events that align with these platforms and focus areas:

Agriculture • Arts & Culture • Commerce & Workforce • Diversity • Education & Innovation • Environment • Government • Health & Wellness • History & Preservation • Legacy • Nature • Military, Veterans & Women • Technology • Tourism



Chester County established the **America250PA Chester County** Commission (CC250) by resolution on November 10, 2021 to:

- § Coordinate activities with America250PA in Chester County
- § Help build the foundation for celebrating the nation's 250 anniversary
- § Prepare specific steps for celebrating the nation's heritage.

As outlined in the resolution, the Commission may:

- § **Gather input and information** from the general public, municipalities, and other partners about Chester County's history
- § **Assess historic sites** and **recommend enhancements** for improving capacity
- § Develop and implement an **interpretive framework** for **historic tourism**
- § Prepare and implement **countywide marketing**
- § Tailor a **civics based educational curriculum** for Chester County schools
- § Organize and sponsor **on-going programs and events** for the 250th celebration
- § Identify **financial support** for the **250th celebration** and **related tourism efforts.**

## MISSION OF AMERICA250PA CHESTER COUNTY

To inspire and engage all our communities in commemoration of America's founding, connecting Chester County's stories to the nation's past, present, and future.

## VISION

*What will be the legacy of an inclusive and successful 250<sup>th</sup> commemoration in Chester County?*

**Chester County residents will take pride in the many contributions the County has made to developing and protecting American democracy and will be renewed in their desire to continue their commitment to building a more perfect union together.**

## DESIRED OUTCOMES

To honor the boldness of our nation's founders, CC250 ambitiously envisions a 250th anniversary that promotes **unity, education, and civic engagement**. This requires the participation of all throughout Chester County. This milestone anniversary gives each and every person the opportunity to **strengthen common bonds, hear each other's voices**, and re-dedicate ourselves to the **ongoing pursuit** of our **country's founding principles** on our continuing journey to form **a more perfect union**.

Throughout Chester County, CC250 commemorations and celebrations will lead to these outcomes:

- Inspire pride in the **American spirit**
- Educate and foster a **deeper understanding of our founding principles**, our **democratic institutions**, and Chester County's **unique role in America's history before its founding, and after its founding to the present day**
- Spark **civic engagement** and community **volunteerism**
- Encourage people to come together to **promote the common good**
- Honor and thank active-duty **military, veterans** and their families for their **service** and their **sacrifices**
- **Spark engaging, revolutionary programs**, activities and events throughout Chester County
- **Strengthen the ties** between our historic sites, historic societies, and historic commissions in promoting our shared heritage and common mission
- Increase **cultural heritage tourism**
- Encourage and engage a **lasting advocacy** for the preservation of the physical evidence of Chester County's history, before, during, and after America's founding
- Make a **lasting legacy impact** in Chester County's **pride in its cultural heritage resources and civic engagement** for **generations to come**.

## BEYOND 250: OUR DESIRED LEGACY 2026 ONWARD

Long after the conclusion of 2026's successful semi quincentennial commemoration, CC250's lasting legacy includes these four areas:

### 1-KNOWLEDGE/INCLUSION

- People will have a deeper awareness, knowledge, appreciation, sense of pride and commitment to ongoing learning and understanding of Chester County's **past, present and future roles in this civic arc to a More Perfect Union.**
- **Everyone can see their story included as an important part of American history and civic engagement,** understanding the value of inclusive narratives about the past, present and future.

### 2-VALUE

- People will **value history** for its **relevance to modern challenges** and societal problem-solving.
- **History and civics education,** both formal and informal, will be **promoted, enhanced, and restored** to a place of prominence in American life.

### 3-PROJECTS

- **Special projects** whose initiation and completion were accelerated by the 250 commemorations will **endure as lasting legacies,** such as The Philadelphia Campaign, site-specific interpretive programs, and other initiatives elevating history and civic engagement.

### 4-INFRASTRUCTURE

- History, heritage, preservation, cultural expression, civic organizations, and civic dialogue of all types and sizes will emerge **stronger, better supported, and inclusively engaged with their increasingly diverse communities, into the future.**
- Awareness and respect for Chester County's rich history will increase support of the **heritage infrastructure,** including sustainable public and private funding of heritage sites, preservation, history, culture, and civics.

## OVERARCHING GOALS & AIMS

CC250's overarching goal is to **promote** interactive, inclusive, compelling experiences to commemorate and celebrate America's 250th anniversary throughout 2026. Our Chester County communities and visitors will:

- **encounter the many ways in which Chester County participated in and influenced our nation's past, and**
- **elevate our understanding of our continuing journey to build a more perfect union.**

We will draw upon Chester County's unique array of Heritage **Sites**, combined with Community **Events** and compelling History and Civics **Education** initiatives, focusing on:

- **our Natural Landscapes, Philadelphia Campaign Trail & Iron & Steel Trail** to highlight **The Power of Our Place**
- **our Socio-Cultural Landscape, Evolving Values & Creative Expressions**, to examine our continuing journey of **This American Experiment & Unfinished Revolutions** by and for **We the People**.



## COMMITTEE WORKPLANS – OVERARCHING AIMS

**HERITAGE SITES LEGACY PROJECTS COMMITTEE...MARK SLOUF & RANDELL SPACKMAN, CO-CHAIRS**

**OVER-ARCHING AIM: #1. DEVELOP & IMPLEMENT THE PHILADELPHIA CAMPAIGN PROJECT, AS A CC250 LASTING LEGACY PROJECT**

**#2-Iron & Steel – details forthcoming**

**#3-The Path to Freedom-Slavery/Abolition/Underground Railroad – details forthcoming**

**REGIONAL 250 OPPORTUNITIES COMMITTEE...RANDELL SPACKMAN, CHAIR**

**OVER-ARCHING AIM: UNDERSTAND 250 INITIATIVES ACROSS THE REGION & RECOMMEND TO CC250 COMMISSION WHAT COULD BE IMPLEMENTED IN CHESTER COUNTY & WHY IT WOULD ADD VALUE TO CC250**

**EDUCATION COMMITTEE...BEVERLY SHEPPARD, CHAIR**

**OVER-ARCHING AIM: IN PARTNERSHIP WITH SCHOOLS, HIGHER EDUCATION, AND PUBLIC FORUMS, CREATE AN UNDERSTANDING OF AMERICAN HISTORY AND CIVICS, DRAWING PRIMARILY FROM CHESTER COUNTY'S PAST AND PRESENT**

**PARTNERSHIP PROGRAMS COMMITTEE ... HEATHER REIFFER, RANDELL SPACKMAN & KAREN SIMMONS, TRI-CHAIRS**

**OVER-ARCHING AIM: ATTRACT/ENLIST, ORIENT, SUPPORT & PROMOTE PARTNER ORGS THROUGHOUT CHESTER COUNTY, ENCOURAGING THEM TO DEVELOP & PRESENT ACTIVITIES, PROGRAMS & EVENTS IN THE SPIRIT OF AMERICA250 IN THEIR OWN COMMUNITIES. CC250 IS A PROMOTIONAL PARTNER.**

**COMMUNICATIONS & MARKETING COMMITTEE ... KRYS SIPPLE, CHAIR**

**OVER-ARCHING AIM: PREPARE & DISTRIBUTE PUBLIC COMMUNICATIONS ON CC250 INITIATIVES.**

**FUNDRAISING COMMITTEE ... CHESCO COMMUNITY FOUNDATION, FISCAL AGENT; KAREN SIMMONS CHAIR**

**OVER-ARCHING AIMS:**

**#1-RAISE FUNDS TO SUPPORT AN ARRAY OF CC250 PROMOTIONAL CAMPAIGNS, PARTNERSHIP OUTREACH & SELECTED CC250 SPECIAL EVENTS & PROGRAM INITIATIVES**

**#2-RAISE CAPITAL FUNDS FOR HISTORIC SITE LEGACY PROJECT, STARTING WITH THE PHILADELPHIA CAMPAIGN**

**#3-ESTABLISH ONGOING CHESCO PUBLIC FUNDING SOURCE FOR CULTURAL HERITAGE & PRESERVATION GRANTS**

**NOMINATING/GOVERNANCE COMMITTEE ...KAREN SIMMONS, NICHOLE FLAMER & BRIAN O'LEARY, CHAIRS**

**OVER-ARCHING AIM: NOMINATE CC250 LEADERSHIP, IE: OFFICERS & COMMISSION MEMBERS**

# 2023 1-YEAR COMMITTEE WORKPLAN SUMMARY: Philadelphia Campaign & Community Conversations Focus LD & KAS 5/24/23

			Roles & Actions								
GENERAL 2023 OBJECTIVE	Activity	Timeframe	Full CC250 Commission	CC Planning Commission Staff	Heritage Sites Legacy Projects Committee	Regional 250 Opps Committee	Partnership Program Committee	Education Committee	Comm Mktg Committee	Fundraising Committee	N C
<b>CC250 INITIAL EVENTS (SOFT ROLL-OUT)</b>	<b>Plant Liberty Tree – PA250 kickoff event</b>	Fall 2023: ChesCo Liberty Tree planting	Attend tree plantings	Submit application to America250PA	Coordinate attendance from Phila Campaign-focused sites	Implement Liberty Tree Planting details w/CCPC	Contact reps from Phila Campaign-focused orgs re: co-promoting events		Promote tree plantings on CC250 website and social media	Seek \$2,000 sponsors for Liberty Tree plantings	
	<b>July 20, 2023: PA Day Park Community cleanup</b>	July 20, 2023: PA Day Park Community cleanup	Participate in PA Day cleanup event	Will lead on County Park Cleanup event		Help CCPC staff implement PA Park Community Cleanup	Prepare Guide for CC250 promo partners		Promote branded Phila Campaign-focused and 250th events		
<b>BEGIN TO ENGAGE PARTNERS &amp; PUBLIC IN ENVISIONING 250<sup>TH</sup> COMMEMORATION</b>	<b>Conduct online public survey to generate ideas &amp; raise awareness</b>	Fall 2023	Affirm focus on Phila Campaign & Community Conversations	Create survey w/Partnership & Comm Committees	Encourage heritage sites partners to take survey		Encourage public & partners to take survey; analyze results for Commission	Share survey with education colleagues & students	Promote survey on CC250 website & social media		
<b>RAISE AWARENESS OF PARTNERS &amp; PUBLIC, INVITING TO JOIN IN 250<sup>TH</sup> COMMEMORATION</b>	<b>Establish website and social media</b>	Late summer-early fall 2023	Promote website	Announce website on county & CCPC websites			Provide Partnership info for website		Update CC250 website; begin posting content on social media		
	<b>Develop parameters for partnership inclusion, per target market</b>	Summer 2023	Vet parameters at July? meeting		Engage Phila Campaign partners in planning meetings		Provide draft partnership parameters for full commission at July? meeting		Promote partnership pledge on website & social media		
	<b>Refine marketing &amp; FR campaigns</b>	Early fall 2023		Post "countdown to 250" online			Schedule docket of partnership target market Comm Conv zoom/meetings for year		REFINE MARKETING CAMPAIGN Aware - Know - Like - Prefer -Insist - Buy	DESIGN FUNDRAISING CAMPAIGN Aware - Know -Like – Prefer- Insist -Buy	
	<b>Generate e-blasts/e-newsletters</b>	Fall 2023 ongoing					Highlight partner programming for e-blast	Highlight activities for e-blast	Organize/refine e-blast-e-newsletter		
	<b>Establish links with educators</b>	Summer 2023 - Winter 2024				Connect heritage educators to classroom educators		Assist educators with Listening sessions, via Comm Conversations	Host forums for classroom & heritage educators		
<b>RAISE INITIAL FUNDS FOR CC250 INITIATIVES</b>	<b>Develop funding case statements per strategic plan</b>	Summer/Fall 2023		ID funding needs for County-based programming	ID capacity-building needs of heritage centers & historic signage programs		ID funding needs for programs & events		Assist Fundraising in developing campaign materials	Test "pitch" with potential funders; discern likely engagement level	
	<b>Create Friends of 250 Fundraising groups</b>	Fall 2023	ID potential members & leaders of Friends of 250 FR groups				ID leaders in various partner stakeholder groups to join in & help with fundraising			Initiate meetings to cultivate & enlist campaign leadership honorary co-chairs, etc. Begin raising initial challenge \$	

## CC250 COMMISSION MEMBERS 06.01.23



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CC PLANNING COMMISSION STAFF