

GET ON BOARD!

NORTHERN CENTRAL RAILWAY
OF YORK

NEW FREEDOM, PA

Recently re-branded from

STEAM INTO HISTORY



www.NorthernCentralRailway.com

VISION

Northern Central Railway
aspires to be the most unique
railroad experience in the
Eastern United States.



MISSION

Northern Central Railway will
enhance the economic engine
of York County by delivering
historical, educational and
entertaining experiences on
an excursion railroad.



CASE FOR SUPPORT & GOAL

Northern Central Railway (originally Steam into History) was founded by William “Bill” Simpson, a deeply involved York community business leader and philanthropist. For ten years prior to his death in 2012, Bill and his life-long friend, Reed Anderson combined their vision, love of York County, and passion for trains to rally businesses and major donors to develop and launch Steam into History. Steam Into History grew over the next seven years, offering much more than the original historical vision. The organization recently updated the brand to Northern Central Railway in order to more closely reflect the robust excursion and event schedule, and the inclusion of new equipment.

Northern Central Railway strives to offer the most unique railroad experience in the eastern United States by delivering historical, educational, and entertaining experiences for locals and visitors as they experience an excursion railroad running in York County. We aim to be the highest profile tourist draw in York County.

NORTHERN CENTRAL RAILWAY WILL CONTINUE TO ENHANCE THE ECONOMIC VITALITY OF YORK COUNTY BY:

- Sharing family experiences on memorable themed rides like our holiday Tannenbaum and Santa Express excursions, beautiful Fall Foliage rides, the annual Pennsylvania Cowboy Weekend, and other experiences for kids of all ages such as Easter Bunny, Princess, and Superhero events
- Offering a truly unique experience for railroad aficionados riding authentic steam and diesel trains on a beautiful, historic rail line that played an important role in our Nation’s history
- Presenting an opportunity to discover civil war era history related to the nation and York County, Abraham Lincoln’s presence in our region, the role of York County in the Civil War era, through the presentations of period re-enactors
- Proffering lessons about railway history and its relationship to national and local history and its impact on the movement from agrarian to industrial cultures
- Providing a unique platform for the acquisition of knowledge—historical, geographical, banking, reading, and STEAM concepts

NORTHERN CENTRAL RAILWAY IS TAKING MEASURED STEPS TO EXPAND OUR:

- Entertaining experiences for the public and memorable events for multiple generations of families
- Positive impact on the tourism industry of York County
- Rail line from New Freedom to the City of York
- Educational offerings

PLAN

With the support of committed private donors **Northern Central Railway** will be able to address the critical ongoing program and maintenance financial needs of the organization while meeting our non-profit vision.

NORTHERN CENTRAL RAILWAY WILL:

- Offer a truly unique rider experience through creative excursion offerings, premium equipment, and an exceptional experience at the Northern Central Railway station
- Maintain current donor support and strengthen state and local funding partnerships that involve the rail trail, rail lines, and bridges that support the operation of Northern Central Railway trains
- Serve as the #1 tourist destination in York County
- Continue to build organizational brand recognition via strategic marketing
- Preserve opportunities to showcase one of the most beautiful rail corridors on the east coast
- Provide consistent programming for York County's population
- Enhance the appeal of the York County Heritage Rail Trail and preserve the rail line that will otherwise deteriorate



TIME LINE

2002

Bill Simpson and Reed Anderson develop the original concept of Steam into History

March 2010

York County Commissioners approve plan to run tourist train between New Freedom and Hanover Junction

March 2010

Construction begins on replica 1863 steam locomotive by Kloeke Locomotive Works in Elgin, Illinois

April 2013

Train completed and delivered by truck to New Freedom

February 2015

Steam into History's 3rd coach, a four-season car, constructed

June 2013

Grand Opening Celebration and Dedicatory Run from New Freedom to Hanover Junction

April 2015

Steam into History launches Membership program

April 2014

Steam into History initiates Preservation Fund

April 2016

Steam into History launches Capital Campaign, raising \$3.3 million in private donations and public grants

September 2017

Phase One of track refurbishment begins funded by PA State Multimodal grant through Rabbit Transit

September 2018

Pennsylvania Railroad GP9 #6076 diesel engine purchased and restoration initiated

October 2018

Steam into History breaks the 100,000-visitor mark

TIME LINE

February 2019

Explore York grant and private donations received to fully fund a 4th period coach

April 2019

\$450,000 PA Department of Community & Economic Development grant received for refurbishment of track from Seven Valleys to Hyde

December 2019

Organization rebrands as Northern Central Railway of York in recognition of expanded offerings

September 2020

Establishment of “hands on” experiences as part of STEAM educational programming

December 2019

Restored Pennsylvania Railroad GP9 #6076 diesel engine delivered

June 2021

Track refurbishment to Hyde to be completed

January 2021

Continued implementation of robust STEAM educational programming

December 2019

Northern Central Railway boasts 120,000 riders from 48 states and 15 countries

April 2022

New excursions begin departing from Seven Valleys to a location near York

April 2023

New excursions to partnering points of interest along the extended rail corridor launched

2025

York County's largest tourist draw, hosting **200,000** riders since inception and **20,000** visitors annually

CHALLENGE

In addition to operational and programming costs, the unique nature of our offerings requires significant infrastructure costs associated with the historic rail line upkeep and equipment maintenance. Northern Central Railway must find a broader host of dedicated financial supporters and program sponsors in order to ensure and enhance the financial stability of the organization. In our mission to enrich the economic engine of York County for many years into the future, we must continue to offer a unique platform of historical, educational, and entertaining experiences to our visitors while covering the costs inherent in operating a unique tourist attraction.



COST/BUDGET

In order for **Northern Central Railway** to grow organizationally, enhance our role as a premiere economic engine of York County, and continue to serve 15,000-20,000 annual visitors, the organization must address our ongoing critical infrastructure costs, ensure organizational core support, and continue to expand our program offerings.

OUR 2019 SUMMARY:

- Total Revenues: \$1,042,937
- Total Expenses: \$1,143,259

SOME OF OUR ANNUAL ORGANIZATIONAL COSTS INCLUDE:

- Repair and Maintenance Costs = \$160,000
- Line and Bridge Maintenance Costs = \$160,000
- Reduction of \$1,785,000 Debt = \$200,000

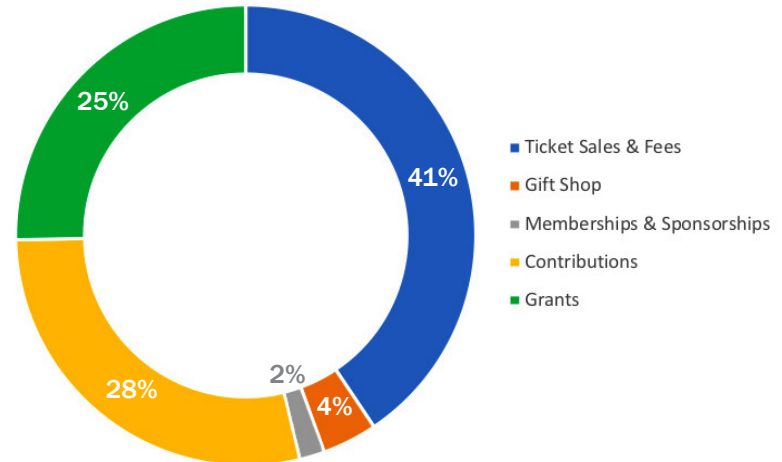
OUR CAPITAL CAMPAIGN DETAILS INCLUDE:

Pledges & In-Kind Donations: \$2.5 million
Commonwealth of PA Grants: \$.9 million

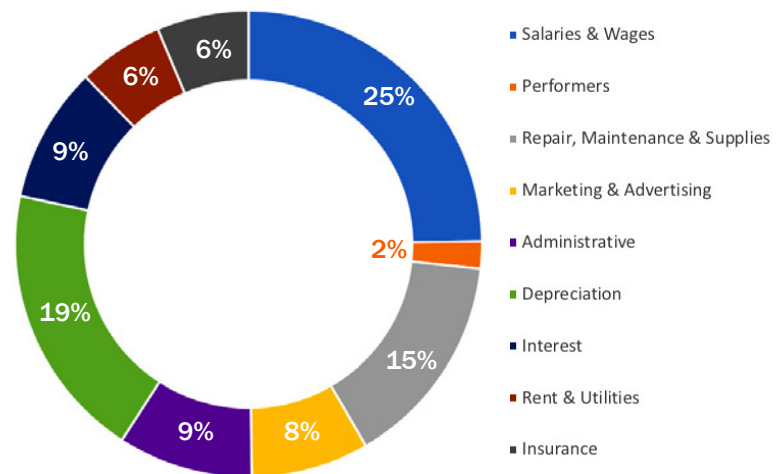
Total: \$3.4 million*

*Includes \$767,000 to be collected by 2021 for allocated projects

SOURCES OF OPERATING REVENUE 2019

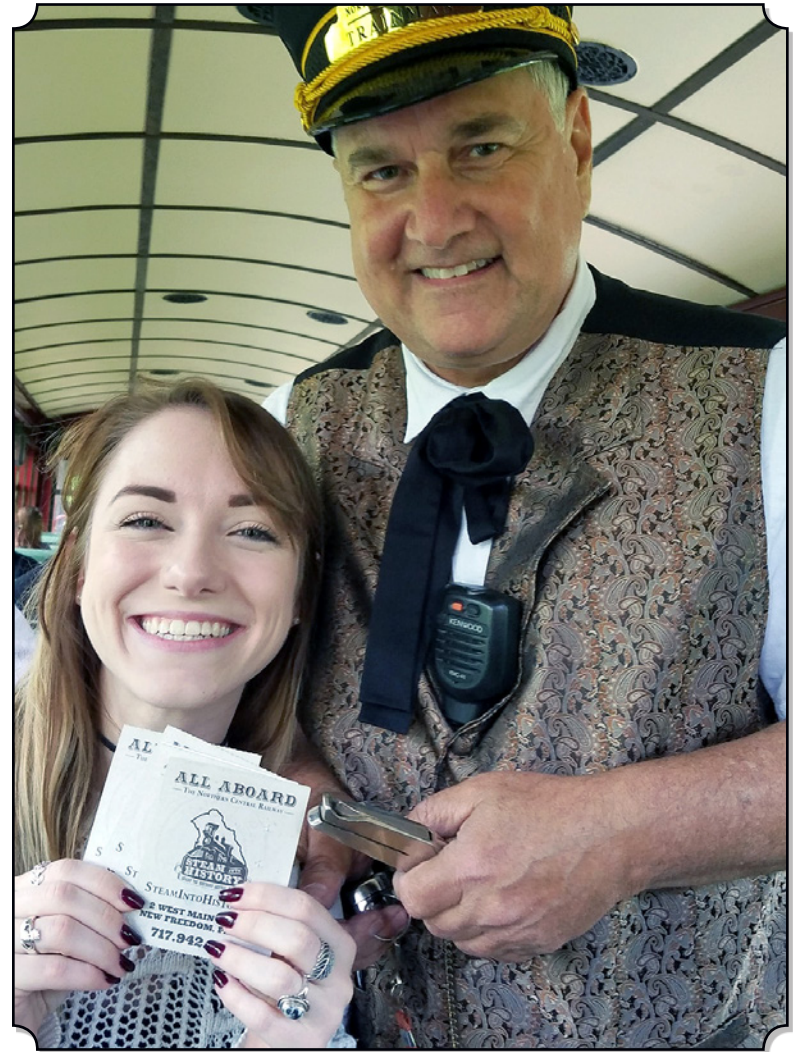


DISTRIBUTION OF EXPENSES 2019



WHY NOW?

After ten years of planning, and with the moral and financial support of York County, multiple businesses, private benefactors, and the Commonwealth, Bill Simpson's and Reed Anderson's dream of launching Steam into History became a reality. Now, after seven years of providing historical, educational, and entertaining rail riding experiences to 120,000 visitors, the newly rebranded **Northern Central Railway** worked through many of the growing pains of a new organization. We adapted our goals to ensure successful advancement into the future, developed memorable traditions for families and high-demand excursions, and we now must establish a complement of fiscal partners to join us in supporting the economic, educational, and tourism interests of York County through the platform of a railway experience.



CALL TO ACTION

Northern Central Railway is now a well-respected non-profit organization that provides unique experiences for our visitors and our community; but we need your help to move forward. Your financial support will ensure **Northern Central Railway** has the ongoing capacity to address the infrastructure costs associated with operating an educational excursion railroad, and will allow us to enhance the economic growth of York County through historical, educational, and entertaining programs offered in the context of York's historical rail corridor.



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