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### Milton TIME Final Report

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## **Milton TIME Final Report**

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ENST 411: Environmental Community Projects

Professor Stuhl

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## Origins

The town of Milton, Pennsylvania once was a large, successful manufacturing town in Northumberland County. Milton was founded in 1791 by Andrew Straub, a millwright and miller. The town of Milton relied heavily on manufacturing, sawmills, and planing mills. Located right on the Susquehanna River, the river provided Milton with electricity for factories and a form of transportation for goods in the 1800's (Milton History, 2023). The first steam-powered sawmill was built in 1832, with the later addition of railroad cars and the manufacturing of iron and steel. The addition of the Reading and Pennsylvania railroad helped put Milton on the map as a well-traveled and visited town. However, the Great Depression paired with the switch to diesel from steam engines slowed the rail traffic in Milton. The addition of the interstate, which was finished in 1970 (Monroe County Historical Association, 2015), led possible visitors away from Milton, leaving the once heavily populated town to lose much of its passerby traffic (Milton History, 2023).

This departure has left the main street and downtown Milton with a number of empty storefronts in recent years. The downtown, the heart of Milton, has been in need of revitalization. With activist citizens, through The Improved Milton Experience (TIME), Milton has been able to see positive change. TIME is a community based non-profit organization that focuses on and facilitates revitalization projects in downtown Milton. This organization has emerged in recent years out of efforts to bring back industry and awareness to the community. In 2022, Bucknell became involved in TIME in an effort to create a field station in Milton. This station would help to facilitate community development and revitalization through teaching and research methods.

TIME's website is evidence of these efforts, as they display storefronts for rent, current Milton businesses, and various events in Milton (The Improved Milton Experience, 2023). Some

of the events that TIME has sponsored include “Milton in Motion”, a program seeking to motivate more Milton residents to walk or run outside. Another event promoted by TIME is Spring TIME, to encourage residents to garden and grow vegetables and plants. Some of the larger scale events include Milton Beer Fest, the Harvest Festival, and the TIME bash (The Improved Milton Experience, 2023).

One of the main focuses of TIME is centered around the Central Susquehanna Valley Thruway project that is currently under construction. This is a \$900 million project being undertaken by the Pennsylvania Department of Transportation, which has been under construction since the 1950s. This project will connect Route 15 in Union County with Route 147 in Northumberland County (WNEP 16, 2022). Because of this project, the future traffic patterns and density for Milton are set to change in the coming years. This influx of traffic and visitors is a large focus for TIME, which sees this as an opportunity for tourism and increased economic opportunity for residents and business owners (The Improved Milton Experience, 2023).

In an effort to account for this increased tourism, and to create awareness for Milton’s history, TIME has planned the opening of a new museum in downtown Milton. This museum, named the “Miltonian Municipal Museum,” is located on Front Street in downtown Milton. The contents of this museum were sourced by past Bucknell courses. A biology course led by Professor Chris Martine and a history course led by Professor Claire Campbell pulled together materials focusing on the historical and ecological aspects of Milton. To celebrate and create awareness for the museum, TIME wanted to host an event to coincide with the official opening party for the museum. The desire for this event serves as the origins of this project, as our group became involved in order to meet this need.

In order to host this event, we partnered with Emma Downey and Shaunna Barnhart. Emma Downey is a member of TIME, as well as a business owner in Milton. As a graduate of Bucknell, Emma is well connected with the Bucknell community. Shaunna Barnhart is a faculty member at Bucknell University, and she leads the Place Studies Program in the Bucknell Center for Sustainability and the Environment. Dr. Barnhart represented the field station portion of this project, while Emma represented TIME's perspective. Both Emma and Shaunna were our main points of contact for the execution of this project.

### **Goals**

#### **Primary Goal:**

Our main focus with this project was to hold a well-attended event in Milton, PA on Earth Day (April 22<sup>nd</sup>) that raised awareness for TIME's "The Landscape of Main Street" Museum. We wanted this event to be accessible to all ages and marketed towards, but not limited to, the Milton community. Additionally, we hoped this event would generate attendance to the museum, educate attendees (especially children) on Milton's history and ecology, get local businesses involved, and ultimately generate excitement within the community; getting residents more involved and bringing people together. We planned that this event would also include a brochure-guided walking tour for Milton residents; one on the ecology of the island and one on the history of Milton downtown.

#### **Other Goals:**

We also wanted to increase community engagement within Milton by creating a mailing list for future TIME related events. We thought this mailing list would lay the groundwork for TIME when they need to advertise future events to the residents of Milton. We also hope that this

mailing list would serve as a way for residents to provide any additional feedback on our event or on future events they wish to see.

Some of our other goals include surveying residents of Milton to gauge interest in the event, hiring a local band to perform the event, engaging with downtown businesses who would be interested in being present at the event, setting up outdoor picnic tables and chairs in the space next to the museum, having Earth Day themed arts and crafts available for children, and increasing community engagement with local businesses.

All of these goals have been set by our project group as well as our community partners and will directly benefit small business owners. The event itself will also provide free food, entertainment, and activities for the residents of Milton. The main groups we wish to engage with are first the families of Milton, whose children will receive entertainment and education about Milton's history and ecology, while parents can have a social and educational outlet. Additionally, we wish to engage with the older population of Milton who may feel a particular closeness to the town's history and may derive a sense of pride from its revitalization.

### **Needs**

#### **Needs of Community Partners:**

Our community partners need us to garner awareness of and increase attendance to the museum. Additionally, they require assistance with the design, implementation, and budgeting of this community event. They are relying on us to execute this event in order to help accomplish our previously stated goals. Our community partners also made it clear to us in the first meeting that they will require clear communication and organization from our project group on what/when/where/how the event will be run, as well as regular updates from us on our progress.

### Needs of Milton Residents:

The needs of the Milton community, according to our community partner, are a greater sense of understanding and connection with Milton's history and ecology. We understand that Milton has a vast and fascinating history, and it is a goal of this project to implement education around this past (Milton Historical Society, 2022). Additionally, the goals of TIME demonstrate that Milton is in need of assistance with their downtown revitalization efforts. During our windshield survey, we encountered numerous vacant storefronts in Milton (Gullion et. al, 2020). This hinders the ability of downtown Milton to flourish and remain profitable. An examination of the TIME website also highlights this desire to populate storefronts, as they have specific advertisements for this location.

Independent research into the demographics of Milton also highlights the financial difficulty that the town is currently facing. This can be seen in the declining population numbers (6,558 as of 2020, a 2.08% annual decline), lower than average property values (\$134,100 as of 2020), and lower than average median household income (\$47,520 as of 2020) (Data USA, 2022). Based on our initial fieldwork, it appears that many local businesses yearn for more patrons and downtown, in general, could benefit from increased foot traffic. Based on our demographic research of Milton, access to a quality free meal as well as engaging events aimed at families seem to be needed in the community (Gullion et. al., 2020, p. 77). Our community partners have also expressed to us that the residents of Milton would benefit from clear communication about future community engagement opportunities so they can more easily get involved. We worked to combine our own independent research, our community partners' knowledge, and survey input from members of the Milton community so as not to provide top-down solutions (Gullion et. al., 2020, p. 67).



### Assets

The main assets that we are working with come from the Bucknell Environmental Studies and Sciences department, the Bucknell Center for Sustainability and the Environment, and The Improved Milton Experience organization (TIME). Both Emma and Shaunna have a strong sense of the community's history and its current needs, as well as what would work well in the space. Beyond this knowledge, both of them have strong connections with individual members of the community which will come in handy as we work to implement our project. Emma is connected with local businesses in Milton, and Shaunna is well-versed with advertising for the event as well as partnerships with the Bucknell community. These connections and knowledge was visible during our initial meeting with the two community partners.

In terms of our community organization, TIME has connections to local businesses and storekeepers as well as to school staff and leaders. They are well connected with the community and have a plethora of experience coordinating events. In addition, they have allocated \$2000-3000 in funds to help with the opening of the museum and the Earth Day event. Beyond these funds, TIME has physical items we can use in the execution of our event. These items are mainly tables and chairs, in addition to a great outdoor space. The department of Environmental Studies and Sciences at Bucknell has additional funds of roughly \$700. Following an approval process of Bucknell staff members, the funds can help to boost community engagement and develop the event.

Besides these immediate partners, our group has access to the Milton Historical Society to provide us with background information about Milton and an understanding of where our problems came from. Additionally, Bucknell Center for Sustainability and the Environment currently has an intern, Hannah Tran, who is working with them to oversee the curation of their

museum exhibit. We can call upon Hannah to provide us with Milton's important historical aspects that should be incorporated into our event. Next, Professor Campbell is a resource for us, as she is familiar with event planning and walking tours in the Milton area. She will lead one of our planned walking tours, and she will be able to spread the word about our event through the community contacts she has. Finally, Sean Reese, a Bucknell program scientist, will also provide us with rich ecological information during his portion of the ecological walking tour.

### **Literature Review**

#### **Community Engagement:**

One of the strongest criteria that signifies a successful event is community engagement. It is important to partake in sustainable stakeholder engagement, which includes community members in every step of the decision-making process (Dostilio 2019, Gullion 2020, and Stova 2023). While our event is geared towards community enjoyment, rather than significant, life-changing political decisions, we would still like to gather community-members' opinions so that we can create an event in which they would be willing to participate (Dostilio et al. 2019). Additionally, this feedback will also provide us with a better understanding of how many people are interested in coming to the event so that we can plan for our budget (Infinite Ideas, 2011).

With this information, we can advertise and market our finalized event to further engage the community. Many recent scholarly studies have found that social media is an effective way to market events (Budge 2018, Fransi 2021, and Kidd 2011). As a result, we are thinking of utilizing Milton's Facebook and Instagram pages to reach the greater community. Within Milton and the surrounding area, we can also place advertisements in high-trafficked areas, as many people visit these spaces.

Finally, it is important to engage the community during the actual event so that they can benefit from it. Since our event has to do with the opening of Milton's museum, which showcases its history, we can try to engage people in ways that parallel standard museum visitation practices. Two main reasons that families visit museums is to socialize and to learn (Dierking, 1989). As a result, our event should incorporate ways for community members to interact while also learning about the history of Milton. A walking tour offers a great way for people to be free to socialize while also reading about and experiencing the older aspects of the town.

The Tamarack Institute article "Community Engagement in Rural Areas" also provides great information on how to boost community engagement in rural areas. Written in 2015, the article discusses the barriers that stop people from coming to community events and the difficulties that can pop up when trying to gain traction in the community. Producing multiple channels of engagement and communication is crucial for the success of the project. Adding alternative strategies also allows the group to plan ahead for unforeseen obstacles that could otherwise derail the project. It is also important to remember that in these areas, social media and other technologies should be added but not replace other outreach and engagement techniques (Tamarack institute, 2015). Multiple channels of engagement enable access to different groups of people, thus, enabling higher attendance rates.

#### *Best Practices For Event Planning & Marketing:*

The ability to pull off a successful event is extremely important to ensure future events with attendance will occur. The book by Leonard Hoyle, *Event Marketing; How to Successfully Promote Events, Festivals, Conventions and Expositions* (2002) provides the reader with extensive research and best practices for event planning. The book covers concepts including the

introduction to event marketing, event promotion and advertising, electronic event marketing strategies, funding the event marketing program, marketing association meetings and conferences, marketing corporate meetings, marketing festivals and fairs, and, finally, trends in event marketing. Promotion is very important, especially as the final event result heavily relies on how well the information was distributed. Furthermore, promotion creates community awareness of the event itself as well as encouraging people's desire to attend the event.

Before the promotion of an event can take place, the proposed event design needs to be visible, viable, and sustainable (Hoyle, 2002). To plan a successful event, one needs to address the "who, what, where, when, and why" about the event. Beginning at the design stage, the event planner needs to address the "why" question: why should someone take time out of their day to come to the event? In order to answer this question, the planner must understand the reasons for this event, later promoting the event through a personal approach, reflecting what someone will gain from attending the event. Following this, the "who" concept focuses on the target audience desired to attend the event. The "when" concept mentions the importance of the timing of the event as timing can increase or reduce community attendance. "where" explains that the location of the event is critical to the success of the event. The convenience of the location will lead to more individuals attending the event. Lastly, the "what" concept mentions that you must promote the purpose of the event. These questions will ensure that the community is well informed about the event, which will improve attendance.

The promotion of an event can happen through a variety of different ways, unique to each event and community. The book mentions that possible methods for the promotion of an event can include letters, flyers, brochures, mailing inserts, advertising, posters, speeches, radio and television commercials, public service announcements, e-mails, and press releases (Hoyle,

2002). The methods for promotion that seem to be the most effective for our project are flyers, posters, and the addition of social media.

One aspect of the promotion of an event is understanding and anticipating the reasons for individuals to attend the event. Some aspects that might influence or dissuade an individual from attending an event include prior reviews, recommendations, internet searches, researching alternative options, the price, comparing against other events, and earning a certificate or professional accreditation (Stova, 2023). Several of these factors can work together to sway an individual decision to attend or abstain from attending. Examining through the lens of TIME and Milton, understanding individuals' motivations and feelings towards an event is extremely important, predicting the turn out of the event. This information provides the reader with concepts to be aware of when marketing an event and how individuals are influenced.

#### *Museum Agency and Social-Media*

The emergence of social media in the last decade has drastically altered the ways that museums are able to connect themselves with their audiences. In this age of social media, the very foundation of the museum experience has shifted. Rather than working for visitors, museums today function best when they work with their visitors. This participatory culture enables and facilitates the usage of social media in community engagement (Bautista, 2013, p. 225). Adaptation to our changing digital age should be a central focus of museum institutions, which makes the use of technology in museum development and communication essential. Within this technological shift, the role of social photography in social engagement is an emerging connection. Photography enables agency on the part of visitors, as it allows them to dictate their memory and perception of their museum visit (Budge, 2018, p. 15). The intersection of the museum and visitor agency through the lens of social media is a little-studied field, but

given the pace of change with social media it is paramount for museums to account for these changes in their exhibit design and advertisement. An open question from this scholarship is on the disconnect between generations without social media, and those who are focused on it.

### Museum Engagement

One component of our project is the opening and promotion of the Milton museum, containing archives and history of Milton. The launch event of the museum will promote and enhance community engagement of the museum through the event. However, after the primary event, engagement of the museum might decline slightly. One of the ways to increase and maintain engagement is through various events that can take place in the museum. The book *Managing and Developing Communities, Festivals and Events* contains a chapter written by Valery Gordin and Mariya Dedova (2015) labeled “Museum events as a Tool for Community and Organizational Development”. The chapter mentions museum night, a worldwide event with origins in Berlin dating back to 1997. The event began with only a few cities participating, however, in 2015 more than 23 countries now participate in museum night. While the event began in larger cities, it has been successful in smaller rural communities as well. Museum night is an event in which a museum stays open late at night in order to attract more visitors.

Museums are an extremely important part of any area or city, representing the history and culture of a given community. Currently, the main challenge associated with museums is the ability to maintain existing visitors as well as increasing new visitors. The chapter mentions that the reasons for individuals to visit museums include the opportunity to gain new knowledge or to experience something new and share with others (Jepson, 2015). In order to gain insight into museum visitors' motivation for the visit, surveys were administered among visitors containing multiple choice questions as well as short answer questions. Furthermore, the survey contained

questions pertaining to the visitors main motivation for attending the event, the satisfaction of the event, and demographic information of the individual. Additionally, interviews were conducted with managers of museums, galleries, libraries, exhibition halls, and creative spaces in order to learn the motivational facts, preparation routines and the impacts of participation for these institutions (Jepson, 2015).

Museum night, through survey and interview results, mainly attracts young individuals. Survey results from 2013 show that 70% of visitors were between the ages of 16 - 29 years old. The main motivation for visitors to participate in museum night was the desire to attend the event itself, to learn something new, and to spend time with family or friends. The authors found a significant link between the attendance of a museum event and the improved feeling of community connection. In 2013, 42% of visitors agreed with the following statement, “This event made me feel part of a bigger community” with 24% agreeing to some extent (Jepson, 2015). Museum night has been found to attract new visitors and a younger audience. This event could be an event happening with the TIME museum after the initial launch event.

Through our literature review, we researched four main topics: Community Engagement, Best Practices For Event Planning & Marketing, Museum Agency and Social-Media, and Museum Engagement. Taking this information that we learned, the first method we implemented was surveying Milton residents. The decision to survey residents was supported by literature explaining that the community must be engaged in every step of the journey in order to ensure the event best represents community needs, goals, and desires. We additionally distributed a survey following the event in order to gain perspectives of the attendees, asking how they enjoyed the event and if they would like to be involved in future events. One of the main attractions at our event was the ecological and historical walking tours, using the information

found in the museum. Research from our literature review explains that the two main reasons families visit museums is to socialize and learn, using the walking tours as modes to facilitate both learning and socialization.

Another aspect that we researched in our literature review was the best practices for promotion of the event. Information from a book by Leonard Hoyle, *Event Marketing; How to Successfully Promote Events, Festivals, Conventions and Expositions* (2002) explains that the promotion of the event can happen in a variety of ways including flyers, social media, ads, posters, and many more. Using this information to support our methods, we printed out flyers, posters, and posted on social media in order to spread awareness. Additionally, the Stova article mentions the need to understand individuals' motivation for attending an event. To do this, we conducted informal surveys at various sites in Milton to understand the type of events that local residents would like to attend. Throughout the entire semester, we used methods supported by our literature review to ensure that we were using the best practices.

## **Methods**

### **Surveying**

The first method we undertook in an effort to better understand the Milton community was conducting a small-scale survey in Milton. In this informal survey, we spoke with patrons and owners of Lisa's Deli. This was selected as the location for this survey because it is one of the busiest businesses in Milton, and we were eager to speak with the most representative sample possible. We planned for this survey to be a jumping off point, and we hoped that we could be given more points of contact to go to after this. In this survey, we created the opportunity for feedback on our event as well as any ideas that locals may have had. The questions we asked were consistently "What sort of events would you like to see in Milton?" "What is important to



the Milton community?” “Do you know about TIME or the new museum opening?” Do you know any other Milton residents or businesses we should speak with?”

In our conversation at Lisa’s, we were given the contact information for a band to use as well as Steve Gibson, who runs the Art Academy in Milton. We met with Steve and ran the same ideas past him and asked for input on our event from a community standpoint. Steve was extremely helpful as he was able to give us a better sense of attendance, given the popular band we were able to book after Lisa’s Deli, as well as efficient ways for us to frame our event. From our literature review, we knew that framing and early planning for events is paramount to their success(Infinite Ideas, 2011).

For every survey conducted, there are pros and cons. In the case of this survey, the pros were that conducting these conversations helped us get a sense of attendance for the event as well as the level of interest for specific aspects of the event. In these conversations, we were given first-hand accounts of how past events have run as well as what the community perception has been. These are details we could not have known otherwise. Conducting this small scale-survey and community conversation has helped to ensure community autonomy and involvement in the execution of our event (Stoecker, 2013, p. 48). The cons for this survey were given that the timeline for this project is so short, we had to limit the scale of our surveying. Because of this, we were not able to reach everyone or get a complete picture of community opinion for the event. Additionally, the information that we were provided in regards to potential attendance levels may not have been accurate.

### Community Engagement

In our second method, given that we want to center community autonomy and engagement, we worked with Baked by Brina in Milton. This is a restaurant that was

recommended by Steve Gibson, and we were able to visit their location and speak with the owner. Baked by Brina is a new Milton business located down the block from the museum and it is run by a Milton couple. While we planned on grilling at the event in lieu of a food truck, we also wanted to incorporate offerings from this restaurant for a dessert offering. Ultimately, we gave out three dozen cookies as an incentive to those who signed up for the email list. We drew three random names and gave each person one dozen cookies. We chose to do this in order to center a community business, and to help set up the email list for TIME's success in the future.

The two main pros of utilizing this method came first from the cementing of community engagement and autonomy by including a local business. Especially given that we are outsiders to this community, it was important for us to center businesses in Milton first and foremost. Having Baked by Brina at the event was a source of publicity for a business that is new to the area (Stoecker, 2013, p. 48). The second pro of using this method was the incentive to sign up for TIME's email list. Since we are graduating, we wanted to ensure that the museum could continue to be successful after we had left Bucknell. Having individuals signed up on the email list creates a foundation for future involvement.

The main con of this method was the extra logistics required by including a business and attempting to integrate it into our event. In order to include Baked by Brina, we had to allocate more funds for the purchasing of their goods. This meant that we were potentially taking away money that could have gone to other aspects of our event. Additionally, it is not clear to us how much engagement and awareness we created for Baked by Brina.

In an effort to continue center community engagement, we focused on a local Milton band as our main form of entertainment. We booked the band "Runaway Stroller," as they were recommended to us during our conversations at Lisa's Deli. We were told that they are very

popular in the area, and had played in multiple events successfully, according to Steve Gibson. We were able to book the band by messaging with them on Facebook, and used funds provided by the Environmental Studies department to pay their performance fee.

Using this band was a method with many perceived benefits for our group. By including this aspect of our event, we hoped it would serve as another potential incentive for residents to patron our event. Given that the Runaway Stroller is extremely popular in Milton and they have a following, we hoped this would help increase attendance for the event. Having a band that is popular among residents also helped to further center the community and what is of interest to them. Being able to put their name on our posters and ensuring residents that they would be there to perform helped to create further interest in the event. Additionally, Runaway Stroller was able to advertise our event in the community as they had pre-established connections and avenues of advertising.

While using this band brought our events many benefits, it also added many layers of extra logistics for both our group and the museum. We were only able to communicate with the band via Facebook Messenger, which was not always the most efficient means of communication. In terms of booking the band, we were informed that the grant the museum was given could not cover entertainment expenses. This meant that we had to turn to the Environmental Studies department, and have Professor Stuhl fill out the necessary paperwork on our behalf. For the event itself, Runaway Stroller had a list of requirements in order to perform. This included a covered area in case of rain, and a solid stage area to perform. These were things we had to coordinate with the museum, and have them either built or brought in. Outside of these logistics, our group was not sure how well received this band would be. We are not experts on

what music residents may like, so it was possible they may not have been happy with our selections.

### *Educational Opportunities*

Given that this event was centered around Milton history and the opening of a museum dedicated to this, we wanted to center educational components for this event. We planned on having two walking tours occurring during this event. One walking tour was a historical tour of downtown Milton led by Professor Campbell. In this tour, she discussed the history of Milton through the examination of Limestone Run, in addition to a section of downtown Milton that is featured in the museum. The second tour that we planned was an ecological walking tour of the adjacent State Park. This walking tour was led by Bucknell Program Scientist, Sean Reese, who talked about the Susquehanna River's stream ecology. For both of these tours, we created and passed out a brochure that lines up with both the historical and ecological tour materials. This meant that users can follow along while on the tour or use it to guide themselves independently. We left any extra brochures we had so that visitors could continue self-guided tours in the future.

Including these tours brought many positives to our event. These walking tours were, foremost, an educational opportunity for residents to learn more about their space and to connect these teachings to the contents of the museum. Secondly, these tours were an opportunity for residents to reflect on and share memories or feelings they may have associated with the space. Since this is their history, we wanted to give them an opportunity to share these stories. From our literature review, we knew that allowing museum visitors to connect with larger aspects of the community was important (Jepson, 2015). Finally, we were able to use these tours as another point of interest when we were advertising our event. These tours allowed us to appeal to multiple age groups, as they were catered to both families and older residents of Milton.

While there were a number of benefits in including these tours, there were also a number of unsuspected cons that arose. One of the first cons that we anticipated was the idea that including Bucknell professors, who are outsiders, may have caused residents to not agree with or be happy with the contents of the walking tours. Especially on the historical walking tour, it is difficult to cover the entirety of Milton's history in only 45 minutes. We did not want anyone to feel left out, but it is possible some people may have felt forgotten. Outside of these anticipated challenges, we found that executing the walking tours on the day of our event did not go as planned. We had set up the walking tours to occur at 11:30 am, which was 30 minutes after the official start of the event. What we did not realize was that most people would arrive 15-30 minutes after this official start time, and therefore were not aware of or chose to not participate in the tour. Many individuals who arrived on the later side wanted to spend time at the event and were not eager to immediately leave the museum again to join in on the walking tour.

Outside of these walking tours, since our event coincided with Earth Day we wanted to have Earth Day themed activities for children and families who came to the event. We selected games and activities that connected with aspects of Milton's history and ecology, mainly by incorporating details from the museum. To connect with the museum, we had coloring pages of plants that were featured in the exhibit and on the ecological walking tour. We were able to plan these with Hannah Tran, the intern creating the museum content, to ensure that the themes aligned with the museum. We also included a fossil dig with materials provided by the Bucknell Geology department. This fossil dig was meant to further create engagement with ecological history, and be a source of education for any children who attended. Finally, we included a number of lawn games provided by Bucknell. These games were geared towards any age group, and were meant to offer another source of entertainment at the event.

Including these educational components brought our event many benefits. From our literature review, we knew that having events geared towards children helped to incentivize families to attend our event (Dierking, 1989). These activities were a learning opportunity for children, as well as a possible incentive for parents to visit the museum again down the line. Through the connections of our group members, we were able to secure items for these events free of charge through Bucknell. These were ultimately cost-saving activities that were seen as another educational component outside of the walking tour. The main downside of these activities came from the additional logistical layers required. We had to dedicate time to picking up the materials, and this is time we could have spent working on other aspects of the event. Additionally, these activities may have ended up being a distraction from the museum and the other educational components we had planned.

### Advertising

In order to create awareness for our event, we advertised through various platforms and mediums. From our literature review, we knew that one of the best advertising methods for events is social media (Budge 2018, Fransi 2021, and Kidd 2011). The main social media outlets we utilized was the TIME Facebook page, as well as Milton Facebook groups. These Facebook groups became known to us by Steve Gibson and through the connections we made with him, we were able to utilize these community pages to spread the word about our event. From our literature review, we knew that utilizing multiple channels of engagement and communication was crucial for spreading the word (Tamarack institute, 2015, pg. 2). In order to advertise successfully on social media, we made a promotional poster and drone video for the event. The poster focused on the specific components of the event, as was meant to convey information quickly. Our drone video was filmed by our group member Jacquelin Rounsavill with equipment

she owned. The drone video highlighted the town of Milton, and was meant to be a more cinematic approach to advertising the event.

Beyond social media, we hung fliers, posters, and postcards around Bucknell, Lewisburg, and Milton, especially in the businesses that are frequented by our target audience (Hoyle, 2002). Per the advice of the contacts we have made, we also strategically invited certain key figures directly. Individuals such as the mayor and the board of directors received emailed invites from us individually, in an effort to ensure their attendance and support. Finally, beyond these advertisements, we wrote a news release for the Daily Item and Standard Journal. This news release was written with the support of Professor Stuhl and our community partners. It focused on creating awareness for the event, by laying out the activities we had planned.

The mechanisms we used for advertising ultimately brought our group many benefits, as they were the main way to garner awareness of and interest for our event (Budge, 2018, 140). Providing multiple avenues of advertising meant that we were able to reach the most people possible, especially those who may not use social media in their daily life. Since we wanted to reach an older population in Milton, our group felt this inclusion was important. The main cons in using this form of advertising is that we may not have reached as many people as we hoped. Given our limited time and resources, we were only able to physically place advertisements in Lewisburg and Milton. This may have excluded certain groups of people who resided in communities outside of this. Outside of this, creating and spreading these advertisements required a lot of time and resources from our group. Designing the poster, filming the drone video, coordinating drop off points, and writing the news release, took up a large portion of our time in the weeks leading up to the event. While these efforts were extremely important to the

success of our event, it is possible that we could have spent this time working on other aspects of the event.

## **Results**

### **Stakeholder Engagement:**

Our community partners Emma Downey, a TIME employee and Milton resident, and Shaunna Barnhart, who works for the Sustainability group at Bucknell, led the project. Both Emma and Shaunna had a plethora of experience coordinating events and helped guide us in the process of creating a successful museum opening. We created a project design that highlighted the goals and methods for achieving a successful event in conjunction with these community partners. Outlining our plan for the project helped to keep us organized on what needed to be done each week. We were able to present ideas from this work in our weekly meetings with Emma and Shaunna. These meetings gave us TIME's perspective and recommendations for the specific events to plan. They approved of our ideas to have free food and music in addition to a fossil dig and walking tour. They also helped us decide that the event would be rain or shine because they ensured us that the Milton Miltonian Museum had the capacity to host people indoors for food, music, and the fossil dig. We also felt that committed community members would be willing to go on the walking tours with umbrellas. Some of our final weekly meetings with Emma and Shaunna were held to confirm the event, timeline, and budget.

We also conducted other interviews with community members at Lisa's Deli. There, we learned that it would be well-received to have free food and music, and one community member even recommended Runaway Stroller play at the event. Another interviewee provided us with Steve Gibson's contact because they knew that he would be interested in helping us plan the event. When we talked to Steve, he provided insight into how Miltonians perceived TIME and



gave us more information about how to plan a successful event in Milton. Additionally, we spoke with Kris LaVanish, who is an active community member through Milton's library. Kris drew from her event-planning knowledge and experience working in the Milton community to give us tips for planning our event. She suggested that we strategically choose to hold the event on a Saturday from 11am-1pm to get as many people as possible during the lunch rush. These hours also conveniently coincided with the museum hours so that attendees could walk into the new exhibit as well.

Once we solidified our ideas, we had to contact other key stakeholders to secure our plans. We contacted Bucknell Professors, Claire Campbell and Sean Reese, to confirm their guidance and content for the walking tours, Hanna Tran to approve of our advertisements, Runaway Stroller to confirm their presence at our event, and Baked by Brina to order cookies for the event.

### Community Engagement:

Our group planned the Planted in Place event that took place on April 22, 2023 from 11am-1pm, in collaboration with TIME. We had between 100-150 attendees attend our event, including toddlers, teens, adults, and senior citizens. Our group visited the museum to examine how to best lay out the space and involve members of the community. First, we planned to have educational opportunities for community members so that they could learn more about the history and ecology of Milton. We planned a walking tour of the town and the local state park across the Susquehanna River. Claire Campbell, professor at Bucknell, led the historical walking tour of the downtown area. We were able to get about 6-8 people to join her walking tour, and they gave great feedback about their experience. Similarly, Sean Reese led the island tour, which focused on the ecology of the area. About 6-10 Milton residents joined him on his tour, which

gave them the opportunity to learn more about the land. The museum itself worked in collaboration with the walking tours to give a historical and ecological understanding of the town. Additionally, we set up coloring stations and a fossil dig for little kids. The fossil dig was a big hit, as little kids and their families were constantly searching for fossils in the sand. We received great verbal feedback from parents about how it was a fun learning experience for their kids. We also planned to engage the community by providing free food and entertainment. We had free hamburgers, hotdogs, salads, and snacks. Plus, we had Runaway Stroller and lawn games. Members of the community were thrilled about Runaway Stroller's performance, as it not only enticed people to come to the event, but it also kept people engaged at the event.



*Community members attending the event (pictured left). Runaway Stroller performing on the day of the event (pictured right).*



*Children participating in the fossil dig on the day of the event (pictured left). Community members engaging in the lawn games on the day of the event (pictured right).*

We created flyers for the event that were distributed across the local community to boost attendance. The flyers were left in high-trafficked areas of Milton and Lewisburg, such as Bull Run, All-Star Bagel, the Lewisburg Deli, the Bucknell bookstore, the Samek Art Museum, Lisa's Deli, the YMCA, Taste Craft, Two Owls, CVS, Kohls, the Milton Library, the Milton Art Center, the Milton Fire Department, the Milton Historic Society, Salamander Yoga, Milton State Park, and the Milton Municipal Building. We hung many smaller fliers that showcased the event activities around campus and in stores that are visited by families and kids, as these would attract children. We also hung bigger, more official posters that highlighted the event's connection to Milton in bigger window shops, as we knew Milton residents would be likely to see these. Finally, we have left the small postcards in stores so that the owners can distribute them to their shoppers.

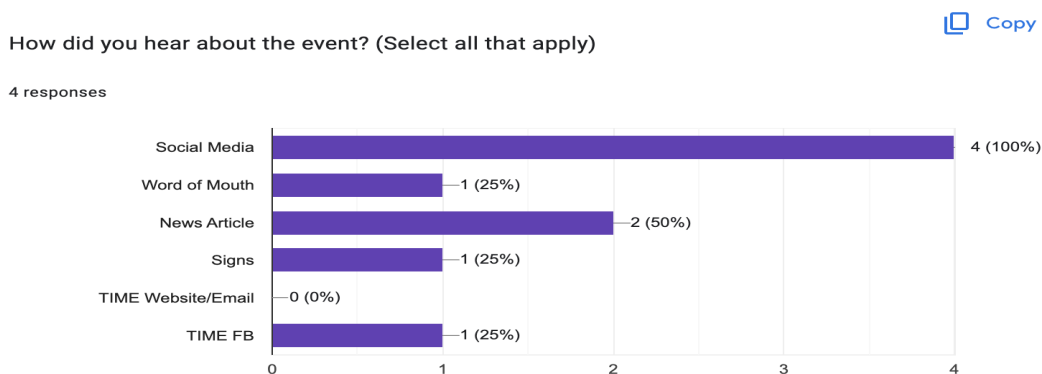
We were also able to involve the Milton schools and children, which was a big area for community engagement. After talking with Sean Reese, we coordinated advertisements to be posted at the Milton school district. This allowed us to get our event flyers sent out across the

school district and introduced the event to children so that they and their families would come to the event.

Finally, we utilized social media outlets and posted digital advertisements on TIME's Facebook and Instagram pages. We wrote a news release that was posted in the Daily Item, which previewed the main attractions of our event. Plus, we were able to create a drone video that outlined the event area and what the tours focused on. This was primarily a strategy to boost engagement prior to the event and give a glimpse on what community members would be able to expect.

### Survey Results:

We sent out a follow-up survey to all of the people who signed up to be on TIME's email chain. From the fifteen people that signed up and were sent the email, we got four people to respond to our survey. Our survey results revealed that the success of our event was mainly due to our social media advertisement strategies and educational opportunities.



*Question 1: How did you hear about the event? (Select all that apply)*

As previously mentioned, we handed out and hung up physical posters in various locations, posted ads on social media, and sent in a news release to advertise our event. Answers to Question 1 indicated that social media was a key method to our success. The news article and word of mouth were also successful methods of advertising. Having an article in the paper typically draws in an older demographic while word of mouth is usually for people of all ages. Similarly, through the use of TIME's Facebook page and similar pages, we were able to draw in various demographics of people to the event.

What was your favorite part(s) of the event?

4 responses

Music, food, historical maps & old photos

The exhibit! beautifully done, really cool to learn about the history and plants

The exhibit

MAPS - very interesting/ time to chat with friends

*Question 2: What was your favorite part(s) of the event?*

The responses to Question 2 allowed us to get great feedback about the positives of the event. The entertainment, such as music and food, were great in maintaining enjoyment for people at the event. However, the results showed that people's favorite part of the event was the museum exhibit itself. Respondents especially liked the design of the museum, which may have been a result of our conversations with Steve Gibson and his suggestion to draw in the art community to the event.

What part(s) of the event could have been improved?

4 responses

More explanation about the walking tours would have been helpful. We did not understand the focus of the tours.

More announcements about the schedule of events - maybe an emcee?

I didn't see any hotdogs :)

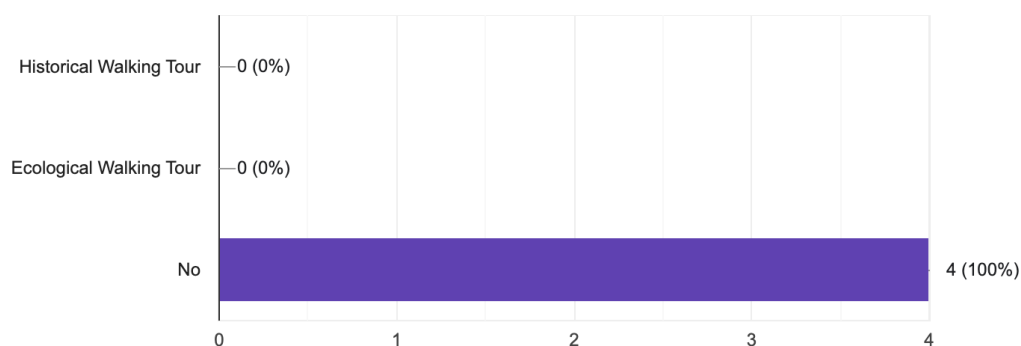
none

*Question 3: What part(s) of the event could have been improved?*

 Copy

Did you participate in any of the walking tours? (Select all that apply)

4 responses



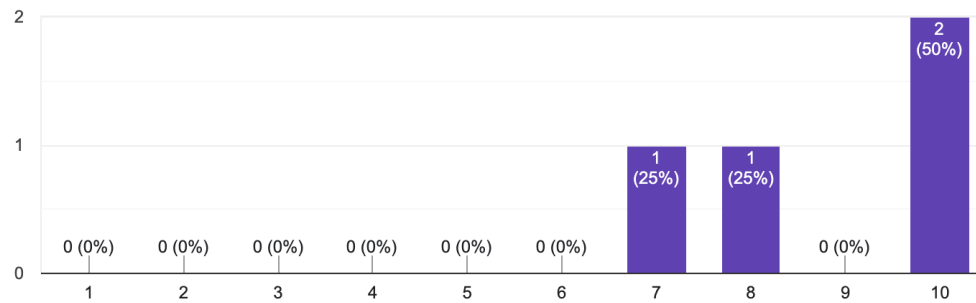
*Question 4: Did you participate in any of the walking tours? (Select all that apply)*

Question 3 allowed us to see what could have been improved at the event. A general theme was that the walking tours needed to be advertised better. Everyone who answered Question 4 indicated that they did not participate in a walking tour. Furthermore, this was also seen to be a concern, as it was said that more explanation of the tours would have been beneficial and the announcements for it needed to be clearer.



Rate your overall experience from 1-10 (1 being the worst, 10 being the best).

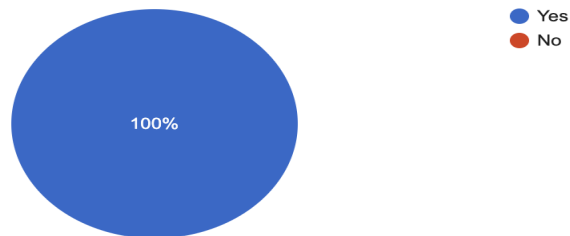
4 responses



*Question 5: Rate your overall experience from 1-10 (1 being the worse, 10 being the best).*

Would you be interested in supporting future TIME events?

4 responses

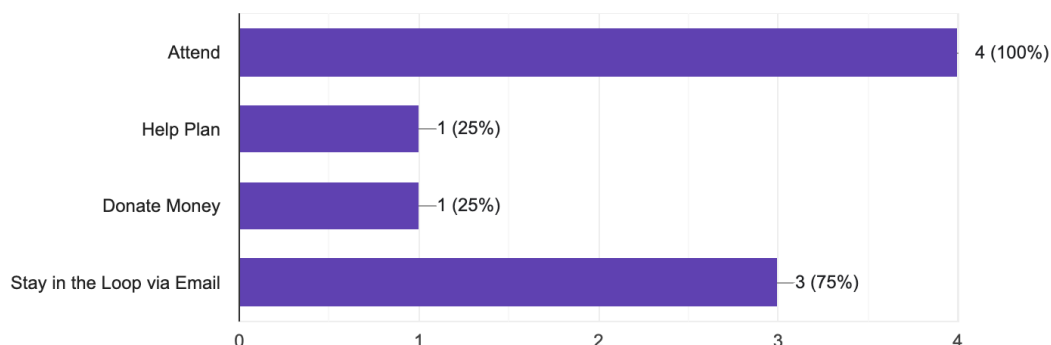


*Question 6: Would you be interested in supporting future TIME events?*

If you answered "Yes" to the last question, how would you be interested in supporting future TIME events? (Select all that apply)



4 responses



*Question 7: If you answered "Yes" to the last question, how would you be interested in supporting future TIME events? (Select all that apply)*

Question 5 showed that, overall, people enjoyed the event, while Question 6 showed that all respondents would be interested in supporting future TIME events. Question 7 revealed that all respondents would attend future TIME events, most would like to be linked to TIME's email chain, while only one would help plan or donate money. Overall, it was great to receive positive feedback from people about attending future TIME events and supporting the revitalization of Milton.

## **Discussion and Analysis**

### **Stakeholder Engagement**

Our weekly meetings with Emma and Shaunna were key in coordinating our event. We were able to communicate routinely with our community partners to ensure that we all had the same goals and were working towards achieving them. Having transparent communication helped us to set realistic goals, while it also allowed our community partners to gain a better understanding of our progress.



We wanted to make sure that the event reflected the wants and needs of community members, so we surveyed the community and personal contacts to gather ideas about what the event should be. While we would have liked to administer a representative survey to community members, we did not have enough time during this semester. Instead, we visited Lisa's Deli in Milton's downtown area to gather information from personal conversations. This method worked because Milton is a small, rural town, so we were hopeful that the community members we interacted with felt connected to the area and would be willing to offer helpful information. Our conversations at Lisa's Deli gave us the ideas to have free food and the local band Runaway Stroller play at our event. We would not have heard about Runaway Stroller if we had not talked to community members, so this information was very insightful and likely attracted many people to our event. One limitation to our research is that we only conducted these informal surveys in one location in Milton.

However, we also emailed and met with active community members who owned businesses or were in charge of community organizations. They gave us specific event-planning tips that would be used in Milton based on their own experience. Our conversation with Steve Gibson helped us when we interacted with the community to promote the event, while our conversation with Kris LaVanish helped us to coordinate the logistics of the event. As a result, we knew how and when to promote the event. We concluded that having food and music would draw people to the event during lunch hours on the weekend. From there, we would be able to successfully promote the history and ecology of Milton through walking tours and a fossil dig, which connects people to their community. Overall, these interviews proved to be vital to the success of our event because they shed insight into what would be successful in the Milton community.

### Community Engagement

The main goal of our project was to create an event that would promote the history and ecology of Milton to attract more people to TIME's museum exhibit opening and the town in general (The Improved Milton Experience, 2023). Through our community-based research, our main focus was to ensure that community members would be engaged from a bottom-up approach (Dostilio, 2019; Gullion, 2020; Stova, 2023; and Tamarack Institute, 2015). As a result, we chose to offer educational opportunities that would teach community members about the history and ecology of Milton in addition to fun activities that would attract community members and keep them engaged at the event.

We had around 150 people attend the event, which was within the range that we were expecting. While we did not want to rely on the number of attendees to measure our event's success, having this many people show up to the event does demonstrate that we successfully planned an event that Milton community members were interested in attending. One aspect of the event that may have also resulted in a high number of attendees was the fact that the weather was sunny and mild that day, as it could have incentivized people to be outside.

During the event, we saw a wide demographic of community members taking advantage of the opportunities we had to be engaged at the event and with the community at large, which was likely the result of our wide distribution of advertisements and promotional methods. Children utilized the fossil dig, and older adults utilized the walking tours. Additionally, the presence of a local band and bakery strengthened the ties between community members and businesses. Plus, these businesses gained monetary and relational support, which is one of TIME's goals.

We learned that marketing is key to the success of an event, so we focused a lot of our energy on creating a captivating advertisement. Our advertisement showcased when and where our event was going to take place in addition to the specific activities, food, and music that would be provided. We made sure to highlight the fact that Runaway Stroller would be performing because we knew that they had a big fan-base in the Milton area. However, our survey results revealed that all respondents did not participate in the walking tours, and they thought it would have been beneficial to hear more about them at the event. We could have improved our advertisements and communication on the day of the event to highlight the walking tours. Our advertisement also matched the color scheme of the new museum exhibit so that people would be able to associate the event to the grand opening, which would increase the likelihood that they would visit the exhibit. TIME's intern, Hannah Tran, also created an advertisement that focused mainly on the museum opening.

We then spent two weeks posting both of these advertisements in high-traffic areas to spread as much information about the museum opening and our event as possible. When posting these advertisements, we chose both physical and digital platforms because we wanted to reach a wider audience (Hoyle, 2002). Drawing from our research, we knew that social media is a successful modern marketing agent due to its wide accessibility (Bautista, 2013; Budge, 2018; Fransi, 2021; and Kidd, 2011). As a result, we advertised our event on the Milton Facebook and Instagram pages throughout the week leading up to the event, since these platforms already have a reliable following that would be likely to attend TIME events in the Milton area. We figured that social media would reach a younger audience, so we also wrote a news release that was posted to the Daily Item to reach an older audience. This allowed more community members to read and learn about the event.

Finally, we posted both of the advertisements physically, in the form of flyers, posters, and postcards, around Milton and Lewisburg in well-visited places to attract more people to the event. We put the advertisements in local shops that got a lot of business and in community buildings where active community-members would be likely to visit. When hanging the posters, we first tried to put them in the windows so that even street traffic would see them. However, many shop owners had bulletin boards that were made specifically for event promotion, so we also utilized these and hung them at eye-level to maximize the odds that they would be seen. Subsequently, we personally invited community members that we knew strongly valued the history and ecology of Milton, via email, so that we could count on their attendance. Our distribution of advertisements across many platforms increased awareness about the event and the museum opening, which may have contributed to the large turnout on the day of the event.

From our survey results, we found that all respondents heard about the event through social media, half of them heard about the event through the news release, while only one person heard about the event through the physical advertisements. These results demonstrate that Miltonians rely most heavily on digital platforms to spread and acquire information about local events. While physical advertisements still worked to spread awareness about our event, it would be more effective to focus on posting these advertisements on social media platforms in the future. We did create a drone promotional video, but it is unclear whether this was circulated to the community, and if so, how it was circulated. TIME may consider utilizing a wider range of digital advertising platforms that include videos, like TikTok and television commercials.

#### Survey Results:

After the event, we sent out an email to all of the people who signed up for TIME's email chain while they attended the event. In our follow-up email, we included a survey that asked

community members to provide feedback about how the event went. We also included pictures from the day of the event. This gave community members closure after the event happened in addition to a chance to influence future TIME events. One metric that we chose to use to indicate the success of our event was the number of people who signed up for TIME's email chain, as it reflects who has the potential to contribute to and be involved in future TIME events. In order to incentivize people to sign up for the email chain, we drew three random names and offered them cookies from Baked by Brina. Having this reward may have helped get people to sign up. Yet, we only had fifteen people sign up for the email chain, which is not a lot considering the total number of people who attended the event. Therefore, we could have used other ways to incentivize attendees, or we could have been more effective in communicating about the email chain and convincing people to sign up.

We also looked at the results of our follow-up survey to see how effective our event was in involving the community. The final question asked respondents if they would be interested in supporting future TIME events. Everyone responded that they would. More specifically, all respondents indicated that they would attend future events, three respondents indicated that they would stay in the loop via email, while only one respondent indicated that they would help plan the event or donate money for a future event. These results reveal that, while community members are invested in future TIME events, they are only willing to engage to a small extent. It seems as though they are only willing to commit to TIME if it does not require a large amount of time or energy, or if they will directly benefit from attending the event. It would have shown a greater level of community engagement if more people were willing to take the time to plan events or if they would sacrifice their own money to make events happen.

Most of the responses showed that their favorite part of the event was interacting with the museum. The purpose of our event was to attract more people to the community and to the museum exhibit, so this indicated that we met our primary goal. Through these responses, we learned that Miltonians value their community, since they enjoyed learning about it through the new museum exhibit. It would be effective to plan more TIME events around their future museum exhibit openings, as having events clearly gets people to visit the museum. Additionally, two respondents of our follow-up survey rated their overall experience a 10/10, while one rated it a 7/10 and another a 8/10. These results reflect the fact that the community had an overall positive experience, which is a reliable testament to the success of our event.

One limitation of our follow-up survey is the fact that only four people responded, which reflects 27% of those who signed up for the email chain and 3% of those who attended the event. As a result, these responses may not be representative of the overall Milton population or of attendees' sentiment of the event and their level of community engagement to TIME. Additionally, while all of the responses that we heard were positive, community members may not have completed the survey if they had negative comments due to their uncomfotability. However, our event did attract a wide demographic of community members to Milton and the museum opening, which was our overall goal.

### **Recommendations and Next Steps**

From the beginning, our goal was to not only run a successful and well attended community Earth Day event, but to create the foundation for a productive working relationship between TIME and the Milton community. One of our project goals was to increase community engagement within the town and to strengthen the already present Milton community. In order to achieve this goal, we had hoped to include a "tell your story" billboard at the entrance of the

museum. This was meant to allow members of the Milton community to engage with the exhibit, share stories, and connect with one another. Unfortunately, there was a miscommunication with our community partners and this aspect of the exhibit fell through the cracks come event day. However, we still highly recommend that this feature be included in the next exhibition the museum runs in the fall.

Through our research, we found that one issue museums face is maintaining their existing visitors and attracting new ones (Jepson, 2015). While our goal was to promote Milton's historic and ecological aspects through an event, we would recommend hosting regular events in the future to continue the flow of visitors and maintain community members' connections to Milton. Additionally, it would be an advantageous marketing strategy to advertise future events while an event is currently taking place. We received questions at the Earth Day event regarding when the next exhibit would be running and were unable to give a decisive answer. Just having the date and time set for the next event so that you can advertise it while you have a captive audience would be beneficial.

Based on our survey responses to the question, "How did you hear about the event," we found that most attendees saw advertising through social media platforms. With this in mind, we recommend that TIME maintain a stronger social media presence in the weeks leading up to their next event. This includes regular advertisements on their facebook and perhaps creating an instagram or twitter account as well.

We have also created a mailing list where attendees added their emails to a sheet for a chance to win a gift basket of cookies from Baked By Brina. This mailing list will serve as the foundation for TIME's audience when they are planning their next event. We recommend that TIME reach out to this list of individuals with information on upcoming events shortly after the

conclusion of the Earth Day event. These community members will be the people most likely to attend future exhibits that the museum holds as well as any other events that TIME has planned. Additionally, TIME should continue to add individuals to this mailing list at future events so as to continuously expand their network of community members.

As for the walking tours, we advise that if TIME plans to incorporate a similar event in the future, it should be shorter. Based on our demographic research on Milton at the beginning of the project, we predicted that most of the individuals attending the event would be families with young children or adults above the age of 50 (Data USA, 2022). This resulted in many of our attendees being unable to walk several blocks and participate in the walking tours. The length and strenuous nature of our walking tours was an oversight on our part and should be corrected to ensure increased participation at future TIME events.

### **Acknowledgments**

Throughout this project we have worked closely with our community partners, *Shaunna Barnhart* and *Emma Downey*. The Museum is ultimately their project and we are grateful to have had the opportunity to help them. We would like to acknowledge them here, along with several other individuals who contributed to the success of this project. Without the contributions from all of these people, this project would not have been possible.

*Professor Andrew Stuhl*, our supportive and helpful teacher who helped strengthen our project and regularly checked in on us to ensure everything was running smoothly

*Hannah Tran*, the student intern who aided in the designing of the museum

*George Venios*, the Director of TIME

*Runaway Stroller*, the local band that performed the event

*Kris Lavanish*, the director of the Milton Public Library



*Professor Claire Campbell*, who led the down town walking tour

*Sean Reese*, Bucknell Program Scientist who led the ecological walking tour

*Gavin Davidson*, the geology department director of laboratories who provided us with sand and fossils for our dig

*Baked By Brina*, a local bakery that donated cookies for the event

*Steve Gibson*, an artist and director at the Art Academy of Milton

*Lisa's Deli* and other local businesses of Milton, PA that allowed us to survey their employees and customers as well as use their storefronts for promotional material

## Appendices



*Appendix A – Final Draft of Event Flyer, designed by Mia Bohi-Green*



*Appendix B – Planted in Place Big Poster and Postcard Print-Outs, designed by Hannah Tran*



*Appendix C - Promotional Drone Video Uploaded to our Google Drive, designed by Jacqueline Rounsavill*

## The Miltonian Municipal Museum Presents: Planted in Place

Saturday, April 22<sup>nd</sup> 11 am-1 pm  
 168 S Front St, Milton, PA 17847

Please join the Miltonian Museum in celebrating its grand opening with a celebration of Milton’s rich history and ecology. Coinciding with Earth Day, this event will occur on April 22<sup>nd</sup> from 11 am until 1 pm in the side yard of the Miltonian Municipal Museum rain or shine. Admission to this event is free to all.

At this event, there will be free food and refreshments for all in attendance. Two bands will be performing throughout the duration, with a special performance by Milton’s own Runaway Stroller. There will be walking tours launching from the event site, both led by history and ecology experts. One walking tour will center on Milton’s own history, while the other focuses on Milton’s unique ecology. There will also be lawn games and a fossil dig available during the duration of the event.

This event will be presented by The Improved Milton Experience and will be an opportunity to reflect on the storied past of this community. Please join us to celebrate the opening of this new museum and celebrate all things Milton!

*Appendix D - Press Release we are Using to Promote the Event, written by Eleanor Geno*

The image shows the front and back of a historical walking tour brochure. The front side (left) features a map of Milton, Pennsylvania, with text boxes providing information about the tour. The back side (right) features a satellite map of Milton with a red line indicating the walking tour route, along with descriptive text.

**Planted in Place Walking Tour**  
 Presented by Bucknell Environmental Studies Students in partnership with TIME

**Limestone Run- Then & Now**

**How did water shape this town and its streetscapes? What happened to the West Branch Canal and the mill race? Where can we find parts of nineteenth-century history still with us? Where does water still flow, and how can we follow it to help make our communities healthier and more appealing?**

**This tour explores the path of Limestone Run as it flows through - and underneath! - downtown Milton to the Susquehanna, using maps from the 1880s and 1890s to locate the footprints of older buildings, industries, and infrastructure.**

**Planted in Place, the inaugural exhibit of the Milton Municipal Museum, pairs reproductions of Sanborn insurance maps of South Front Street, with botanical illustrations and specimens of plants that grow along the riverbank and the island adjacent to the building - both native and introduced. The accompanying text highlights elements of the built and ecological context that illustrate the town's evolution.**

**This exhibit is a partnership between The Improved Milton Experience and an interdisciplinary collaboration of students, faculty, and staff from History, Biology, Environmental Studies, Management, and the Center for Sustainability & the Environment at Bucknell University.**

**Funding for this project is provided by Bucknell University's Office of Civic Engagement through a campus-community collaborative research grant, Bucknell Center for Sustainability & Environment, and The Improved Milton Experience (TIME).**

**Route of the Historical walking tour that follows the path of the buried Limestone Run, with stops at the industrial mural, the footprint of the West Branch Canal, nineteenth-century industries along the water, and places for possible restoration.**

**Otzinachsen map of the West Branch of the Susquehanna River, published 1857**

**Insurance map of Milton, Northumberland Co., Pennsylvania, Sept. 1896**

*Appendix E - Historical Walking Tour Brochure Front and Back*

This tour will explore the ecology of Milton State Park and its interactions with the Susquehanna River, with specific focus on six plant species. Can you find them all?

### Planted in Place Walking Tour

Presented by Bucknell Environmental Studies Students in partnership with TIME



Milton State Park

Planted in Place, the inaugural exhibit of the Milton Municipal Museum, pairs reproductions of Sanborn Insurance maps of South Front Street, with botanical illustrations and specimens of plants that grow along the riverbank and the island adjacent to the building—both native and introduced. The accompanying text highlights elements of the built and ecological context that illustrate the town's evolution.

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#### Silver Maple (*Acer saccharinum*)

The Silver Maple is a broadleaf, deciduous tree with palmately veined and deeply 5-lobed leaves that have serrated edges and elongated tips. Flowers appear in early spring in dense red to green clusters. It can be found throughout the park, serving as a main contributor to the canopy.

*Q: Which animals eat silver maple seeds?*



#### Sycamore (*Platanus occidentalis*)

The leaves of sycamore trees are large with three to five lobes and prominent teeth along the margins. The most obvious characteristic to look for when identifying sycamore trees is its "camouflaged" bark that peels to reveal the inner white bark. At Milton State Park sycamore can be found scattered throughout the floodplain forest, especially on the edges of the river.

#### Black Locust (*Robinia pseudoacacia*)

The Black Locust is a tree with alternate, pinnately-compound green leaves and pods that hang from the tree. It can be easily identified by the long pair of thorns it has at the base of each branch. In Milton State Park, specimens of this tree can be found in drier spots along trails, with several large trees occurring on the walking path just below the boat launch.

*Find a leaf and sketch it in the space below.*

#### Northern Catalpa (*Catalpa speciosa*)

The Northern Catalpa has giant, heart-shaped leaves with long fruits that hang from the branches. In Milton State Park you can find this species located along forest edges, with the best examples on the edge of the parking lot on the downstream side of the bridge.

*Did you know that the elongated fruits have been used to treat chronic bronchial infections, spasmodic asthma, labored breathing, and heart problems?*



#### Japanese Stiltgrass (*Microstegium vimineum*)

The Japanese Stiltgrass has leaves that are pale-green with a shiny, silvery midline through the center of each blade. The stems of this species move horizontally across the ground and root as they go, which makes it an invasive species. This species can be found throughout the park, but it is especially abundant along the walking trails.

#### River Birch (*Betula nigra*)

The River Birch is characterized by its salmon-pink to reddish brown bark that is most easily recognized by its peeling appearance. The leaves have a leathery feel and a diamond shape, with a medium to dark green color. It is commonly used for its sap. In Milton State Park the tree is common where the island shore meets the water, with many trees leaning out over the river.

Appendix F - Ecological Walking Tour Brochure Front and Back

### Post TIME Miltonian Municipal Museum Survey

Provide your feedback about the TIME's Miltonian Municipal Museum Survey!

[jmr067@bucknell.edu](mailto:jmr067@bucknell.edu) (not shared) [Switch account](#)

**\* Required**

How did you hear about the event? \*

Social Media

Word of Mouth

News Article

Signs

TIME website/Email

Other

If you answered "Other" to the last question, how did you hear about the event?

Your answer \_\_\_\_\_

What was your favorite part of the event? \*

Your answer \_\_\_\_\_

---

What part(s) of the event could have been improved? \*

Your answer \_\_\_\_\_

---

Did you participate in the Historical Walking Tour? \*

Yes

No

---

Did you participate in the Ecological Walking Tour? \*

Yes

No

Rate your overall experience from 1-10 (1 being the worse, 10 being the best). \*

1    2    3    4    5    6    7    8    9    10

---

Would you be interested in supporting future TIME events? \*

Yes

No

---

If you answered "Yes" to the last question, how would you be interested in supporting future TIME events?

Attend

Help Plan

Donate Money

Stay in the Loop via Email

Appendix G - Follow-up Survey for Event Attendees

<u>Event Budget:</u>	
●	<b>Food- \$331.19 total</b>
○	Burgers
○	Hot dogs
○	Buns
○	American Cheese
○	Ketchup
○	Mustard
○	Pasta salad
○	Coleslaw
○	Water Bottles
○	Chips
○	Plates
○	Napkins
○	Knives, Forks, and Spoons
○	Tinfoil
○	Serving Utensils
●	<b>Entertainment- \$279.38 total</b>
○	Runway Stroller- \$250
○	Fossil Dig Materials- \$26.50
○	Coloring Page Materials- \$2.88
○	Lawn Games- provided by Bucknell
●	<b>Printing- \$0 total</b>
○	Brochure- covered by ENST
○	Posters- covered by ENST
<b>GRAND TOTAL: \$610.57</b>	

*Appendix H -Budget*

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