

Application to host:

2017 Pennsylvania Statewide Conference on Heritage



Every City Has a Story: Modernizing History & Heritage in The Electric City

Prepared by:
Lackawanna County Convention & Visitors Bureau
and Lackawanna Heritage Valley National and State Heritage Area
October 31, 2016



Historic Courthouse Square, Downtown Scranton

I. Organization Profiles

The **Lackawanna County Visitor's Bureau** is dedicated to positively impacting the economic vitality of Lackawanna County by driving measurable growth in travel and tourism.

The **Lackawanna Heritage Valley National and State Heritage Area (LHV)** is based in Scranton. The heritage area encompasses the watershed of the Lackawanna River in Lackawanna, Susquehanna, Wayne, and Luzerne counties. LHV's signature project is the Lackawanna River Heritage Trail, which is part of 70+ mile trail system in Northeastern Pennsylvania. The heritage area serves a number of diverse constituencies, including historic and cultural sites, environmental organizations, students, educators, municipal governments, residents, and visitors to the region. The mission of the Lackawanna Heritage Valley is to facilitate community action in the preservation, promotion and development of the region's history, cultural heritage, and natural resources.

Roles in the Community

The Lackawanna County Visitors Bureau provides information about attractions, venues, restaurants, and hotels to groups and families interested in visiting Northeastern

Pennsylvania. Implementing the area's historical past into modern businesses and attractions has become the cornerstone of what makes the City of Scranton unique.

Lackawanna Heritage Valley National and State Heritage Area facilitates community partnerships to tell the story of the region. Preserving and enhancing the physical character and economic vitality of the communities in the Lackawanna Valley, improving the visitor experience to the region, and reconnecting people and communities to the Lackawanna River are among the organization's goals.

Potential Partners & Sponsors

The Lackawanna County Visitors Bureau and Lackawanna Heritage Valley support and coordinate a diverse array of initiatives to promote tourism, and preserve, interpret, and enhance the historic, cultural, and natural resources of Northeastern Pennsylvania. Potential partners and sponsors for the Pennsylvania Statewide Conference on Heritage include:

- Anthracite Heritage Museum
- The Colonnade
- Carbondale Historical Society
- Carbondale Grand Hotel

Partnerships/Sponsors continued...

- City of Carbondale
- City of Scranton
- Dearly Departed Players
- Electric City Trolley Museum
- Erie Lackawanna Dining Car Preservation Society
- Everhart Museum of Natural History, Science and Art
- Genealogical Research Society of Northeastern Pennsylvania
- Greater Scranton Chamber of Commerce
- Hilton Scranton Conference Center
- Lackawanna College
- Lackawanna County
- Lackawanna County Coal Mine Tour
- Lackawanna County Department of Arts & Culture
- Lackawanna County Library System
- Lackawanna Historical Society
- Marywood University
- Radisson Lackawanna Station Hotel
- Posh @ The Scranton Club
- Scranton Cultural Center at the Masonic Temple
- Scranton Iron Furnaces
- Steamtown National Historic Site
- Steam Works
- The University of Scranton

Event Planning Experience

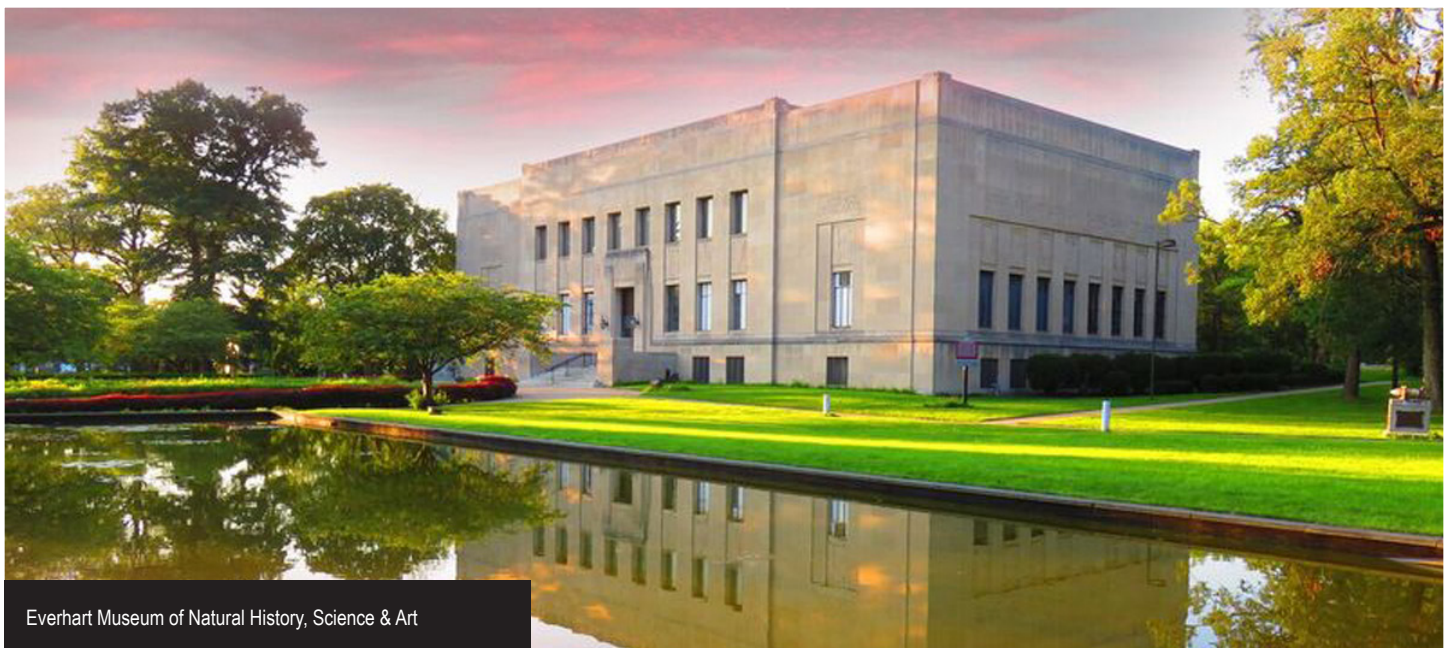
The Visitors Bureau's event planning experience is expansive, providing tourists and members of the community with the resources to create the perfect reunion, business conference, family vacation, wedding, and educational trips. Visitor's Bureau staff members serve as liaisons between patrons and venue and attraction sites in the area.

Its main goal is to ensure visitors leave with a memory that will entice them to return and create new stories that will be a part of the endless history of The Electric City.

Lackawanna Heritage Valley organizes and hosts numerous events annually, including conferences and fundraisers, with support from its partners and volunteers.

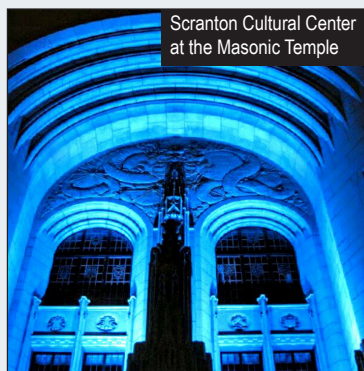
In 2016, LHV celebrated its 25th anniversary with an outdoor gala along the Scranton Riverwalk, welcoming 300 guests to the trail for a program honoring the founders of LHV and the heritage of northeastern Pennsylvania. In 2014, LHV hosted the Trails to Prosperity Conference, which explored the impact of trails on economic and community development. The conference attracted nearly 100 state and regional participants.

Among LHV's signature events are the annual Trails Symposium, which welcomes about 100 attendees from environmental and conservation organizations across the commonwealth; and the Heritage Explorer Bike Tour & Festival, which attracts an average of 500 local and regional participants each year. In addition, LHV programming includes a full calendar of community events including festivals, exhibits, seminars and educational programming, and guided nature hikes and bike tours. To promote the historic architecture in downtown Scranton, LHV and the Lackawanna Historical Society developed History Set in Stone: A Guide to Downtown Scranton Architecture, which is a self-guided tour of some of the region's most notable buildings, many of which will serve as venues for the 2017 Pennsylvania Statewide Conference on Heritage.



Everhart Museum of Natural History, Science & Art

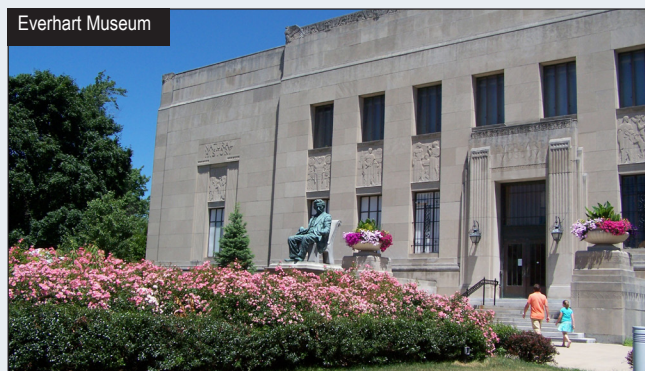
II. Overview of Historic Resources



Scranton Cultural Center
at the Masonic Temple



Electric City Trolley Museum



Everhart Museum



Iron Furnaces



Steamtown National Historic Site



Lackawanna Historical Society

Nestled in a valley along the Lackawanna River, Scranton gained fame as an immigrant destination and a hub of industry. By the late 1880s, Scranton had become one of the nation's leading industrial centers. Rich veins of anthracite coal, iron furnaces, thriving silk mills, and several railroad companies drew laborers and entrepreneurs to the city.

Today, Scranton is a growing commercial and cultural destination. The city's renaissance is occurring in the footprint of its former glory. Coal company offices house university departments; a grand railroad sta-

tion serves as a full-service hotel; and commercial structures have been adapted as luxury apartments. The many magnificent houses of worship and ethnic festivals that immigrants created still endure, making Scranton a patchwork quilt of myriad cultures.

Thanks to the efforts of community organizations and volunteers, the industrial scars on the landscape are disappearing. The Lackawanna River is nearly pristine, and old industrial sites are now green spaces enjoyed by residents and visitors alike. Scranton's revitalization embraces the past and the future.

Among the many historic, art and cultural resources in the greater Scranton community are:

Anthracite Heritage Museum

R.D. #1 McDade Park Bald Mountain Road
Scranton, PA 18504

www.anthracitemuseum.org

The Anthracite Heritage Museum, located in McDade Park in Scranton, tells the story of the people who came from Europe to work in the anthracite mining and textiles industries. Visitors experience the lives of proud people who endured harsh working conditions yet carved out communities filled with tradition. The diverse collection highlights

life in the mines, mills and factories. Visitors are welcomed into homes and neighborhoods with a moment of reflection in the kitchen, a visit to the pub, or a seat in a local church. The Pennsylvania Anthracite Heritage Museum's diverse regional collections represent all facets of work, life and values of the region's ethnic communities.

Broadway Theatre League of Northeastern Pennsylvania

345 N. Washington Ave., Scranton, PA 18501

www.nacentertainment.com/cities/scranton

Since 1959, Broadway Theatre League of Northeastern Pennsylvania has welcomed many pre and post Broadway

Historic Resources continued...

tours and countless stars of stage and screen. Shows are presented in the historic Scranton Cultural Center at the Masonic Temple.

Carbondale Historical Society & Museum

1 N Main St #3, Carbondale, PA 18407
570. 282.0385

The Carbondale Historical Society operates a local history museum on the third floor of the Carbondale City Hall and Courthouse in Carbondale, Pennsylvania.

Houdini Museum - Tour & Magic Show

1433 N Main Avenue, Scranton, PA 18508
www.houdini.org

The Houdini Museum-Tour & Magic Show is the only museum in the world solely dedicated to honoring the legacy of Harry Houdini. The Tour & Magic Show features professional magicians, guided tours of the museum's collection in a 150-year old historic house, and rare film footage of Houdini doing escapes.

Erie Lackawanna Dining Car Preservation Society

201 S. Blakely Street #333, Dunmore, PA 18512
www.eldcps.org

The Erie Lackawanna Dining Car Preservation Society operates train excursions and special events to support the restoration and operation of its historic railroad equipment.

Everhart Museum of Natural History, Science & Art

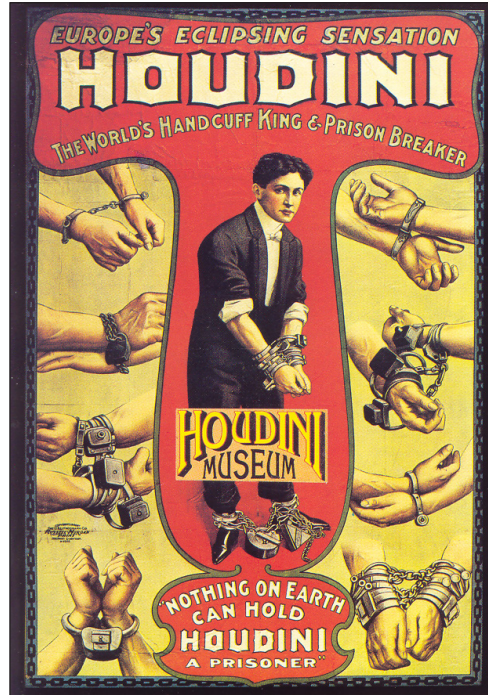
1901 Mulberry Street, Scranton, PA 18510
www.everhart-museum.org

Founded in 1908, the Everhart Museum is the largest public museum in Northeastern Pennsylvania. Located in scenic Nay Aug Park in Scranton's Hill Section, the Everhart houses 15 gallery spaces. The museum is dedicated to the education of its visitors in the disciplines of science, history, culture and art. Its collection includes a diverse array of artifacts, including American, Ancient and African art, fossils, and bird and mammal specimens. The museum's changing exhibit schedule features a range of visual artworks, historic and contemporary, as well as exhibitions on loan from other prominent institutions. The Everhart offers multi-generational programming focused on its collections and special exhibitions year-round.

The Iron Furnaces

159 Cedar Avenue
Scranton, PA 18509
www.anthracitemuseum.org

The historic Scranton Iron Furnaces in the south end of the city represent the early iron industry in the United States. The four massive stone blast furnaces are the remnants of a once extensive plant operated by the Lackawanna Iron & Steel Company.



Historical Notes

- Scranton was originally known as Capouse Meadows, named after the chief of the Monsey Tribe that settled in the area in the mid-1700's.
- In 1847, the Lackawanna Iron & Coal Company became the first American Company to mass produce iron rails, sparking a boom in the

local railroading industry. Anthracite coal, indigenous to this area, fueled railroads and heated homes.

- Scranton was incorporated as a borough on February 14, 1856.
- Between the 1870's and 1920's, Northeastern Pennsylvania supplied more than 85 percent of the world's anthracite coal and Scranton became

known as the Anthracite Capital of the World.

- Significant numbers of local men joined the Union Army during the Civil War, notably Col. Ezra Ripple, who survived imprisonment at Andersonville and would become the Lackawanna County's first Postmaster.

Historic Resources continued...

Lackawanna Coal Mine

RD 1 Bald Mountain Rd McDade Park, Scranton, 18504
www.lackawannacounty.org/index.php/attractions/coal-mine

Go down in history – 300 feet beneath the surface of the earth in a restored hard coal mine. See where and how men and boys worked to fuel a nation and the conversion of our nation's economy from agriculture to industry.

Lackawanna County Electric City Trolley Museum

300 Cliff Street, Scranton, PA 18503
www.lackawannacounty.org/index.php/attractions/trolley-museum

Located on the Steamtown National Historic Site grounds in downtown Scranton, the Electric City Trolley Museum is housed in a restored, late 19th century mill building. The museum features interactive exhibits and displays, including vintage trolleys.

Lackawanna Historical Society

232 Monroe Avenue, Scranton PA 18510
www.lackawannahistory.org

The Lackawanna Historical Society is headquartered at the Catlin House in Scranton's Hill Section. The former residence of George H. Catlin, an early financier in the city, and his wife, Helen, the home is one of Scranton's architectural treasures.

Scranton Cultural Center at the Masonic Temple

420 North Washington Avenue, Scranton, PA 18503
www.scrantonculturalcenter.org

The Scranton Cultural Center at the Masonic Temple is housed in one of the most glorious pieces of architecture to be found in Scranton, Pennsylvania. Originally built as the Masonic Temple and Scottish Rite Cathedral, the building is significant as an example of the work of architect Raymond M. Hood. Today the Scranton Cultural Center at the Masonic Temple operates the facility as a regional performance and cultural hub. The Center serves as the residence for tours of Broadway musicals and national concert tours while hosting many of the area's top regional companies.

Steamtown National Historic Site

150 S Washington Ave., Scranton, PA 18503
www.nps.gov/stea

The only National Park solely dedicated to the history of steam railroading, and the people who made it happen, Steamtown NHS showcases steam locomotives, restored cabooses, freight cars and passenger coaches dating from the early 20th century. The 52-acre site boasts an active Locomotive Repair Shop and Roundhouse with an operational turntable, and a museum complex that includes a Visitor Center, History and Technology museums, and a 250-seat HD Surround-Sound theater. Throughout the year, visitors are welcome to enjoy the Park film, "Steel and Steam," take in the sites and observe the masterful restoration of classic rolling stock, representative of America's industrial past.



III. Conference Venues

Potential conference venues include the **Scranton Cultural Center at the Masonic Temple (SCC)**, which will serve as the main conference site; **Posh @ The Scranton Club**, **The Colonnade**, **Lackawanna College**.

All venues are historically significant sites located in downtown Scranton's commercial and gothic districts. All are within walking distance of each other, and conveniently located near parking lots and garages. Conference venues are ADA compliant.

Scranton Cultural Center at the Masonic Temple 420 N. Washington Avenue, Scranton

- Main Conference Site
- Breakout Sessions



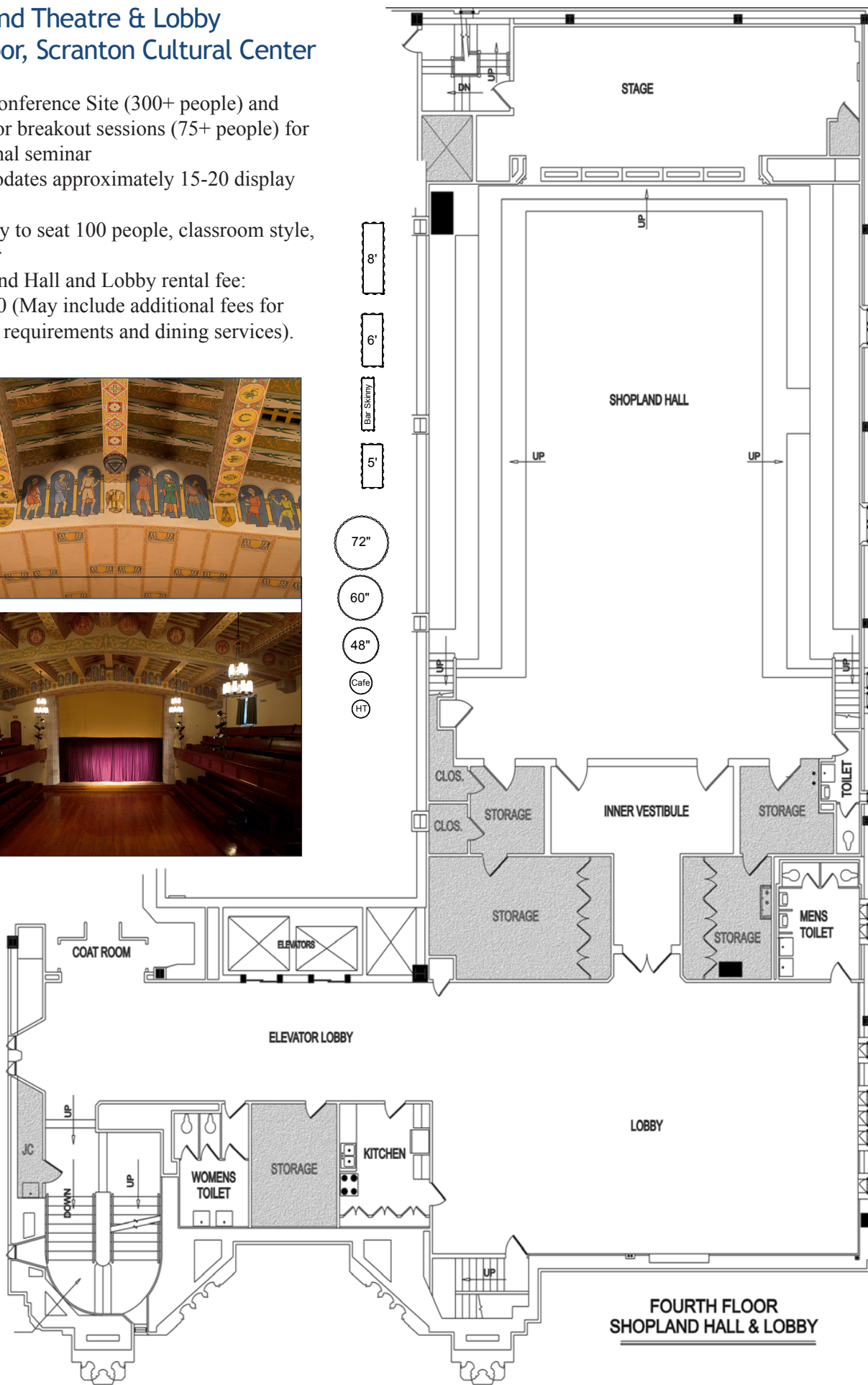
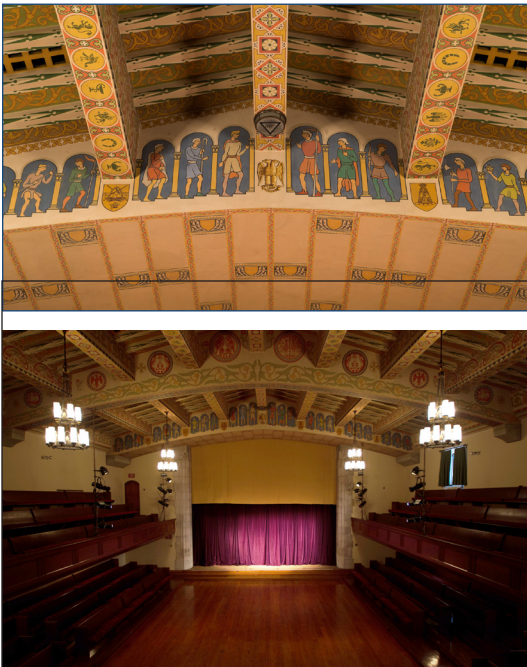
The Scranton Cultural Center at the Masonic Temple is housed in one of the most glorious pieces of architecture in Scranton. Originally built as the Masonic Temple and Scottish Rite Cathedral, the building is significant as an example of the work of Raymond M. Hood (1881-1934), a prominent architect of the 1920's and early 1930's, and as a unique example of Neo-Gothic architecture in Scranton. The most notable piece of work done by Mr. Hood is Rockefeller Center in NYC.

The design of the building was to be a monument to Masonry. Bids for construction were taken in January, 1927. The Masonic Temple and Scottish Rite Cathe-

dral was inaugurated on January 2, 1930 when the first meeting was held in the building. The rectangular plan building is clad in coursed ashlar of Indiana limestone supported by a structural steel framework. The 180,000-square-foot building houses 2 theatres, meeting rooms, a grand ballroom and numerous other rooms and areas.

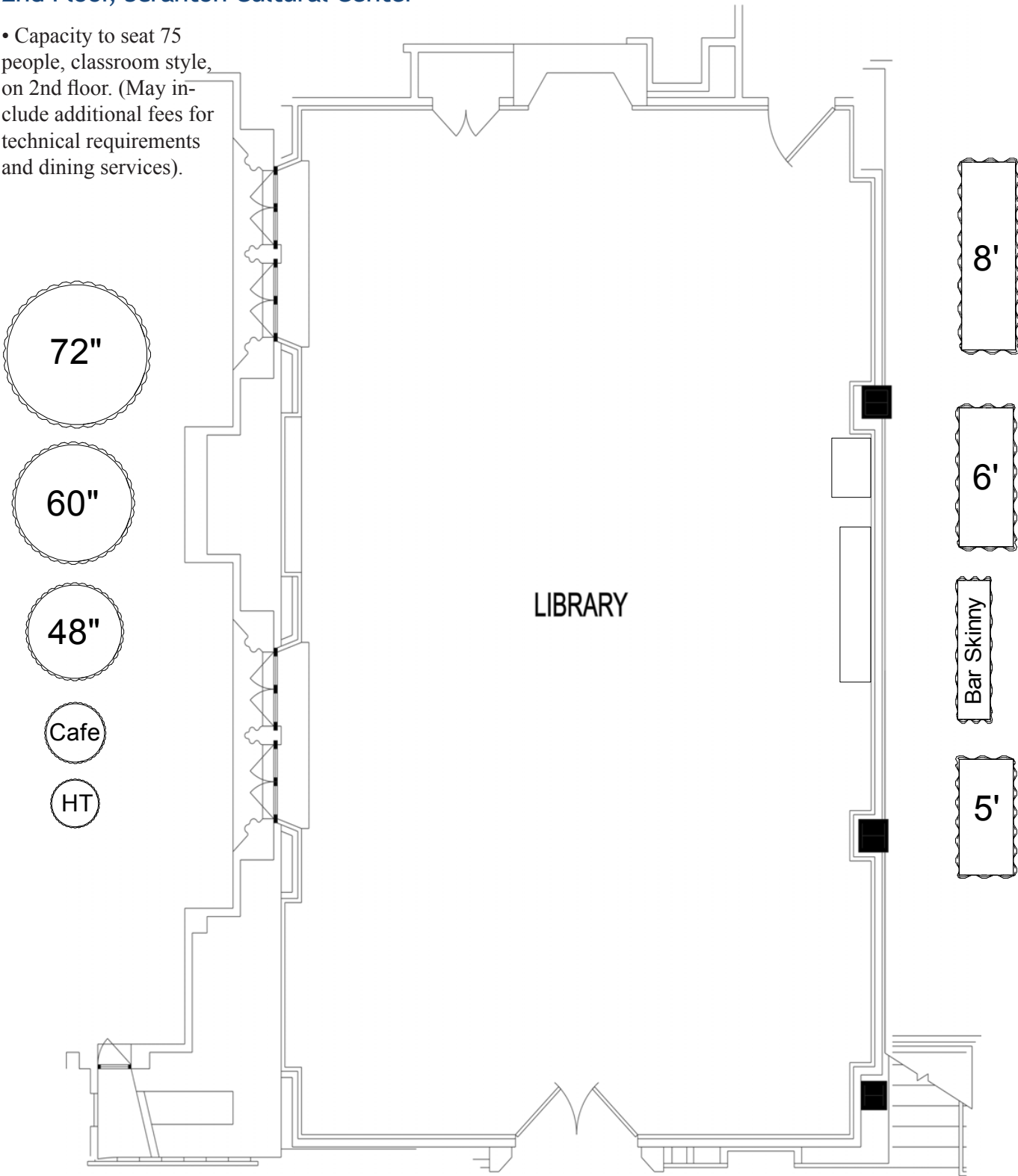
Today, the Scranton Cultural Center at the Masonic Temple operates the facility as a regional performance and cultural hub. The Center serves as the residence for national tours of Broadway musicals and concerts and hosts many of the area's top regional companies.

- Main Conference Site (300+ people) and facility for breakout sessions (75+ people) for educational seminar
- Accommodates approximately 15-20 display booths
- Capacity to seat 100 people, classroom style, in theater
- Shopland Hall and Lobby rental fee: \$1,200.00 (May include additional fees for technical requirements and dining services).



Casey Library & Ladies Parlor
2nd Floor, Scranton Cultural Center

• Capacity to seat 75 people, classroom style, on 2nd floor. (May include additional fees for technical requirements and dining services).

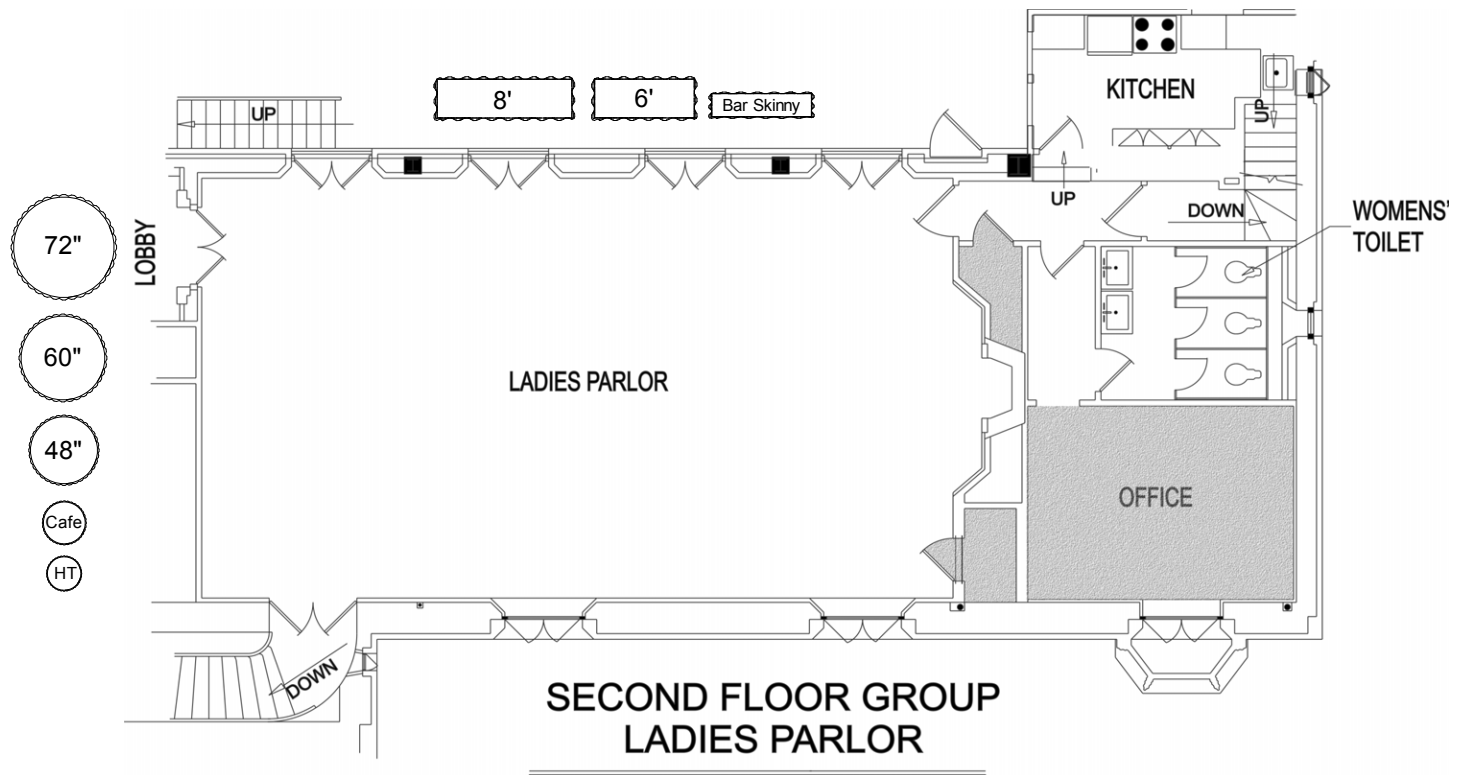


SECOND FLOOR GROUP
CASEY LIBRARY

Ladies Parlor

2nd Floor, Scranton Cultural Center

- Capacity to seat 75 people, classroom style, on 2nd floor
- 2nd floor rental fee= \$1,000.00 (May include additional fees for technical requirements and dining services).



Casey Library

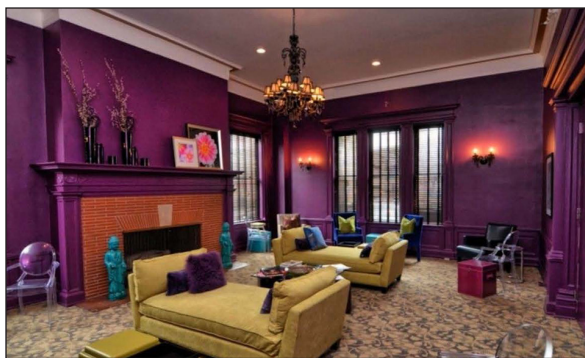


Ladies Parlor

POSH @ The Scranton Club

404 N. Washington Ave.,
Scranton

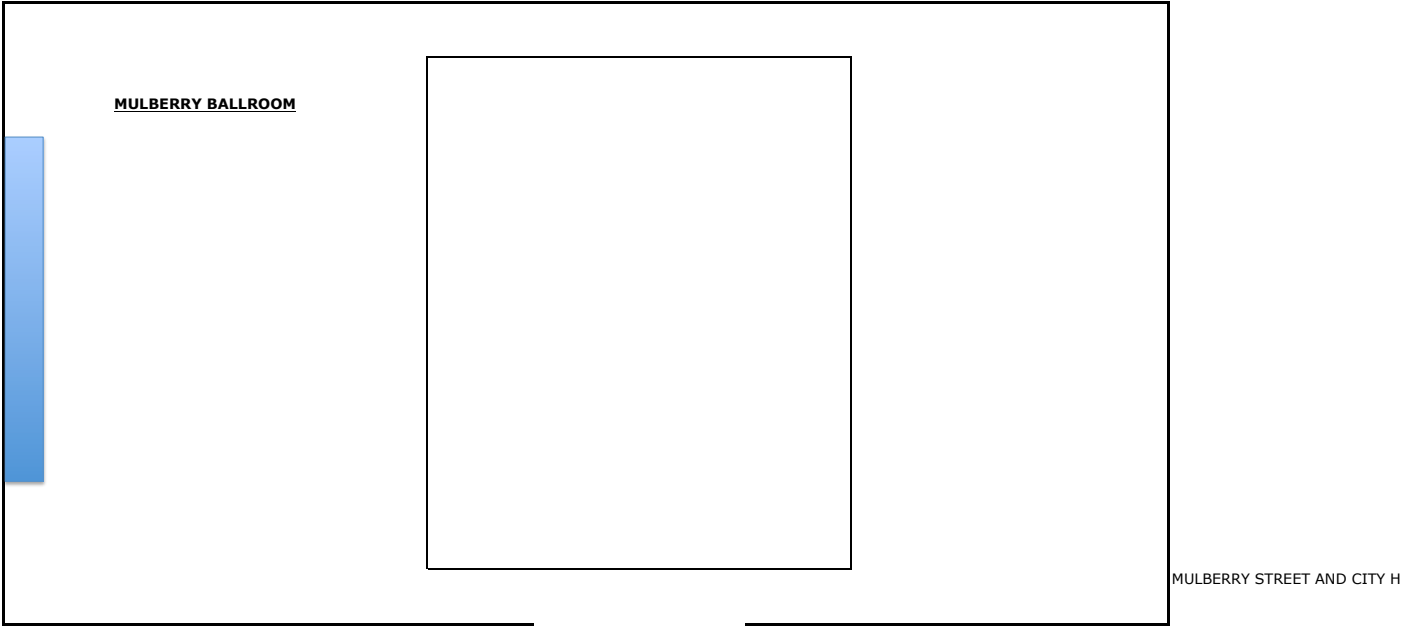
- Breakout Sessions
- Plenary Session
- Capacity to accommodate 180 people in each ballroom
- Cocktails and hors d'oeuvres on the main level; Dinner on 2nd level in the North Washington Ballroom and Mulberry Ballroom; Scotch and cigars in the Scranton Club on the lower level (optional)
- Dinner and décor based on the era of the building
- See attached menus for pricing (flexible)
- Live music (optional)
- Multiple bars
- Lounge areas



POSH @ The Scranton Club is a full service event facility located in beautiful downtown Scranton in what was formerly a private men's club. Open to the public for the first time in the building's history,

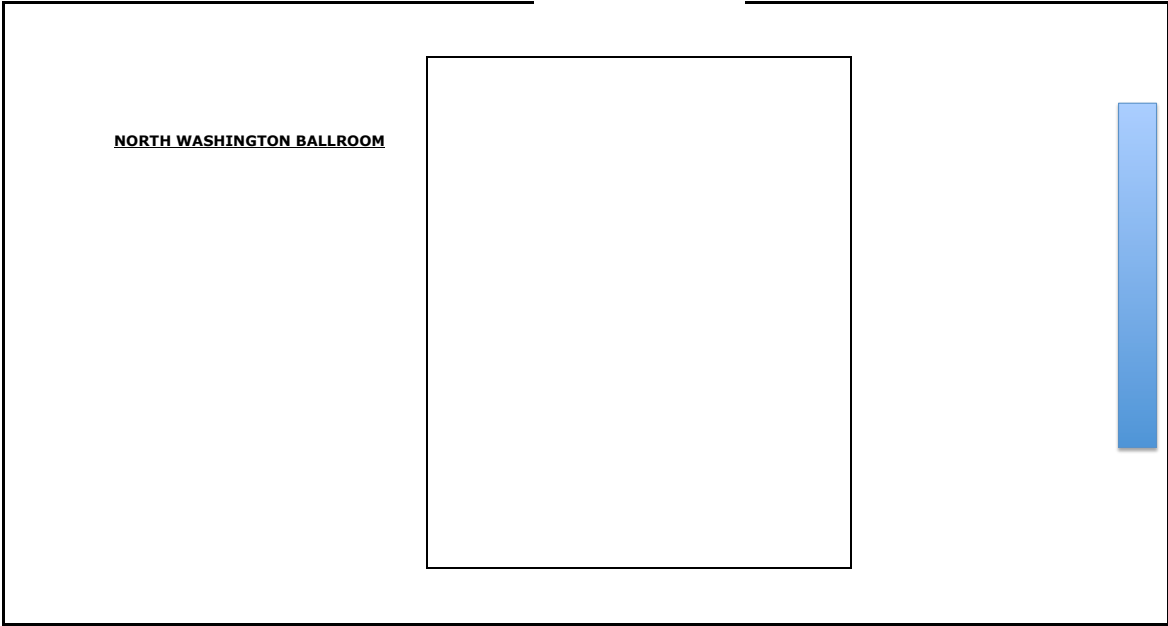
POSH offers classic American cuisine in a refined yet casual setting. Second floor event spaces can seat up to 300 guests for any special event.

DIX COURT



ELEVATOR
REGISTRATION ON FIRST FLOOR
STAIR CASE

BATHROOMS
BOARD ROOM



NORTH WASHINGTON AVENUE

The Colonnade

401 Jefferson Ave.,
Scranton

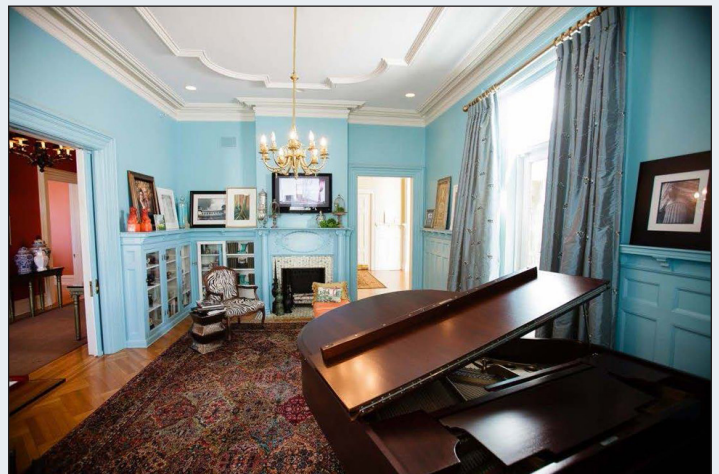
- Breakout Sessions
- Capacity for 100 people in the ballroom



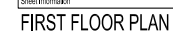
This stately residence was built in the 1870's by Col. Austin Blair, the son of prominent Scranton businessman James Blair. The elder Mr. James Blair was an original stockholder in the D.L.&W Railroad and in the Lackawanna Iron & Steel Company. He was also the founder and president of Scranton Savings Bank. Col. Blair followed his father into the banking business.

Originally styled with Victorian details, the home underwent remodeling in the early 1900's, when it took on the neoclassical features that it proudly displays today. Classical elements include Corinthian columns and triangular pediments while its symmetry is indicative of neoclassical design.

The imposing third story was added as a ballroom, since Mr. Blair and his wife often entertained. Mrs. Blair was reputed to be a grand hostess, and horses and carriages brought regular guests along Jefferson Avenue.



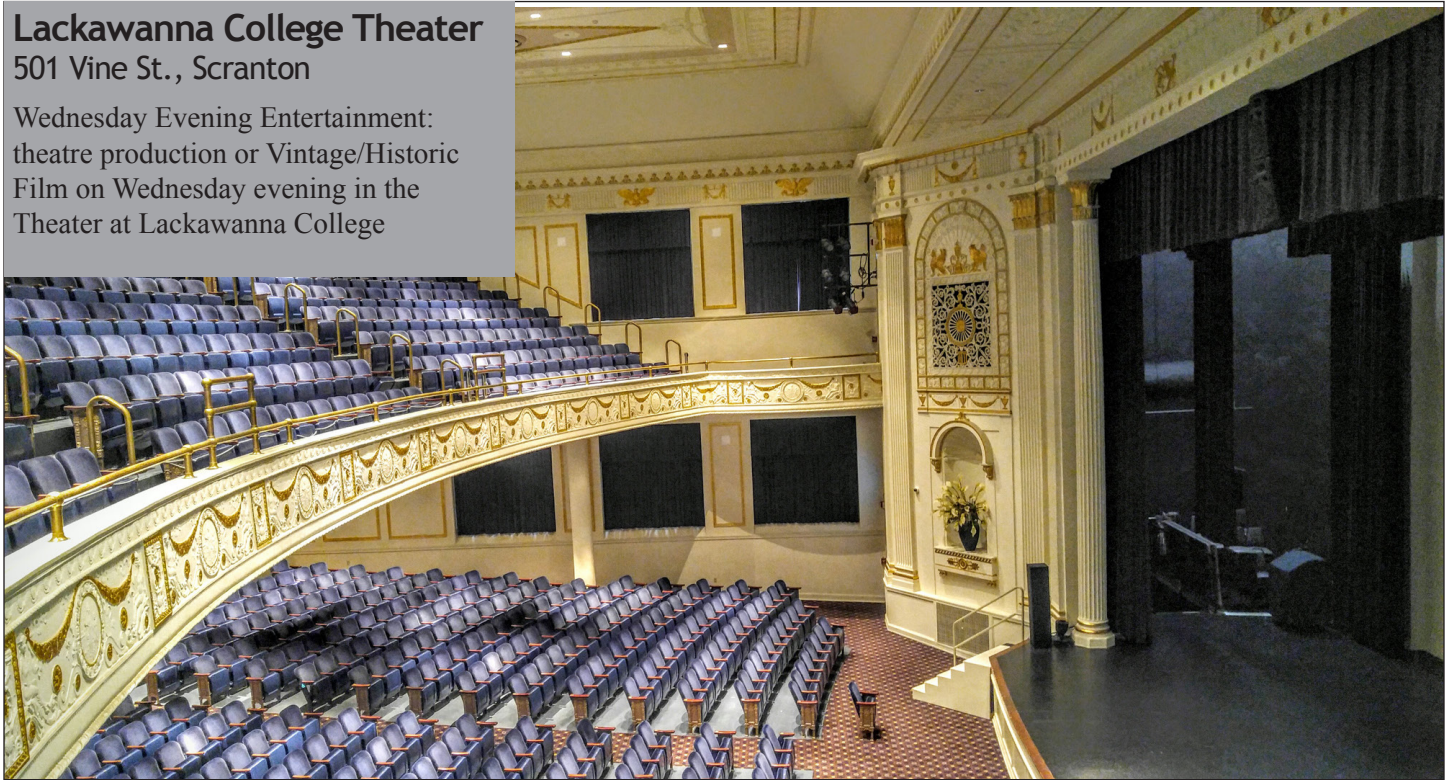
The former residence has undergone a historically sensitive renovation and new construction that accommodates a Grand ballroom with in-house catering, as well as suites for overnight accommodations.



Lackawanna College Theater

501 Vine St., Scranton

Wednesday Evening Entertainment:
theatre production or Vintage/Historic
Film on Wednesday evening in the
Theater at Lackawanna College



Nestled in the heart of downtown Scranton, Lackawanna College remains one of the oldest educational institutions in the region. The original building was purchased by John H. Seeley in 1894. In 1902 he expanded the school by purchasing the Lackawanna Business College on North Washington Avenue. The newly formed institution primarily supported Scranton's emergence as the hub of the nation's coal industry and served as a place to educate the breaker boys of the

area's anthracite coalmines. The College demonstrated that it could effectively change to the adapting needs of the region through the addition of civil service courses and a condensed effort to train women professionals. After World War II, the College proved its adaptability, once again, and made additional modifications to accommodate the returning veterans seeking new career opportunities.

Venue Details

• **Seating:** 1,052 people
(Orchestra: 622 fixed; Balcony: 410 fixed; ADA Orchestra: 6 wheelchairs and 6 companions; ADA Balcony: 4 wheelchairs and 4 companions)

• **Rental fees:** For profit: \$2,500; Non-profit, 1,750 (proof of 501 C3 required). Additional fees may apply.

• **Stage:** Width: 39 feet 10 inches; Depth: 22 feet 8 inches; Height: 25 feet; Wing and fly space is limited.

• **Lighting:** Programmable dimmers

for stage lighting: 96; Dimmers for house lighting: 24; Lighting instruments: 82 ellipsoidal and PAR-4 type

• **Available sound system:**
Midas Venice 320 Mixing Console
SLS PLS 8695 Powered Line Array Loudspeakers (two)
Mackie SWA-1801 Subwoofers (two)
JBL MR925 Speakers (two)
Yamaha SM12V Monitor Speakers (two)
Mackie SRM-450 Powered Speakers (Monitor) (two)
QSC USA 900 Power Amp (two)
T.C. Electronics M1 Effects Processor
T.C. Electronics D2 Digital Delay

Presonus ACP-88 Dynamics Processor
Denon-C550 R CD Player/Recorder
General in-house Microphone Package (including wireless capability with stands and cabling)

• **Piano and Organ:** The Theater is equipped with a 9ft Baldwin Concert Grand Piano and an Allen Organ.

• **Projector:** Sony VPL-FX 52 with a long throw lens.

IV. Hotels



Radisson Lackawanna Station

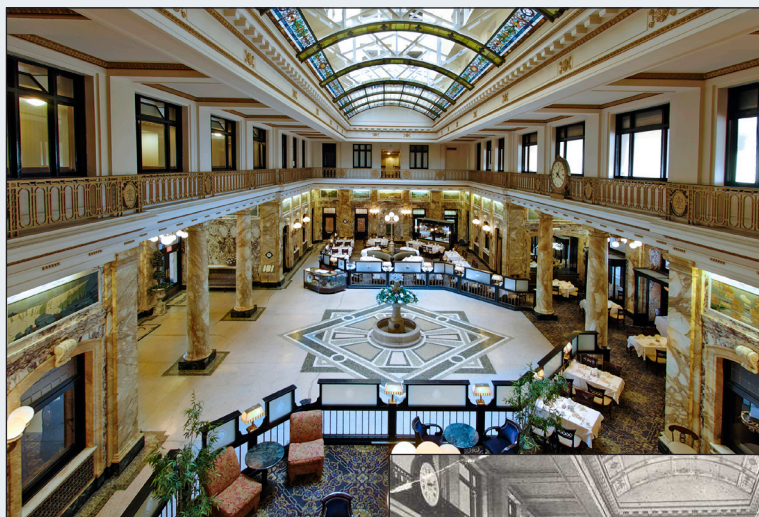
The Radisson Lackawanna Station Hotel and Hilton Scranton & Conference Center are the proposed summit venues. Located in historic downtown Scranton, both hotels are ADA accessible, and within a 5-10 minute walking distance of restaurants, pubs and eateries, trails and parks, and arts and entertainment venues.

The Radisson at Lackawanna Station Hotel is a six-story hotel that once served as a passenger train station. A neoclassical landmark, the Radisson not only adds to the grandeur of Scranton's historic downtown, but it is also on the U.S. National Register of Historic Places. Amenities include fully-renovated rooms and suites with custom artwork and marble-top furnishings and award-winning restaurants.

Guests enjoy complimentary 24-hour airport shuttle service to and from Wilkes Barre/Scranton International Airport (AVP), free high-speed Internet access and an on-site fitness center, available 24 hours.

- **Rate:** \$139.00 per night*
- **Comps:** 1 comp for the meeting planner/1 comp per 40 rooms
- **Attrition:** 80%

**Rates do not include tax, gratuities*



The Hilton Scranton & Conference Center is just 7 miles from Wilkes-Barre/Scranton International Airport via complimentary shuttle. The hotel features a 24-hour business center with a range of professional technologies. The hotel's Scranton Conference Center accommodates corporate meetings and special events with more than 26,000 square feet of meeting space across 19 flexible rooms. The grand ballroom accommodates up to 872 guests and the hotel's amphitheater features 74 seats.

Additional amenities include a 24-hour fitness center, an indoor pool, and dining facilities include Trolley's Bistro,

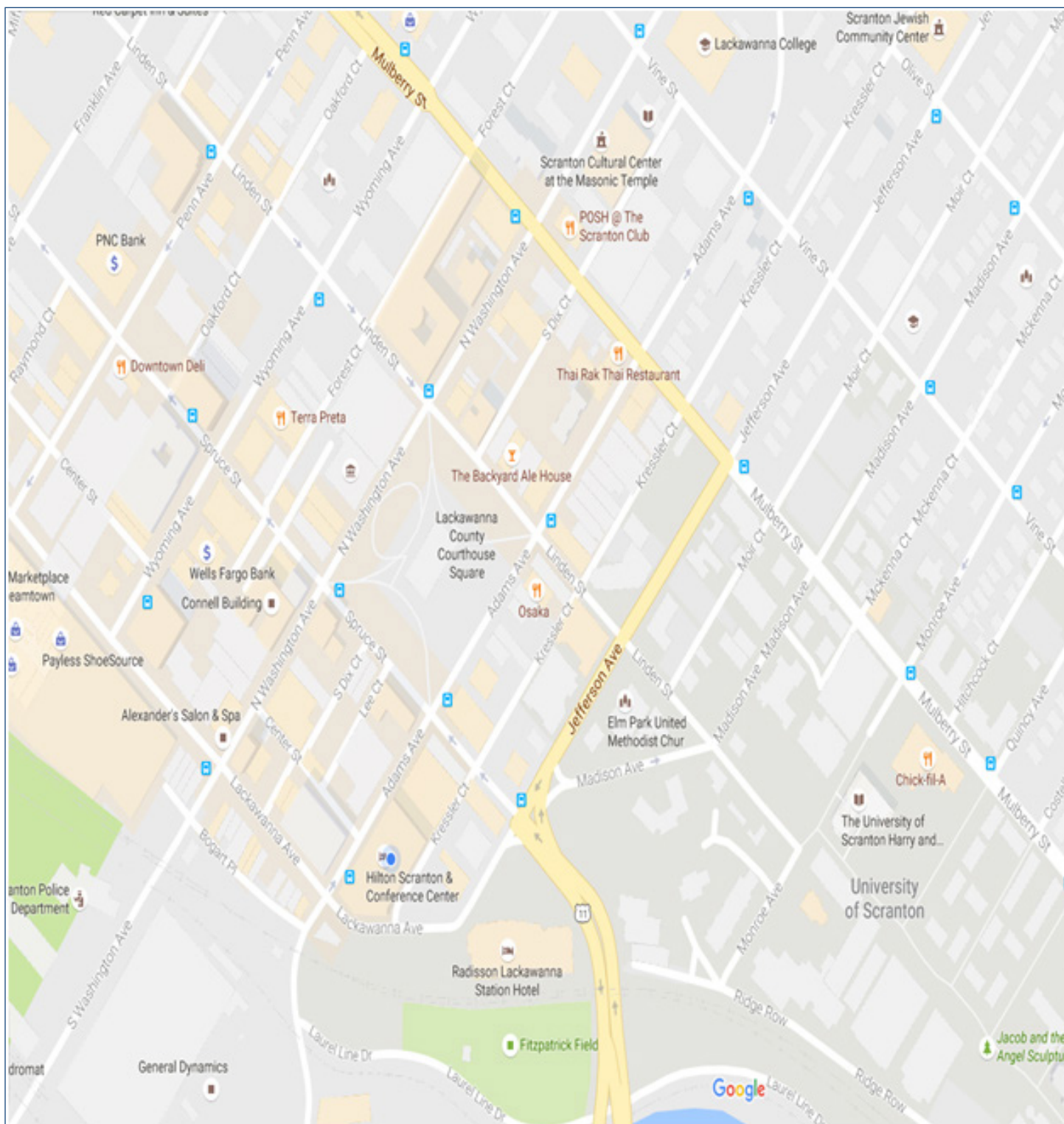
PJ's Pub, Casey's Corner, and the Coffee Bar. The Hilton is a partner in LHV's BikeScranton program, allowing hotel guests to borrow bicycles to tour the downtown and nearby trails.

- **Rate:** \$139.00 per night*
- **Comps:** 1 comp per 40 rooms / 5,000 HHonors Points (opportunity to sign up if not yet a member)
- **Attrition:** 80%

**Rates do not include tax, gratuities*



V. Map (Hotels & Conference Venues)



VI. Exhibits, Attractions & Tours

Conference participants will have a wide variety of art and cultural activities from which to choose, including:

Tours:

- Historic Hill House Tour
- Lackawanna Coal Mine Tour
- Restored Historical Houses of Worship
- Downtown Walking Tours (choice of Gothic District, Commercial District, Courthouse Square, Lower Hill Section)
- Scranton Cultural Center at the Masonic Temple
- Historic Iron Furnaces
- The Office Fan Tour
- Lackawanna Heritage Valley Ambassador Tour (choice of full day or half day featuring multiple historic sites)
- Historic Walking and/or Bicycle Tour of Lackawanna River Heritage Trail
- Houdini Museum

Living History Performances:

- Dearly Department Players
- Civil War Generals

Exhibits:

- Everhart Museum
- Anthracite Heritage Museum
- Catlin House (Lackawanna Historical Society)
- Steamtown National Historic Site
- Electric City Trolley Museum

Workshops:

- Technology & Digital Archives with Lackawanna Digital Archive Project
- Exploring Your Past: Modern Genealogical Research Techniques

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Heritage Area
213 South 7th Avenue
Scranton, PA 18505
570.963.6730, ext.8203
jimel@lhva.org

Links:

<http://www.visitnepa.org/>

<http://www.lhva.org/>

<http://www.lhva.org/our-programs-projects/downtown-scranton-walking-guide/>

<http://www.lackawannahistory.org/>

<http://www.scrantonculturalcenter.org/>

<http://poshscranton.com/>

<https://www.radisson.com/scranton-hotel-pa-18503/pascrant>

<http://www3.hilton.com/en/hotels/pennsylvania/hilton-scranton-and-conference-center-SCRCCHF/index.html>

<http://www.lackawanna.edu/news-events/the-theater/>