

APPENDIX C

CHESTER COUNTY HISTORIC PRESERVATION PLAN

**CHESTER COUNTY
HERITAGE TOURISM
MARKETING CAMPAIGN**

PREPARED BY SWELL, LLC

DECEMBER 21, 2023

IN PARTNERSHIP WITH HERITAGE STRATEGIES LLC

ACTIONS

TELLING A POWERFUL CHESTER COUNTY STORY

STRENGTHENING AND UNITING CROSS-COUNTY VISITOR COMMUNICATIONS, ADVERTISING, AND PROMOTIONS

Define a Chester Co. Heritage Tourism Brand Promise and public-facing, pro-active messaging platform.

Create a Heritage Tourism Campaign Theme to guide visitor marketing and communications through & beyond the America 250.

Provide a working Campaign Toolkit for partners, contributors, and heritage sites; tailored to organizations of varying sizes & resources.

CHESTER COUNTY HERITAGE BRAND PROMISE

THE CREATIVE BRIEF IS A DOCUMENT THAT EMBODIES THE CREATIVE VISION AND KEY MESSAGING POINTS FOR A PUBLIC-FACING MARKETING CAMPAIGN

The Brief serves as a foundation for future advertising and marketing communication decisions, providing direction for marketing programs and experience opportunities. The key sections include:

Audience(s): Who are we talking to and what do we know about them?

Desired Outcomes: What do we want to happen?

Brand Promise: What is the single most important message? The Main Message/Brand Promise leads with purpose (why), capturing the emotional impact and connection that Chester County (the brand) has with its "people" (audiences), and the unique need (emotional and practical) that it fulfills.

Supporting Messages/Guiding Principles: How do we back our promise up? This provides more detailed support pillars that will be included as part of the essential narrative and guidance for decision making related to the experience within the advertising and marketing programs that are created.

Tone: How will the creative message feel and sound?

AUDIENCE

WHO ARE WE TALKING TO?

THE PEOPLE

WHO ARE WE TALKING TO AND WHY?

Curious Locals :: Chester Co. citizens or near county border towns that crave a laid-back(yard) adventure and new understanding of where they live.

Enthusiastic Explorers :: Small groups of friends or families (including visiting friends & family) traveling to high profile destinations.

The Buffs :: History and heritage enthusiasts seeking a new and deeper hands-on experience with our country's 250+ year story.

Organizations and Heritage Sites :: Staff and volunteers of non-profits and destinations/attractions of varying sizes and resources from all corners of Chester County.

**DESIRED
OUTCOMES**
WHAT DO WE WANT TO HAPPEN?

DESIRED OUTCOMES

FUTURE HERITAGE TOURISM MARKETING WILL SHIFT VISITOR EXPECTATIONS,
PERCEPTIONS, AND ACTIONS FROM:

High Profile Destinations to **Worthy Detours**

Single Visit to **Recurring Adventures**

One Place & Perspective to **Connected Chronicles & Community**

BRAND PROMISE

WHAT IS OUR MESSAGE?

BRAND PROMISE

AMERICA'S SPIRIT IS ALIVE IN CHESTER COUNTY, PA.

BRAND PROMISE

AMERICA'S SPIRIT IS ALIVE IN CHESTER COUNTY, PA.

“Revolutionary” legacy and essence

Complex history and present

Ever-evolving while firmly rooted in founding values

Genuine and vibrant

Robust with visible and tangible history & heritage today

Significant in size and story

Here for this and future generations to visit, live, and steward

Connected and varied communities across a broad and diverse landscape

A place of many “firsts” and “stills to this day”

A “People-centric” County

Philadelphia’s (true) Countryside

SUPPORT

HOW DO WE BACK IT UP?

HERITAGE IS PAST, PRESENT, AND FUTURE

Chester County's influence on our region and nation has deep roots continuing to this day.

The Philadelphia Campaign was central to the independent nation and mindset we enjoy today.

The County's industrial heritage and prowess drove our communities, region, and nation forward and sparked the development of a world-class economy from which visitors and citizens benefit now — from agri-tourism to internationally renowned attractions to vibrant downtowns & villages.

The County's innovative and creative thinkers and makers continue to inspire and inform our national dialogue and perspective.

SUSTAINABILITY IS EVERYTHING

Chester County's enduring commitment to preservation, agriculture, and cultural stewardship provides real and meaningful value to visitors and citizens.

The County's pro-activeness on quality of living creates an alluring environment for travelers.

Explorable open/green spaces allow people to connect with each other and the natural landscape, opening the mind to learning, immersion, and self-guided exploration.

Stewardship is visible in the built environment, creating an active and integrated cultural landscape as intriguing as the natural scenery.

"Philadelphia's Countryside" means more than its geographic definition: it has and continues to inspire creative expression and design that reflects and leverages the beauty and utility of the County's landscape.

COMMON GROUNDS NURTURE THE COMMON GOOD

Chester County's 250+ years of contributions to freedom and equality guide our region's and nation's future.

Chester County has been a path to freedom for previous generations and continues to celebrate and express the diverse cultures and people who live and contribute to the County's visitor experience for the generations to come.

Visitors to Chester County experience a visible history that reflects the social and civic issues that inform our national dialogue today and our continuing quest for a more perfect Union — equality, justice, opportunity, and inclusion.

tone

HOW WILL THE MESSAGE FEEL & SOUND?

STONE

LIVELY



There's "a there" here — offering an active and engaging experience for all types of travelers

Embracing change and adapting for the next generation of visitors

PROUD



Humble confidence from generations of cultivation and community-oriented planning

Bolstered by strength and authenticity of our history & heritage assets

ROOTED



Guided by American and Commonwealth values

Chester County's present and future is a product of our history

Active stewards of our land and resources

BRAND PROMISE

**AMERICA'S SPIRIT IS ALIVE IN
CHESTER COUNTY, PA.**

SUPPORT FOR THE MESSAGE

Heritage is past, present, and future.

Sustainability is everything.

Common grounds nurture the common good.

TONE: LIVELY. PROUD. ROOTED.

CAMPAIGN

All advertising designs, content, and photography is for concept and illustration only.
Photography sourcing will be necessary.

CAMPAIGN

Experiencing the heritage of Chester County is an active endeavor.

Our region's richest stories are etched into our agricultural, industrial, and wild landscapes, not just engraved on bronze plaques. The sites of significance are open for exploration, not just preserved behind glass.

Our story began hundreds of years ago, but we have yet to hit an intermission. Chester County heritage continues to evolve and persist through decades and generations, inviting all who visit to become a part of the next chapter.

CHESTER
COUNTY
Originals



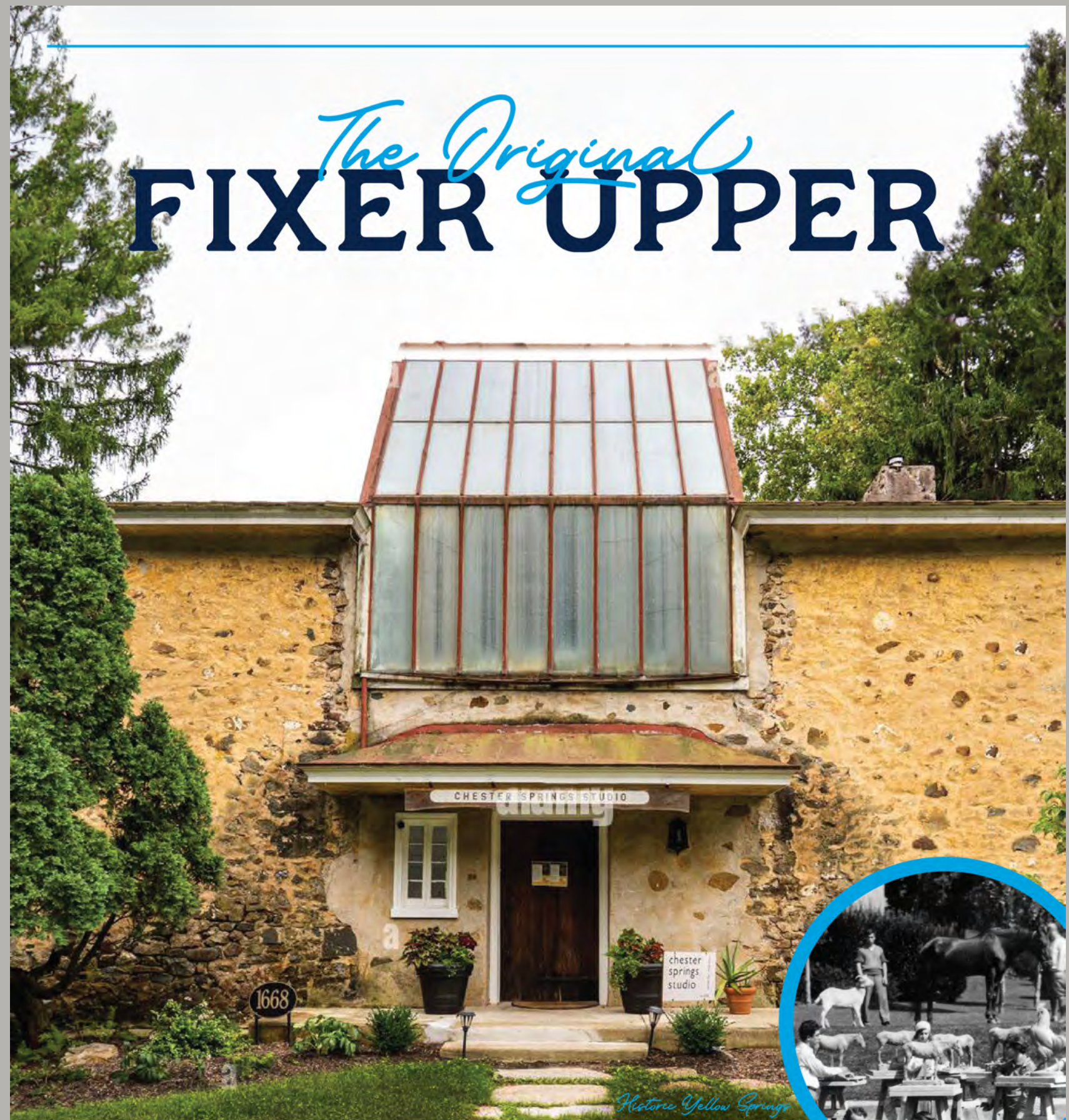
The Original
HAPPY HOUR

**GET A TASTE OF
AMERICAN HERITAGE**

THE HISTORIC TAVERNS OF CHESTER COUNTY, PA

PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY
Originals

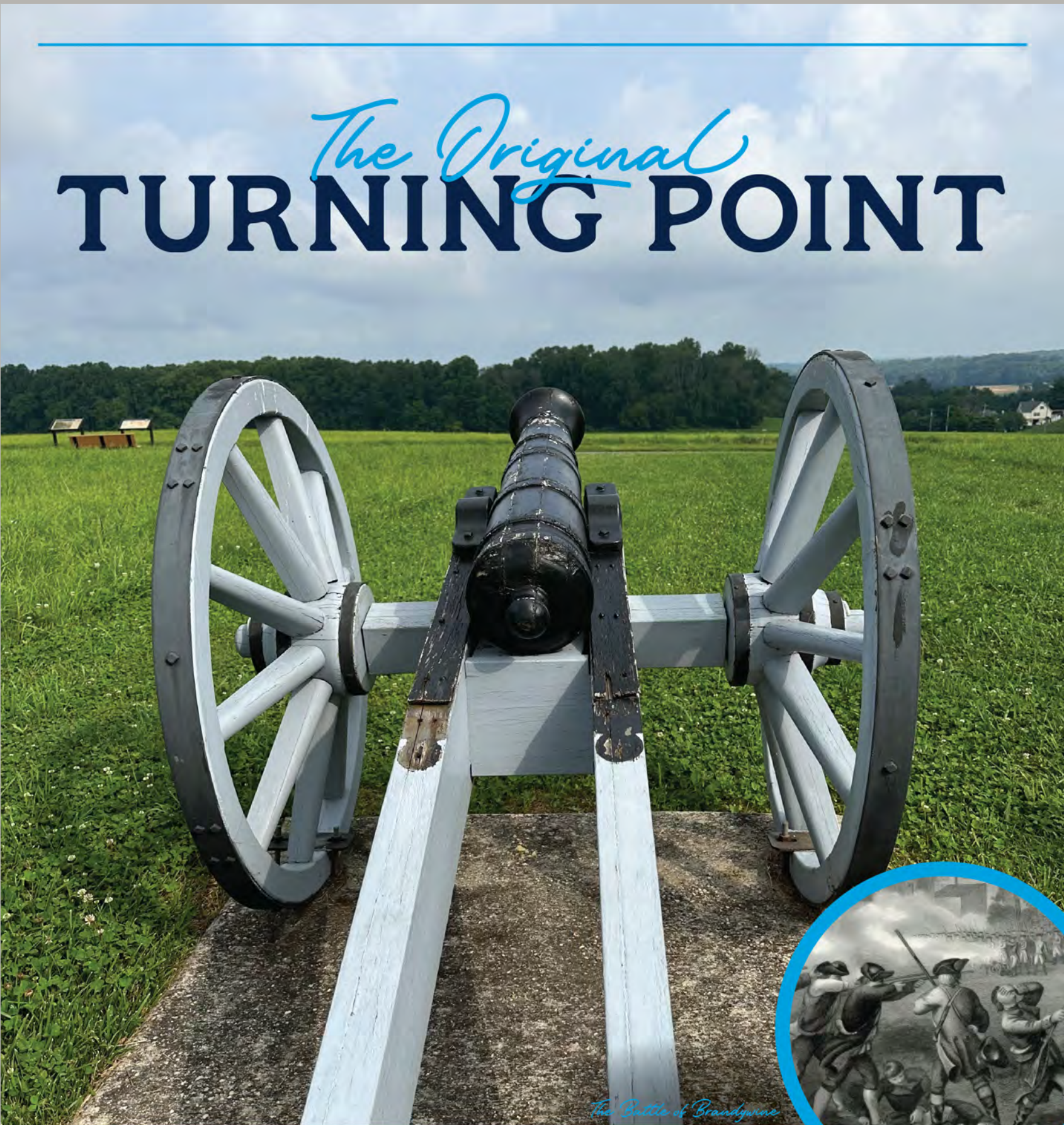


The Original
FIXER UPPER

**GET A NEW VIEW OF
AMERICAN HERITAGE**

THE RECLAIMED BARN OF CHESTER COUNTY, PA
PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY
Originals

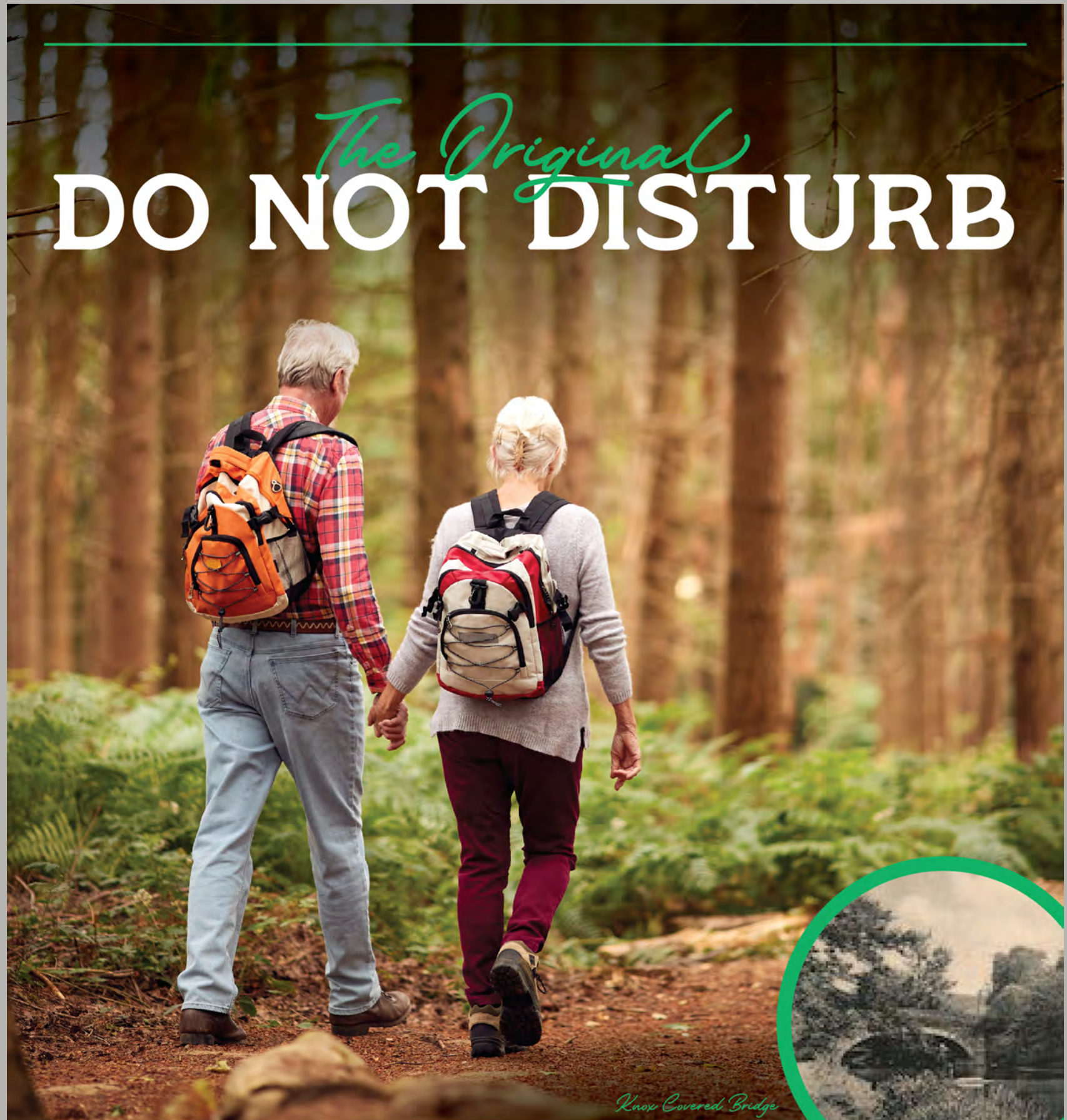


The Original
TURNING POINT

**STEP RIGHT INTO
AMERICAN HERITAGE**

THE BATTLEFIELDS CHESTER COUNTY, PA
PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY
Originals



The Original
DO NOT DISTURB

**TAKE A STROLL THROUGH
AMERICAN HERITAGE**

THE PARKS AND PRESERVES OF CHESTER COUNTY, PA
PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY
Originals



The Original
HOME OFFICE

The Original
HOME OFFICE

**GET INSPIRED BY
AMERICAN HERITAGE**

THE ARTS AND CULTURE OF CHESTER COUNTY, PA
PLAN YOUR TRIPS AT WEBSITEHERE.COM

**GET INSPIRED BY
AMERICAN HERITAGE**

THE ARTS AND CULTURE OF CHESTER COUNTY, PA
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CHESTER COUNTY
Originals

CHESTER COUNTY
Originals

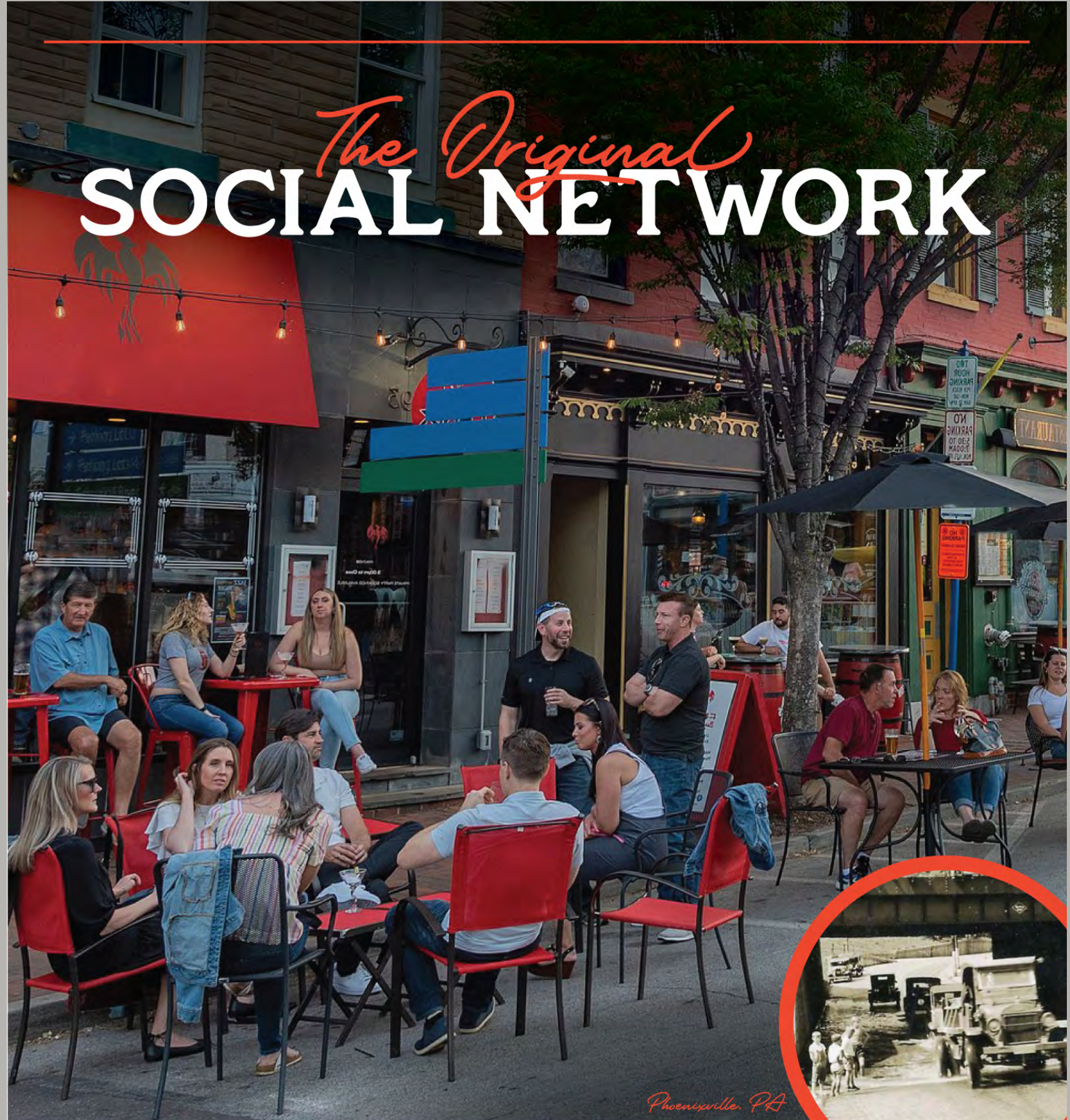


**STEP RIGHT INTO
AMERICAN HERITAGE**

THE STEELWORKS OF CHESTER COUNTY, PA

PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY
Originals



The Original
SOCIAL NETWORK

**CONNECT WITH
AMERICAN HERITAGE**

THE HISTORIC DOWNTOWNS OF CHESTER COUNTY, PA
PLAN YOUR TRIPS AT WEBSITEHERE.COM

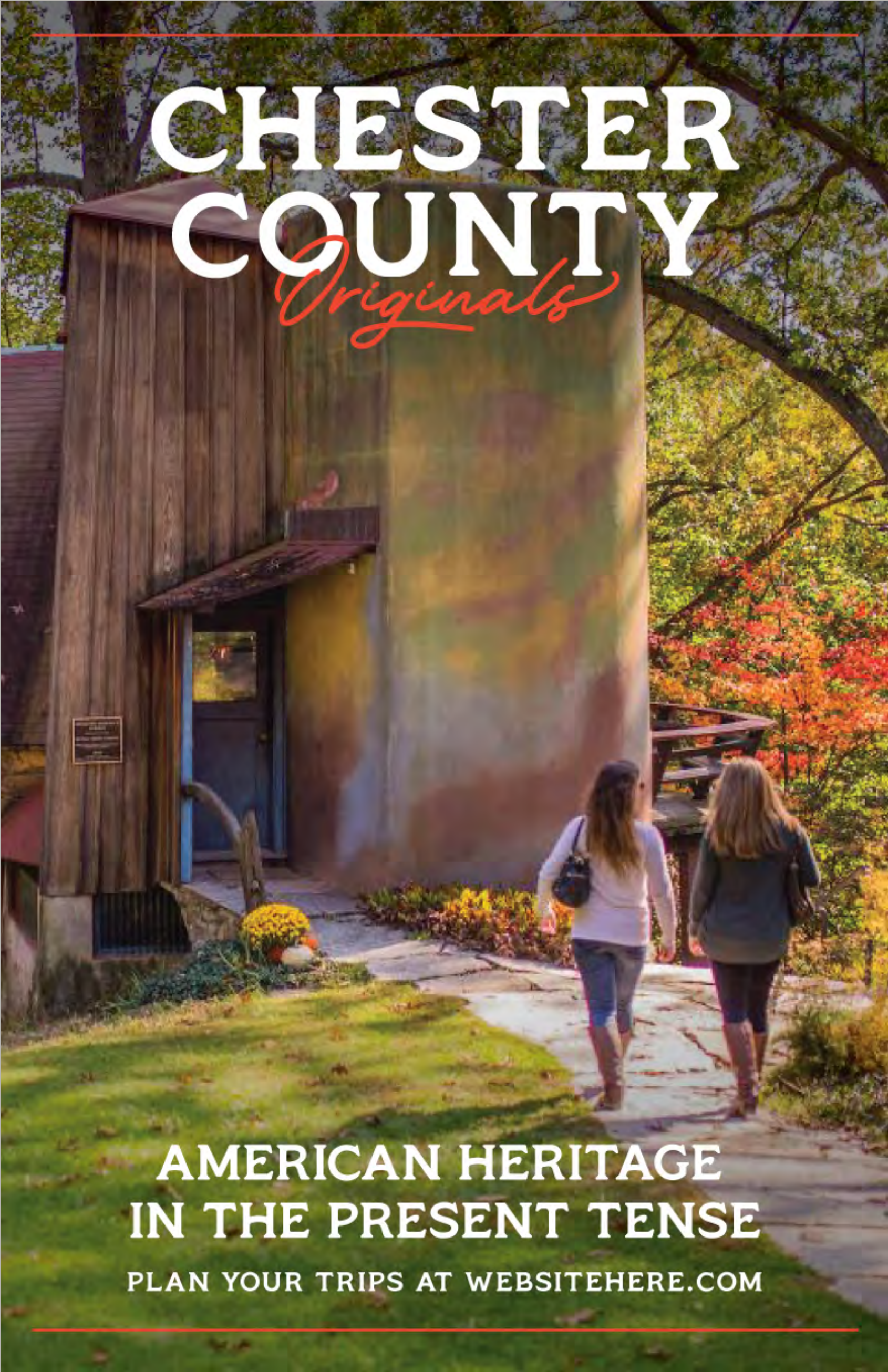
CHESTER COUNTY
Originals

Now and for generations to come, we have a critical opportunity and responsibility to enhance and expand the interpretation of Chester County's role in the national story of freedom seekers, abolitionism, and the Underground Railroad.

To that end, relevant and diverse stakeholders from across the County are working together to develop, define, and refine the visitor experience and interpretation of these important themes.

The "Chester County Originals" campaign can be a platform from which these topics, past experiences, and contemporary dialogue can be communicated broadly and inspire Chester County's people and visitors to discover the real and human story — reflective of the perceptions of the individuals and groups (then and now) who have endured the path to freedom and full societal participation.

The messaging, imagery, and calls-to-action should be developed in that context and with proper, active input from the aforementioned stakeholders.



CHESTER COUNTY

Originals

AMERICAN HERITAGE
IN THE PRESENT TENSE

PLAN YOUR TRIPS AT WEBSITEHERE.COM

CHESTER COUNTY

Originals



PLAN YOUR TRIPS AT
WEBSITEHERE.COM

AMERICAN HERITAGE IN THE PRESENT TENSE

Follow in the footsteps of the farmers and the fighters, the blacksmiths and the bartenders, and the creatives and the conservationists who shaped our nation's history and its future. Our region's heritage is as alive today as it was 250 years ago — and we invite you to (keep) exploring it.



TAKE A STROLL
THROUGH OUR PARKS
AND PRESERVES



STEP INTO OUR
REVOLUTIONARY
HISTORY



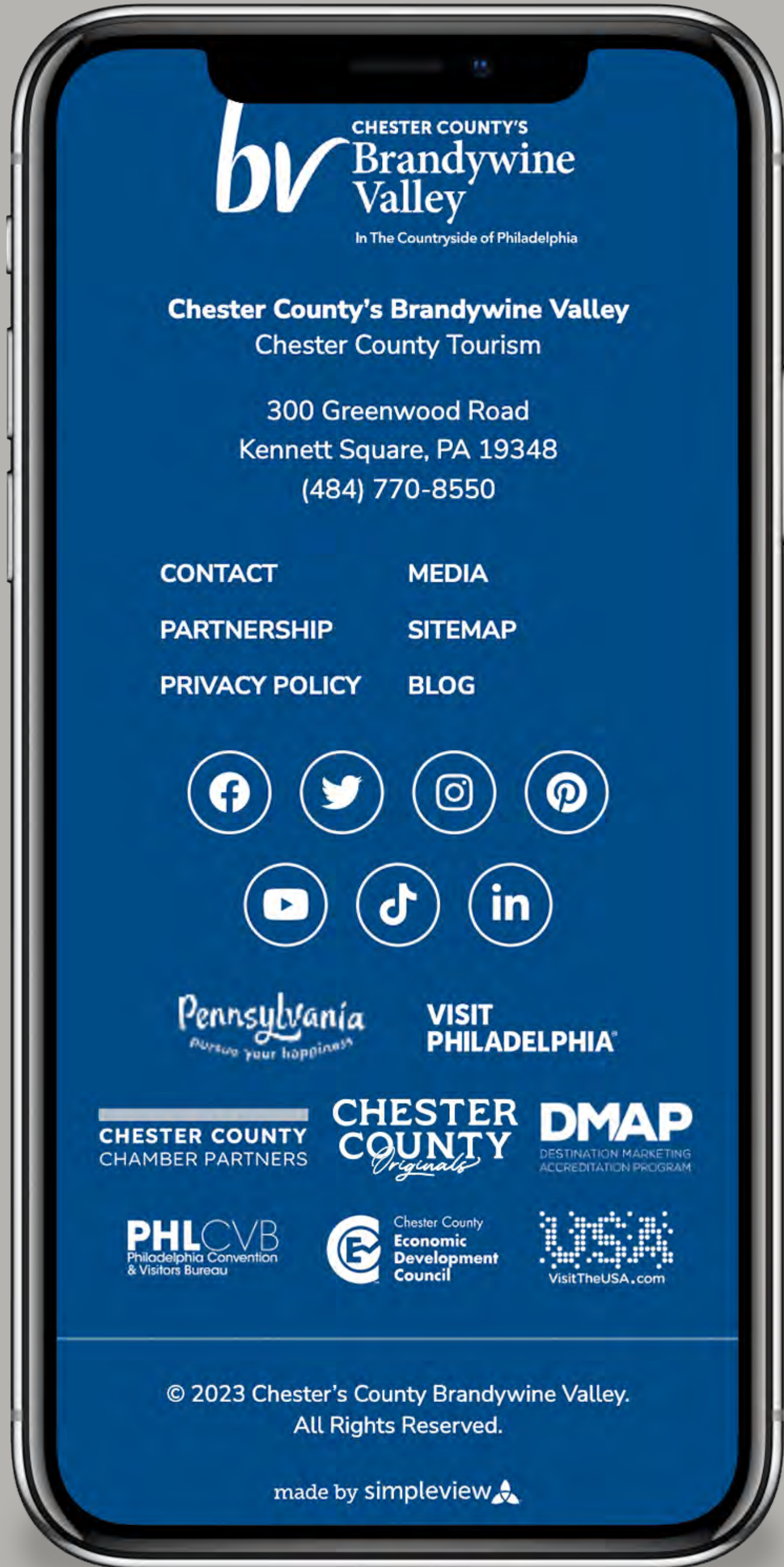
UNCOVER OUR
UNDERGROUND
RAILROAD LEGACY



GET A TASTE OF OUR
HISTORIC TAVERNS

CHESTER COUNTY

Originals



AMERICAN HERITAGE IN THE PRESENT TENSE

THE MILL AT ANSELMA IS THOUGHT TO BE THE ONLY MILL
IN THE UNITED STATES WITH AN INTACT COLONIAL-ERA
POWER TRANSMISSION SYSTEM.



SCAN THE CODE TO HEAR MORE
ABOUT THE HISTORY OF ANSELMA MILL.

CHESTER COUNTY
Originals

CHESTER COUNTY

Originals

[CLICK HERE TO VIEW TOOLKIT](#)

END OF DOCUMENT