

Destination Gettysburg Column  
By Carl Whitehill  
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### **Tourism is focus of upcoming forum**

Business owners and prospective business owners looking to build, open or expand in Adams County are invited to attend a program designed to share opportunities for commercial growth as well as learn about the challenges they may face throughout the region.

This one-evening program will be held on Tuesday, Aug. 22, from 5 to 6:30 p.m. at the Gettysburg Campus of HACC. Refreshments will be served.

Over the past several months, community organizations have been working with the Adams County Office of Planning & Development to implement the next phase of strategic community and economic development.

Analysis of industry data has revealed top target growth sectors that can be expanded and supported by Adams County's current cultural and economic elements. One of those sectors is tourism – the first subject in a series of meetings with businesses in and around Adams County.

The first program, focusing on tourism, will include a panel discussion featuring:

- Bill Geist of Zeitgeist Consulting, a firm specializing in strategic planning, governance, marketing and legislative issues for destination marketing organizations, tourism-related chambers of commerce, economic development organizations and communities. Geist will focus on what communities, such as Adams County, need to stay competitive in the future.
- Eric Vranich of Wm. F. Hill and Assoc. to discuss methods and considerations when navigating the municipal approvals process.
- Nimesh Shah of As One Management Inc. to present the best practices for expanding and developing new business in Adams County.

The free program is targeted toward current and prospective business owners in Adams County. All are welcome to attend.

The panel discussion is hosted by the Advantage Adams partners – the Adams County Economic Development Corporation, the County of Adams, Destination Gettysburg and the Gettysburg Adams Chamber of Commerce.

Advantage Adams is a collaborative effort to help existing businesses grow and plant seeds for new businesses to be established in the county. Advantage Adams is the first collaborative marketing campaign to create awareness of Adams County outside of the community and connect the resources of the three organizations with businesses looking to grow.

The program is free, but registration is required by emailing <https://tinyurl.com/tourismpanel> or by calling the Gettysburg Adams Chamber of Commerce at (717) 334-8151.

HACC's Gettysburg Campus is located at 731 Old Harrisburg Road, Gettysburg. The program will be held in the Robert C. Hoffman Room.

The next forum – to be held in September – will focus on manufacturing.

*Carl Whitehill is Director of Communications for Destination Gettysburg.*