Cumberland Valley Gateway Signage Pilot Program Approved

Background:

In early 2011, the Cumberland Valley Visitors Bureau contracted with a local architectural design firm (Kairos Design Group LLC) to develop a systematic approach to locating and placing gateway signs at strategic locations throughout the County. The gateway signs are intended to announce the arrival into the Cumberland Valley region and support the Visitors Bureau's tourism destination marketing and brand strategy that was developed through the branding study concluded in 2010. The gateway project;

- Develops criteria for selecting gateway signage locations
- Proposes potential locations and priorities for signage
- Defines a design and implementation process

Pilot Project:

Throughout the study and concept design period, interactive communication between PennDOT and PA Turnpike Commission took place. The Cumberland Valley Visitors Bureau also partnered with the Cumberland County Planning Department. The Turnpike Commission has suggested ideal locations that can be utilized for gateway signage. In January 2012, PennDOT notified the Cumberland Valley Visitors Bureau that there is a willingness to work with the Cumberland Valley Visitors Bureau to implement parts of the gateway project as a pilot project.

PennDOT has suggested that the Adopt and Beautify Program can be used as a base model. This pilot project, if successful can become the catalyst for the statewide county-level gateway programs.

Ways to Support the Pilot:

- ✓ Tell us you are interested and provide feedback. Tell your friends and colleagues and get others interested in supporting this pilot.
- ✓ Help us identify funding sources, either cash or in-kind donations for services or product.
- ✓ Help us identify other partners that should be included in this pilot project.
- ✓ Contact Shireen Farr at (717) 240-7196 or Shireen@visitcumberlandvalley.com.