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**Project Context**
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**Economic Benefit Potential**
- Surge of Viewers & Potential Customers
- New Business Opportunities
- Rare Event = Increased Value

**Economic Impact:**
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- New Business Opportunities
- Rare Event = Increased Value

**Opportunities for Profit:**
- Vendors and Sales at Viewing Locations
- Merchandising
- Raise Hotel Pricing & Night Minimums

**Traffic Analysis**
- Google Maps Traffic Analysis
- Modify traffic flow routes
- Minimize road congestion
- Divert traffic from critical locations
- Identify bottlenecks
- Overflow parking routes
- Restrict Oversized Trucks
- Suspend Constructions

**Traffic Considerations**
- Red indicates road closure for safe and efficient pedestrian traffic
- Blue outlines indicate designated parking locations to minimize congestion
- Blue arrows indicate the travel path for overflow parking

**Create Committee**
- Identify Stakeholders
- Establish Roles & Importance
- Identify Goals & Expectations
- Schedule Meetings
- Identify Means of Communication
- "Master Plan"

**Create Internal Forum**
- Target Audience: Locals/ Community
- Gauge Interest and Volunteers
- Questions, Recommendations, Concerns
- Committee Meeting Summary & Information

**Create External Webpage**
- Target Audience: Out of Town Visitors
- "Why Greensburg?"
- Content:
  - Events, Activities, Vendors
  - Viewing Locations
  - Parking and Transportation
  - Recommended Routes from I-74
  - Advertisements