



April 13, 2026

The Board of Directors
Underground Railroad Museum of Pennsylvania
430 Walnut Street
Columbia, PA 17512

Dear Members of the Board:

I am writing on behalf of Discover Lancaster to express our organization's strong support for the Underground Railroad Museum of Pennsylvania.

As Lancaster County's official destination marketing organization, we are continually looking for destination experiences that are distinctive, historically-grounded, and capable of drawing visitors from well beyond our region. The Underground Railroad Museum of Pennsylvania has the potential to be all of those things — and to fill a significant gap in the national landscape of civil rights and freedom heritage tourism.

Lancaster County's role in the Underground Railroad is deep and well-documented, and Columbia is its most storied chapter. This immersive museum, designed by Perkins & Will, is one of three major Underground Railroad destinations taking shape within a 20-mile radius of Lancaster, creating a heritage tourism cluster with genuine regional and national appeal. Initial projections of a combined \$25 million in annual economic impact seem well within reach given the demonstrated national interest in this history and the quality of what is being planned.

Discover Lancaster promotes a county with extraordinary assets — pastoral landscapes, a thriving city & small towns, diverse culinary offerings, living history, family attractions, and world-class performing arts. The Underground Railroad Museum of Pennsylvania will add a chapter that no other destination in the region can claim with equal authenticity.

For all these reasons, we support this project and look forward to welcoming the visitors it will bring to Lancaster County.

Sincerely,

Jeffrey S. Vasser
President & CEO
Discover Lancaster