

What Is and Who Is See Lancaster?

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By Nancy B. Howell, Interim Director

Even though See Lancaster is about six months old with a new Board of Directors and excellent publicity, we still are being asked what See Lancaster is all about. This article will focus on the basic mission, and as the board moves through their short and long range planning, we will continue to keep the public aware of new set goals.

See Lancaster evolved out of the original Main Street program that began over twenty years ago. Main Street Lancaster's basic goal was to be a part of the state and national Main Street concept of bringing back the historic assets of the then-dying Main Streets. Many local people worked and helped the program, along with the City, to bring to fruition the Streetscape programs and other restructuring assets. We now have a lovely Main Street to be proud of, but more is planned through out Lancaster County.

The focus and goals of the Main Street program were already changing when the Hospitality Tax came into existence. The Board of Directors of Main Street Lancaster accepted the challenge in November 2003 to expand and become a County-Wide Agency, with one of the primary goals being to open a Visitors and Information Center. The new name became See Lancaster.

The board also accepted the challenge of continuing the Main Street concept to help create interesting and distinctive historic Main Streets county-wide. Therefore, the overall mission of See Lancaster is two-fold. The plans are to open a Center that will be the location to help Visitors/Tourists reach a local destination, stay and enjoy themselves. We also will be working with many partners to recreate interesting and viable historic Main Streets that will attract those Visitors and Tourists.

We have mentioned before that Tourism is the world's largest business, but it is also known as the Peace Industry. Wouldn't it be nice if Lancaster County could be known for the best place to visit with the friendliest people and the most interesting, distinctive and creative businesses and sites to enjoy!

One such incidence occurred at the first Friday At Last. As we took zip codes, we met and enjoyed a couple from the country of Panama. They were visiting here and came with their host. They stayed the entire evening and seemed to enjoy themselves, although they could speak very little English. That is what See Lancaster is all about, creating and promoting a Sense of Community that local people and visitors can enjoy in a peaceful setting.

For more information contact See Lancaster at PO Box 3315, or call 286-1145.