



THE HERITAGE MUSEUM  
HARRISONBURG-ROCKINGHAM HISTORICAL SOCIETY

October 17, 2014

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Mr. Brian Shull  
Director of Economic Development  
City of Harrisonburg  
345 South Main St.  
Harrisonburg, VA 22801

RE: RFP #2015010-ED-P

Dear Mr. Shull,

The Harrisonburg-Rockingham Historical Society is extremely pleased to partner with Harrisonburg Downtown Renaissance in response to the City's RFP for the Eastham House.

In recent years, the Historical Society has pursued several opportunities to create a history museum downtown and the Eastham House provides an ideal location. Arts and Culture venues and events enhance quality of life and encourage tourism. Harrisonburg has a vibrant growing arts scene, but culture in the form of museums is long overdue. The addition of a history museum in the block between two historic buildings (the Municipal Building and the Thomas Harrison House) would boost the attraction value of the current neighbors – Arts Council of the Valley, Virginia Quilt Museum, and the Hardesty-Higgins House. With the additional Harrisonburg location, the Society will be able to expand its outreach to schools, members of the community, and tourists.

Our vision for the Eastham House includes a welcoming book store and gift shop upon entry, with the main gallery space in the two north rooms. Our intention is to collaborate with local colleges and community volunteers to create exhibits highlighting Harrisonburg's rich history. The front porch and open space behind the building will provide further opportunities to engage the community during events like First Fridays.

The Historical Society asks the City to recognize the need for a history museum, the potential synergies between museums, schools, and businesses, and the benefits of increased community engagement, as well as enhanced tourist appeal.

Thank you for your consideration,

Penny Imeson  
Executive Director

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