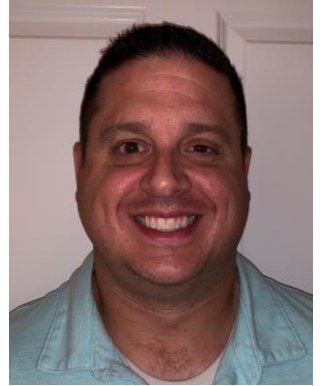


Prospective Board Member Questionnaire

Name: Wade Leedy

Business/Organization: Tommy's Pizza / Fourscore Beer Co

Title: President / Co-Owner



Current/Previous Community and Destination Gettysburg Involvement:
Destination Gettysburg Marketing Committee Member

Why are you interested in serving on the Board of Directors for Destination Gettysburg?

Being born and raised in Gettysburg and working at Tommy's Pizza since a teenager, I've had the pleasure of watching both the tourists and Gettysburg change over the last three decades. Time doesn't stand still, and neither can Gettysburg. With a changing demographic it is essential that Gettysburg shift its marketing to attract younger generations that are looking for more than just history. Destination Gettysburg should be the leader of this charge and help assist our community leaders, businesses, and local officials to better understand what it takes to evolve with this shifting demographic. I've been lucky enough to serve on the Destination Gettysburg Marketing Committee over the last several years and have taken a keen interest on the interworkings of the organization and would like to take on a larger role as Board Member to help keep pushing Gettysburg forward as a destination for all, both now and in the future.

What specific skill set do you possess that would be an asset to Destination Gettysburg?

I have worked full time at my family's business, Tommy's Pizza, since 1998 and became a third-generation co-owner in December of 2016. I know what it takes to keep a business thriving at the forefront of an ever-changing demographic and have been "plugged in" to constantly changing trends and tastes. I've talked with thousands of tourists and listened to their suggestions, wants, desires and interests that they have when visiting Gettysburg. My brother and I decided to take the leap and open Fourscore Beer Co. in July of this year to share our love of good local food and craft beer, but also after identifying the need for a local brewpub in the area and what current visitors are interested in. The opening of Fourscore has allowed me to express my knowledge of the craft beverage market and provide another destination spot for tourists and locals alike. I also manage the social media presence for both Tommy's and Fourscore and recognize the importance of social media marketing and producing quality online content that can be broadcast to a global audience.

What do you see – from the outside looking in - as the primary duties and responsibilities of a board member?

The primary responsibilities of a Board Member should be to help promote and market Gettysburg as a destination. Board members should build upon their experience in the tourism industry to help identify travel trends, desires and concerns of potential visitors. Board members should also actively support, promote and attend Destination Gettysburg sponsored events and other such activities aimed at attracting visitors to the area.

Is there something more you feel Destination Gettysburg could/should be doing for our partners and the business community? If so, what?

Destination Gettysburg should continue to remain as transparent as possible and provide its partners and business community with data showing that the marketing efforts are working and worth the investment. Destination Gettysburg should also strive to better educate the public at large on its efforts to attract visitors to the area and its value to the community.

What do you think is the biggest challenge facing the tourism industry?

I believe there are two big challenges facing the tourism industry as it relates to Destination Gettysburg and Gettysburg as a whole. The first challenge is being prepared to adapt to a changing demographic. Gettysburg has marketed itself to Baby Boomers for the last 30 years and as these travelers begin to reach an age where they visit less our marketing efforts need to shift focus towards the Millennial demographic. It is this generation that will continue to visit Gettysburg for the next 20-30 years and their interests are vastly different than that of Baby Boomers. Our tourism industry needs to be prepared for this change. The second challenge facing tourism as it relates to Gettysburg is more of an organizational challenge. There are several different organizations and groups all attempting to attract tourists to Gettysburg, and they tend to operate independently of one another. It's my belief that Destination Gettysburg could, and should be, the umbrella that encompasses these organizations and groups. Time, energy and resources would be better spent working together to promote Gettysburg and achieve an even greater outcome than we currently experience.