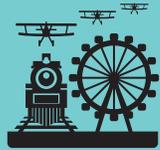


Trains Planes & Ferris Wheels

GALESBURG, ILLINOIS

ACTION PLAN

Honoring our past, cherishing our present, building our future.



Trains, Planes & Ferris Wheels ACTION PLAN

History & Heritage

6 Months (July 2018)

A taskforce of local history enthusiasts will begin an educational campaign to teach the community about the "Trains, Planes, & Ferris Wheels" theme.

1 Year (2019)

- 1.** The Hispanic-Latino Resource Group and other interested parties will plan and build a Boxcar Camp Museum on the original site. Such a museum will provide opportunities for locals and visitors to honor the Mexican immigrants who resided in the camp for several generations.
- 2.** Local airplane professionals and hobbyists will install an airplane in Galesburg, possibly in a public park or at the Discovery Depot. The intent will be to highlight and honor Galesburg's airplane history.
- 3.** Local groups will coalesce to plan for the future of Central Congregational Church. Discussion will revolve around innovative ways to use sustainable and environmentally-friendly practices, to repurpose the space for affordable, long-term upkeep, and to provide a center for community gatherings, celebrations, and other uses.
- 4.** Local history experts will review the current walking tours and update them for content and ease of use, including digital access via apps and websites.

3 Years (2021)

- 1.** Local groups will work with the Discovery Depot to envision how to expand its already excellent offerings. The hope is to teach young children about the history of the railroad in Galesburg, including honoring the various immigrant groups that built the railroad and worked there. A Ferris Wheel exhibit already exists at the Discovery Depot. The Galesburg community envisions train and airplane exhibits being added to round out the "Trains, Planes, & Ferris Wheels" theme. The aspiration is for local children and visitors to learn about and build pride in Galesburg's history.
- 2.** Local groups will lead the community in realizing the restoration of Central Congregational Church (cost effective roof repairs, solar and geothermal heating/cooling systems for energy savings and forward-looking solutions for repurposing the building while also paying homage to its historic significance).

5 Years (2023)

Local historical and cultural groups will develop and market an "Underground Railroad" package for locals and tourists who would like to learn more about Galesburg's abolitionist history.

10 Years (2028)

The Galesburg community will realize the goal of making our town a national stop for railroad, Stearman, and Ferris Wheel history.



Trains, Planes & Ferris Wheels ACTION PLAN

Welcoming Community

6 Months (July 2018)

- 1.** The Galesburg on Track team will work with the Chamber of Commerce, Visitors Center, and City of Galesburg to integrate the theme "Trains, Planes, & Ferris Wheels" into marketing efforts, including branding.
- 2.** Tourism groups will develop a "Galesburg Sampler" idea—a bundled menu of events and opportunities for visitors.
- 3.** Bicycle groups will develop and promote biking tours.

1 Year (2019)

- 1.** The Visitors Center will make use of volunteers and/or service organizations to promote Galesburg.
- 2.** Local groups will lead walking tours of Galesburg's historic homes and sites.
- 3.** Local groups will enhance the "Galesburg Sampler"—a list of events and venues where visitors will "taste" Galesburg's offerings in one day.

3 Years (2021)

- 1.** Local groups will come together to develop a volunteer hub where individuals and organizations can match needs.
- 2.** A local group of interested residents will establish and execute the "Galesburg Amtrak Send Off," offering cookies and Galesburg information to train riders as a way to highlight the town's friendliness.

5 Years (2023)

A robust volunteer system will be in place to welcome newcomers and visitors.

10 Years (2028)

Some of the community's branding and marketing will include "Galesburg: Volunteer City."



Trains, Planes & Ferris Wheels ACTION PLAN

Business

6 Months (July 2018)

- 1.** Local businesses will gather to brainstorm the integration of the "Trains, Planes, & Ferris Wheels" theme. For example, a restaurant could offer a Stearman Burger on its menu. Shops might sell theme-related items including arts, collectibles, clothing, etc.
- 2.** Business organizations will collaborate to implement a "buy local" campaign.
- 3.** A Ferris Wheel Park task force will organize.

1 Year (2019)

- 1.** Local businesses will have developed and implemented strategic and coordinated ways to integrate the theme. Stores, restaurants and other businesses will work collaboratively to promote Galesburg's businesses.
- 2.** The Ferris Wheel Park task force will have developed a long term plan.

3 Years (2021)

The Ferris Wheel Park will have physical plans and fundraising in full swing.

5 Years (2023)

The Ferris Wheel Park funding will be secured.

10 Years (2028)

Ferris Wheel Park will be realized with a fully functioning Ferris Wheel that will draw locals and visitors. The Park will serve as a hub for the development of new businesses and already-established businesses.



Trains, Planes & Ferris Wheels ACTION PLAN

Education

6 Months (July 2018)

Heart & Soul leadership will invite Galesburg CUSD # 205 District to include the "Trains, Planes, & Ferris Wheels" theme in classrooms and through a design challenge. Knox College and Carl Sandburg College will be encouraged to engage with the local school district in the implementation of these projects or to undertake their own initiatives to highlight the theme.

1 Year (2019)

- 1.** Galesburg CUSD #205 will develop a local history day in the schools so that children will build knowledge and pride in their community. Knox and Carl Sandburg College students will be encouraged to assist schools, teachers, and students in the local history day.
- 2.** Community volunteers will develop and implement a summer park program with basic games and activities for children and teens, possibly coordinated with the summer feeding program.
- 3.** The community and city will work collaboratively to clean up a minimum of one park per year. No public park is to fall into disrepair because of the neighborhood in which it is located.

3 Years (2021)

Galesburg CUSD #205 will coordinate some of its curriculum to include the "Trains, Planes, & Ferris Wheels" theme as an educational tool for teaching a wide range of subjects—from engineering to science to the arts and literature.

5 Years (2023)

Galesburg CUSD #205 will integrate local history into its overall curriculum, from the elementary grades through high school. Knox College and Carl Sandburg College will support these efforts and institute their own ways to highlight, inform, and market the community's history and image.

10 Years (2028)

GHS graduates will be well-versed in local history and will have studied core subjects via trains, planes and Ferris wheels. Established initiatives and programs about Galesburg history and contributions to American society will be well-supported through collaboration with CUSD #205, Knox College, and Carl Sandburg College.



Trains, Planes & Ferris Wheels ACTION PLAN

Town Image

6 Months (July 2018)

1. Economic development groups and businesses will brand with the "Trains, Planes, & Ferris Wheels" theme in mind.
2. Five local service organizations will adopt a block or highway clean-up project.

1 Year (2019)

1. The new brand will be realized and used throughout the community.
2. The City Council will pass a Landscape Ordinance.

3 Years (2021)

1. "Trains, Planes, & Ferris Wheels" branding will become commonplace around town in business and city properties.
2. Local art, education, and economic groups will work together to add more murals throughout downtown Galesburg.

5 Years (2023)

1. Coordinated welcome signs will be located throughout the community including the East Main St. corridor.
2. Residential housing along the East Main Corridor will be renovated or tagged for upcoming renovations to improve the town's overall image. Through public and private collaboration, other neighborhood improvement plans will be in place to revitalize blighted areas.

10 Years (2028)

1. Streets, stores, and welcome signs will reflect the theme so that "Trains, Planes, & Ferris Wheels" is easily identifiable around town.
2. Through public and private collaboration, functional green spaces will continue to be established and maintained.



Trains, Planes & Ferris Wheels ACTION PLAN

Services and Amenities

6 Months (July 2018)

- 1.** A group of interested volunteers will assess what services and amenities are currently provided in Galesburg through social services, faith organizations, governmental agencies, and local schools.
- 2.** A "community hub" taskforce will form and plan early-stage steps.

1 Year (2019)

- 1.** The services and amenities group will identify duplicated services and gaps.
- 2.** Local fitness enthusiasts will plan and find funding for a mobile playground in Galesburg. The intent will be for the mobile playground to travel to local parks and engage children in physical and board games, particularly during the summer months.
- 3.** The community hub taskforce will identify a space(s) for development/building. This group will have researched funding and begun conversations with groups willing to partner in the community hub.

3 Years (2021)

- 1.** A group focused on volunteerism will develop a liaison website for the coordination of services and resources. The intent of this website will be to connect volunteers and organizations and maintain open lines of communication. The site will be monitored and regularly updated by volunteers committed to administering the website.
- 2.** The community hub will determine which services/amenities to offer in the beginning. The task force will also outline long term plans.

5 Years (2023)

- 1.** A community hub will be up and running, even if only in early stages. Plans will continue to move forward and unfold.
- 2.** The city will realize public bathroom upgrades in public parks.

10 Years (2028)

- 1.** A vibrant community hub will have been realized. The building will include artist spaces (music, theater, and visual arts) and a business incubator.
- 2.** By year 10, the city will have overseen at least 5 public park upgrades.



Trains, Planes & Ferris Wheels ACTION PLAN

Easy Accessibility

6 Months (July 2018)

- 1.** An outside agency will assess downtown Galesburg's parking situation with an eye on increasing tourism and enhancing downtown traffic flow.
- 2.** Bike enthusiasts will work with City officials to increase biking ease in downtown Galesburg.

1 Year (2019)

- 1.** Private and public groups will collaborate to increase downtown foot traffic and support local businesses.
- 2.** Downtown Galesburg organizations will work together to make areas more pedestrian and shopper friendly.
- 3.** Private and public partnerships will develop and realize more food and shopping options on the southwest side of town.

3 Years (2021)

Private groups will work with the City of Galesburg to establish a bike path from one side of town to the other (South/North passage).

5 Years (2023)

Biking enthusiasts and others will create bike rental and/or borrowing kiosks around town for locals and visitors.

10 Years (2028)

The business community will have established an enjoyable downtown experience for shopping and tourism. The community will offer easy foot and bicycle access, plus sufficient parking to support a thriving downtown Galesburg.



Trains, Planes & Ferris Wheels ACTION PLAN

Things to Do (arts and entertainment)

6 Months (July 2018)

Local arts and business groups will brainstorm events and activities around "Trains, Planes, & Ferris Wheels."

1 Year (2019)

- 1.** Neighborhood or civic groups will support development and maintenance of public parks and green spaces.
- 2.** Community groups will develop Galesburg "Day Tripping" menus/ opportunities for locals and tourists.
- 3.** Community and arts groups will bundle local weekend events (collaboration with hotels, theaters, restaurants, etc) to showcase Galesburg's offerings.
- 4.** The City will expand lake-based activities to include paddle boarding, kayaking, and other fresh options.

3 Years (2021)

Local arts, music and theater organizations will develop events at the Orpheum Theatre around the "Trains, Planes, & Ferris Wheels" theme.

5 Years (2023)

Local groups will continue to work with the Orpheum Theatre to offer robust and diverse entertainment experiences for the community and visitors.

10 Years (2028)

Galesburg will host regional "Trains, Planes, & Ferris Wheels" event(s).



Trains, Planes & Ferris Wheels ACTION PLAN

10 YEAR GOALS (2028)

Value Statement 1: History and Heritage

Galesburg becomes known as THE stop for Railroad, Stearman, and Ferris Wheel history. By 2028, historical walking tours will be commonplace and include markers at each site with scannable QR codes that will allow people to access historical information digitally.

A Boxcar Camp Museum will be in place to explain the contributions of the Latino community to the Railroad. An Underground Railroad tour will be up and running to highlight the work of Galesburg's abolitionists and tell the stories of freed slaves who settled here. Central Congregational Church will be restored.

Value Statement 2: Welcoming Community

Galesburg self-identifies and will be known outside of the community as a "Volunteer City" where people come together and help each other in organized and collaborative ways. The City's entrances will appear welcoming and clean. Sidewalks--from the south to the north sides of town-- will be in enough repair that they are passable by elderly or disabled walkers. A downtown Visitors Center kiosk will run as a second location for those seeking information about Galesburg and souvenirs. An Amtrak greeting team will welcome riders to town as they disembark. A Welcome Wagon organization will collaborate with schools and churches to identify new people to the community and offer a welcome package.

Value Statement 3: Healthy Business Climate

Galesburg opens and runs Ferris Wheel Park with at least one functioning Ferris Wheel. The park will promote tourism, historical pride, and economic opportunities for existing local businesses and those yet to be developed.

Value Statement 4: Quality Education

By the time a GHS student graduates, s/he will be well versed in local history and have studied engineering, physics, literature, etc. via trains, planes and Ferris Wheels. District 205 will develop its own curriculum with the goal of building town pride and identity by way of Galesburg's contributions regionally, nationally, and internationally.

Value Statement 5: Town Image

Streets, stores, and welcome signs will reflect the "Trains, Planes, and Ferris Wheels" theme so that it is easily identifiable and connects the community for both residents and visitors. Example: a restaurant can create and brand a speciality Railroad Burger. Novelty stores can sell miniature Ferris Wheels. Parks and functional green spaces adopt names that reflect the theme i.e. Stearman Park, Roundhouse Ice Rink, etc. The theme becomes easily identifiable around town.

Value Statement 6: Services and Amenities

Mary Allen West was the first child born in Galesburg and her life's work revolved around children and aiding those in need. In the spirit of West's work, Galesburg will see the realization of a vibrant community center that will serve everyone regardless of socio-economic status, age, sex, gender, or religious affiliation. The community center will house opportunities for informal gatherings, classes, clubs parties, a business incubator, and other community needs as they are identified.

Value Statement 7: Easy Accessibility

Galesburg offers an enjoyable tourism and shopping environment for locals and visitors. This includes creating easy foot/pedestrian paths, bicycle paths, and sufficient parking to support a thriving downtown Galesburg. Such areas will adopt the "Trains, Planes, and Ferris Wheel" theme in whatever fashion they like. The City of Galesburg will have achieved signage, medallions, and banners to highlight and celebrate the theme.

Value Statement 8: Things to Do

Galesburg will host regional trains, planes and Ferris Wheel related events. Murals around town will honor the theme. Artists from throughout the community-- visual artists, musicians, writers, dancers and other performers--will be encouraged to develop works.

Why Trains, Planes & Ferris Wheels?

1. Railroads have been integral to Galesburg since the 1850s. Train tracks, whistles, workers, and yards surround us and are part of our community's identity. Celebrating this history and heritage collaboratively will help the city build identity and pride. It will also prepare the community for the forthcoming National Railroad Hall of Fame.

2. From a small gathering of 27 Stearman biplanes in 1972, the Stearman Fly-in has grown into one of the premier sport flying events in the country. More than 100 Stearmans travel each year from all corners of the U.S. and Canada to celebrate the World War II biplane. Individual Stearman enthusiasts congregate in Galesburg from all over the world. With a little imagination and ingenuity, our town can capture and build upon the economic, artistic, and tourism opportunities such an event provides. With intentionality and cooperation, Galesburg could turn the one-week fly-in into an all-year celebration of the biplane and its important history.

3. George Washington Gale Ferris was born in Galesburg and later designed the Ferris wheel, which was introduced at the 1893 World's Fair in Chicago. This piece of Galesburg history holds numerous possibilities for drawing tourism, creating jobs, and highlighting Galesburg as a site to honor what has become known as "the world's greatest ride."