

Norristown Bicentennial



Come celebrate with us in 2012!

Media support provided by



Back in 1812:

- James Madison was president
- Napoleon invaded Russia
- The British burned Washington
- The capital of Pennsylvania moved from Lancaster to Harrisburg
- **And the Borough of Norristown was incorporated with a population then being about 500**



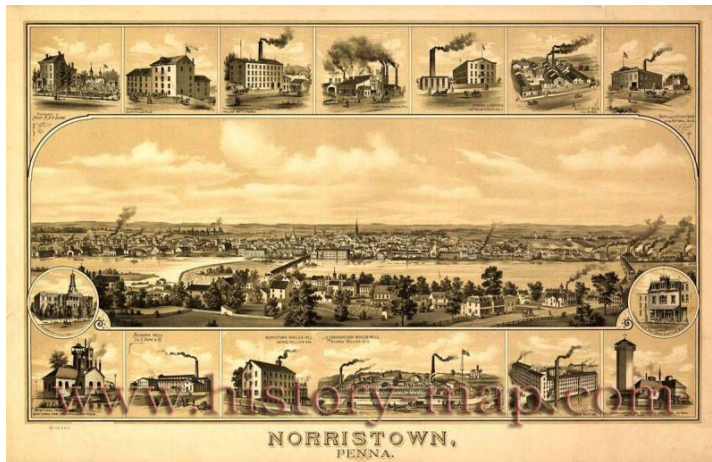
(Photo of the Historic Selma Mansion in the 1800's provided by The Norristown Preservation Society.)



200 YEARS 1812 - 2012

Norristown History

- Norristown has always been a place of immigration and emigration.
- With the introduction of Europeans to North America, the Swedish and Dutch fur traders traveled the Schuylkill during their trading missions.
- During the British colonial period came the English followed by the Germans who established a small settlement.
- During the Revolution Norristown saw hostilities during the British occupation of Philadelphia when the town and its iron works were burned to the ground.
- During the Early years of our republic, Norristown rebuilt and began to grow with the young country.
- By the time that Montgomery County was established Norristown was the natural choice for county seat.



Norristown continued to prosper until it was incorporated on March 31, 1812.



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Norristown History Cont...

- The town is named for Isaac Norris, a member of the colonial Pennsylvania legislature who ordered the casting of the Liberty Bell.
- Norris was given a grant of land, then called Williamstadt (William's Town), in honor of one of its founders William Trent who sold the land and went on to help found Trenton, NJ.
- The Municipality of Norristown and the adjacent Townships of East and West Norriton now occupy this former estate.
- Norristown was one of the largest communities under Pennsylvania's borough form of government.
- Norristown was established as a mill town. It was a retail center for the rural areas outside of Philadelphia.



Rev. S. W. Chippey, D. D., one of our young bright stars
present Pastor 1920.
Norristown, Pa.
EBENEZER AFRICAN UNION M. P. CHURCH

During the Abolitionist Movement Norristown was also an important stop on the Underground Railroad.



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Who We Are Now

- Norristown is 6 miles northwest of the city limits of Philadelphia, on the Schuylkill River, and home to 40,000 residents.
- The official name is Municipality of Norristown, operating under a Home Rule Charter since 1986.
- It has always been known for its diverse population and the contribution that immigrants have made to its growth.
- As industry began and the town prospered more Germans came, as did African Americans, Italian and Irish immigrants, all looking for a better life.
- This tradition continues today. According to the 2010 Census the Hispanic population is almost triple what it was in 2000. Currently, 28% of Norristown is of Hispanic or Latino ancestry.
- The local economy is powered by Montgomery County government jobs, the legal profession, and health care. Montgomery Hospital and Norristown State Hospital are located here.
- There is a clear focus on smart growth, with transit oriented development.
- The town is a transit center and the Norristown Transportation Center is the terminus of the Norristown High Speed rail line and a stop on the former Reading Railroad Norristown train to Center City Philadelphia (both operated by SEPTA).



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Some Famous Norristonians

- General Winfield Scott Hancock, served at Gettysburg and was the Democrat nominee for President in 1880
- General John F. Hartranft, who later became governor of Pennsylvania
- Drew Lewis, CEO Union Pacific, U.S. Secretary of Transportation
- Andrew Porter, Pennsylvania Surveyor General & Co-Founder of the U.S. Marine Corp
- David Rittenhouse Porter, Governor of Pennsylvania 1839–1845
- David C. Dolby, Awarded Congressional Medal of Honor
- Thaddeus Lowe, Civil War-era aeronaut, scientist, and inventor
- Martha Settle Putney, educator and historian
- Tony Darden, Olympian
- Elena Santangelo, author
- Bass virtuoso Jaco Pastorius
- Keyboard legend Jimmy Smith
- Maria Bello, actress
- Kellee Stewart, actress
- Josh Culbreath, athlete and actor
- Peter Boyle, actor
- Steve Bono, former NFL quarterback
- Tommy Lasorda, Hall of Fame Major League Baseball manager
- Mike Piazza, professional baseball player
- Timothy L. O'Brien, journalist
- Bill Schonely, broadcaster
- John F. Street, Mayor of Philadelphia 2000–2008



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2012 Bicentennial Events

- March: Kick Off Celebration at Elmwood Park Zoo
- April: Spring Carnival
Jerry Spinelli Book Signing
El día de los Niños/El día de los Libros
- May: Arts Hill Festival
International Festival
Professional Bike Race
- June: Maniac Magee Day
Gospel & Blues Festival
- July: 4th of July Parade
- August: Bocce Tournament
- September: Festival del Grito de la Independencia de Mexico
PA State Firemen's Convention Parade and Closing Ceremony



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Kick Off at the Zoo

March 31, 2012

- Event free to all Norristown Residents
 - Entry to the zoo
 - Hog dog and drink
- 10:00am – 5:00pm
- Fun filled day of family activities
- Guest Speakers and Opening Ceremony



Estimated Attendance:
1,000



Spring Carnival

April 18 – 21, 2012

- Kennedy-Kenrick Catholic High School Grounds
- Wednesday – Friday 6:00pm – 10:00pm
- Saturday 2:00pm – 5:30pm
- Rides, food, games, prizes, raffles and so much more
- Ride Specials on Thursday and Saturday



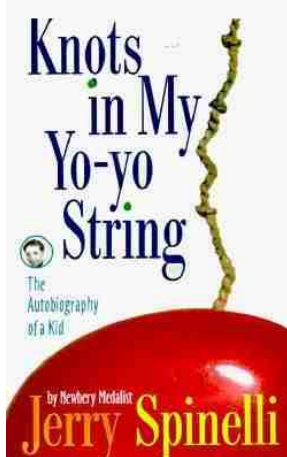
Estimated Attendance:
2,000



Jerry Spinelli Book Signing

April 26, 2012

- Montgomery County-Norristown Public Library will host “Knots in My Yo-Yo String: A Book Discussion in celebration of the One Book One Norristown program” with famed local children’s author Jerry Spinelli made possible by a grant from the Pennsylvania Humanities Council.
- This Italian-American Newbery Medalist, who currently resides in Wayne, PA will be signing copies of his humorous account of his childhood and youth in Norristown, Pennsylvania.
- From first memories through high school, including first kiss, first punch, first trip to the principal's office, and first humiliating sports experience, this is not merely an account of a highly unusual childhood. Rather, like Spinelli's fiction, its appeal lies in the accessibility and universality of his life.



Estimated Attendance:
500





El día de los niños / El día de los libros

Many Children, Many Cultures, Many Books!

- El día de los niños/El día de los libros (Children's Day/Book Day), is a celebration every day of children, families, and reading that culminates yearly on **April 30**.
- The celebration emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds.
- Students from Gotwals Elementary School will enjoy games and activities provided by school partners and sponsors.
- The children will arrive to the outdoor fair dressed as their favorite literary character and enjoy visits by their favorite mascots.
- As a culminating event to National Poetry Month, prizes will be presented to poetry contest winners.
- The Norristown Library will unveil their summer reading program and host a book reading by a famous bilingual children's author.



Estimated Attendance:
500





3rd ANNUAL NORRISTOWN ARTS FESTIVAL

may 5th

- The Norristown Arts Council will present a variety of performances and food at the day-long Arts Festival along DeKalb Street.
- The Montgomery County Cultural Center, Center Theatre, Iron Age Theatre Company, and more recently, Theatre Horizon, are Norristown's cultural pioneers and located along Norristown Arts Hill.

About The Norristown Arts Council:

The Norristown Arts Council is a 501c3 (pending) organization dedicated to the development of the arts and economy in the Arts Hill and Arts and Cultural District in downtown Norristown.



Estimated Attendance:
2,000



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Professional Bike Race

May 19, 2012

- Hosted by the Norristown Police Department and organized by the Main Line Cycling Club
- Course is 0.8 miles and will run along Harding Boulevard in Elmwood Park
- Race schedule
 - 0800 Category 5 -- 20 laps, 60 riders – Trophies
 - 0900 Category 3-4 -- 27 laps, 60 riders – purse \$350
 - 1040 45+ -- 30 laps, 50 riders – purse \$450
 - 1200 55/65+ -- 27 laps, 50 riders – purse \$250/\$100
 - 1310 Pro, Category 1-2 -- 40 laps, 60 riders – purse \$1,000

team.club.rides.races

BIKYLE 2011

MAIN LINE
Cycling Club



Estimated Attendance:
1,000



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Maniac Magee Day

June 2 – 9, 2012

- Celebrating Norristown native and national renowned author, Jerry Spinelli
- Several scenes from his popular novel, Maniac Magee, will be recreated by local theatre groups
- Local students will be selected to perform with the acting troupes
- Sets will be built to create the backdrop and bring the book to life in the Elmwood Park Zoo, Elmwood Park and the sports fields
- Five to fifteen minute performances throughout the day



Estimated Attendance:
1,000



Gospel & Blues Festival

June 23, 2012

- Audience members will enjoy live music throughout the day in Elmwood Park, featuring local talent and other east coast gospel/rhythm & blues musicians
- Calvary Baptist Church will open the time capsule from 1902
- A new time capsule will be created in honor of the bicentennial
- Free amusement rides
- Tasting from Norristown's Commemorative Cookbook, "Recipes and Remembrances"
- Cookbooks will be available for purchase



Estimated Attendance:
1,000



4th of July Parade & Fireworks

- Enjoy a variety of bands, antiques cars, antique train, local organization groups
- Fireworks at Elmwood Park dusk
- Motown review concert – 6:00pm
- Various Vendors
- Stony Creek Anglers
- Day full of children’s activities and inflatable



Estimated Attendance:
6,000



Bocce Tournament

August 4 & 5, 2012

- Saturday, Learn how to play Bocce 12:00pm – 6:00pm
- Sunday, Bocce Tournament – 9:00am – 5:00pm
- Food, Drink, and Fun

About the Norristown Bocce League:

After seeing bocce courts at the Jersey Shore, Dave Fusco and his friends drew up plans to construct courts in Norristown's Elmwood Park, identifying an underutilized portion of Elmwood Park as a good location. In just one year – the courts were finished! They were built by community volunteers of all ages using materials, equipment and supplies that were solicited or purchased with donated funds.



Estimated Attendance:
300



Festival del Grito de la Independencia de Mexico

September 15, 2012

Professionally produced concert and street fair to include:

- International musicians and headliner from Mexico
- Mariachi group
- Clowns and street performers
- Arts and culture displays
- Authentic Mexican food vendors
- Folkloric dance groups
- Junior performers
- Games, prizes and much more



Estimated Attendance:
2,000



PA State Firemen's Convention & Parade September 26 – 29, 2012

- The Firemen's Association of the State of Pennsylvania has selected the Norristown Fire Department as the "Host of the 2012 PA State Firemen's Convention".
- Some of highlights of the convention include: memorial service; distribution of thousands of dollars in scholarship money; awards ceremony for the best and the bravest; and the annual parade.
- The parade will be led by the PA National Guard Army Band and wind through the Historic West End and Downtown Business Districts.

Thousands from across the state will come to see civic groups, bands, fire trucks and floats take to the parade route and Closing Ceremony



Estimated Attendance:
4,000



On-going Events

- History Displays: portable sets of freestanding display boards that will highlight various epochs of Norristown's history.
- Included with the displays will be a traveling display of artifacts that will include some of the finds from archeological work done at the SEPTA garage.
- One Book One Norristown Program: geared towards children in 5th and 6th grades as well as adults and families. Students will receive extra credit from the Norristown Area School District for their participation in the program. Copies of the signed books will be distributed to the students in March in time for them to prepare questions for the discussion with the author in April.
- Walking Tours: Three walking tours that will highlight historical aspects of Norristown.
- These tours are designed to be self-guided, but some will be guided tours, including:
 - Architectural Tour of Downtown
 - Civil War Tour
 - Haunted Tour of Norristown



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Commemorative Memorabilia

- The History Committee will be running a Bicentennial Store where those interested can purchase memorabilia.
- The store will be both online and portable so items can be sold at events.
- Tours will be printed and available at the store.
- There will be items for all price ranges and the store will be self supporting.
- Commemorative items include:
 - Bicentennial cookbook, “Recipes and Remembrances”
 - Bicentennial wooden nickels
 - Bicentennial program books
 - Bicentennial t-Shirts and PA State Firemen’s Convention t-Shirts
 - Bicentennial mugs, flags and pins



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Sponsorship Opportunities

Presenting Sponsor - \$25,000

- Industry Exclusivity - Celebration Title Sponsor
- Company representative to speak at kick-off and closing events
- Company representative to ride with Grand Marshall of the 4th of July Parade
- Company hosted events throughout the year
- Table presence permitted at all events (table not provided)
- Banner signage in a prominent location at all events
- Logo on lamp post signs along business districts
- Logo on all street banners
- Logo in prime location on all invitations
- One page letter and full page ad in program book
- Mention and logo included on all marketing and promotional materials
- Mention and logo in all advertisements
- Mention and logo in all press releases
- Top position for logo on over 1,000 t-shirts
- Special thank you prominently displayed at Municipal Hall



Sponsorship Opportunities

Platinum Sponsor - \$10,000

- Table presence permitted at all events (table not provided)
- Banner signage in a prominent location at all events
- Logo on street banners
- Logo on all invitations
- Full page ad in program book
- Mention and logo included on all marketing and promotional materials
- Mention and logo in all advertisements
- Mention and logo in all press releases
- Logo on over 1,000 t-shirts
- Special thank you prominently displayed at Municipal Hall



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Sponsorship Opportunities

Gold Sponsor - \$7,500

- Banner signage at all events
- Logo on street banners
- Logo on all invitations
- Half page ad in program book
- Mention and logo included on all marketing and promotional materials
- Mention and logo in all advertisements
- Mention and logo in all press releases
- Logo on over 1,000 t-shirts
- Special thank you displayed at Municipal Hall



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Sponsorship Opportunities

Silver Sponsor - \$5,000

- Logo on street banners
- Logo on invitations
- Half page ad in program book
- Mention and logo included on all marketing and promotional materials
- Mention and logo in all advertisements
- Mention and logo in all press releases
- Special thank you displayed at Municipal Hall



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Sponsorship Opportunities

Bronze Sponsor - \$2,500

- Logo on street banners
- Logo on invitations
- Quarter page ad in program book
- Mention and logo included on all marketing and promotional materials
- Mention and logo in all advertisements
- Mention and logo in all press releases
- Special thank you displayed at Municipal Hall



200 YEARS 1812 - 2012

Sponsorship Opportunities

Event Sponsor - \$1,000

- Table presence permitted at one event (table not provided)
- Logo on one street banner
- Logo on one event invitation
- Mention and logo included on marketing and promotional materials for one event
- Mention and logo in advertisements for one event
- Mention and logo in press releases for one event
- Special thank you displayed at Municipal Hall

Patron Sponsor - \$500

- Business card ad in program book
- Special thank you displayed at Municipal Hall



Disclaimer:

All funds received from donating sponsors will be solely used to cover the costs of the 2012 Norristown Bicentennial Celebration and Bicentennial events free to the public. The funds will be managed by the Bicentennial Committee Chair and deposited in a separate account. They will not be combined with any operating accounts used for government and municipality use. A donor acknowledgment will be provided for all tax deductible donations.

