

HNCA STRATEGIC PLANNING

Mission – Vision – Market Strategies

Mission

The mission of the Historic New Castle Alliance is to forge residential, cultural, and business relationships that promote, preserve and enhance our historic town.

Vision

Whether you are a year round resident or a first time visitor, we invite you to take a step back in time to where William Penn first landed in the new world. Unmatched in its architectural diversity and natural beauty, Historic New Castle is the perfect stopping point along the Delaware's Bayshore and Harriett-Tubman Byways. This heart of the First State National Monument has a picturesque waterfront that invites tall ships as well as meditative walks. Restaurant Row can satisfy any palate with its casual café's or tavern fare, but also offers fine dining experiences that are unlike any other. Historic notables like George Washington, Andrew Jackson, Davy Crockett and Benjamin Franklin once walked the cobblestone and brick-paved streets that now host events, garden tours, candlelit outings and art strolls. Perhaps they'll join you on one of our ghostly tours! If not, don't worry – you can see them in action in one of our many live plays and reenactments.

But don't let the centuries of history fool you – our little town offers the best of yesterday AND today – fine art, rare books, local crafts, antiques, and lively musical performances abound. And that combination is the perfect place for your small business: an historically appealing place for your employees and customers to visit, but all the advanced conveniences that today's commerce requires: local library, post office, high speed internet, client lunch spots--all with easy access for those within walking, driving or flying distance! Lodging in town is a refreshing break from chain hotels, and facilitates congenial collaboration. Park in any one of the convenient areas in town, and get on your bike or lace up your walking shoes. Nature lovers cherish the many outdoor recreation opportunities, just one more reason this town is so beloved by those who live, work or visit here.

Market Strategies

#1 Leverage the arts to attract local and regional patrons.

#2 Make New Castle a Premier Outdoor Recreation Destination for bicycling, running, walking and birding.

#3 Maintain and recruit specialty retail goods and services businesses for residents and visitors.