

BEST PRACTICES

of HeritagePA



November 2, 2008

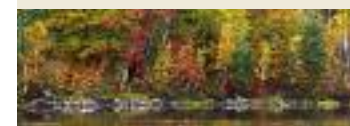
The Department of Conservation and Natural Resource's partnership with the Pennsylvania Heritage Areas serves to build and maintain sustainable and attractive communities and to create outdoor connections for citizens and visitors. From the designation of the first heritage area in 1989, the number has grown to twelve areas that criss-cross our commonwealth and unite our rich legacy of natural and cultural assets. The heritage area movement is a powerful approach to engaging citizens and building regional coalitions around the benefits of a new kind of development, heritage development.

The new HeritagePA continues in the tradition that has made the Pennsylvania's heritage areas known nationwide for their innovation. With the goal of sharing best practices on how to revitalize communities, provide recreational opportunities, care for the environment, and promote our heritage, the department welcomes HeritagePA as a partner that is central to the work of conserving Pennsylvania and improving the lives of its citizens.

As partnership approaches become the only way to accomplish all of our missions, we look forward to sharing and learning together.

Brenda Barrett
Director,
Bureau of Recreation and Conservation

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Welcome to HeritagePA,

We are delighted to welcome you to the inaugural issue of our publication of best practices from HeritagePA, Pennsylvania's Heritage Areas Association. Founded in the early 1990s to serve as a resource network for professional leadership, coordination and advocacy within our state's heritage development community, our Association was rebranded in 2008 as HeritagePA to better reflect the broader missions of our member agencies.

Pennsylvania's Heritage Areas are distinctive regional assets that cultivate community and economic development, encourage tourism, and develop recreational activities that enhance the quality of life for residents and provide memorable experiences for our visitors.

HeritagePA is committed to helping the state's Heritage Areas become more effective by providing the benefit of collective experience and expertise. Through such efforts as this Best Practices publication, we hope to serve as a catalyst in the heritage development movement for improved operations, marketing, government relations and public advocacy. Join with us as we "Honor Our Past and Build Our Future!"

Sincerely,

Jane Sheffield
President
HeritagePA

For more information about HeritagePA and heritage development, please visit our website: www.heritagepa.net.



ALTOONA HERITAGE DISCOVERY CENTER

Community Revitalization

The new center will also serve as a focal point for the arts, culture, and entertainment in downtown Altoona.

Who's Doing It?

The Allegheny Ridge Corporation (ARCorp) administers the twelve county region of the Allegheny Ridge Heritage Area and Main Line Canal Greenway in central/western Pennsylvania, and develops, interprets and restores the historic, cultural and natural resources of the Allegheny Ridge Heritage Area.

What Are They Doing So Well?

Partnering with other development, governmental and educational institutions, ARCorp undertook an extensive redevelopment project, converting the historic 60,000 sq. ft. W.S. Aaron Building in downtown Altoona into a mixed use office complex that also houses the newly created Heritage Discovery Center (HDC). The HDC project provided class-one office space that eventually attracted Penn State University to the downtown, created small business opportunities and added over fifty jobs to the downtown commercial district.

Who Are Their Partners?

Allegheny Ridge Corporation has worked with a wide array of partners on the project, including the Governor's Office of the Budget, Penn State Altoona, Discovery Development LLC, Altoona/Blair County Development Corporation, the PA Department of Conservation and Natural Resources, the Southwestern Pennsylvania Heritage Preservation Commission, the PA Department of Community and Economic Development, Blair County Arts Foundation, Southern Alleghenies Museum of Art, local elected officials and the private sector.



The Discovery Center before rehabbing.

How Does This Work?

ARCorp initially negotiated the purchase of the historic downtown building to house their planned Heritage Discovery Center, an interpretation and exhibit space that serves as center of operations for the corporation and a gateway facility that advances regional tourism and contributes to the downtown revitalization effort. The new center will also serve as a focal point for the arts, culture, education and entertainment in downtown Altoona.

ARCorp leveraged over \$5 million in grant funding and private contributions to successfully implement the restoration of the historic property and develop the Center. The development of the Center provided synergy in the downtown area that complemented Penn State Altoona's decision to partner with the Altoona-Blair County Development Corporation to redevelop an adjacent property into their Downtown Conference Center that has resulted in attracting additional business, students, faculty, and University operations to downtown including the University's Continuing Education Office into the Downtown Center itself.

ARCorp also facilitated the completion of renovations in other parts of the building, bringing in additional economic activity to the downtown and providing the Corporation with a source of new revenue to support operations.

Where Does This Fit With The Goals?

The project serves as a shining success for ARCorp, fundamentally addressing such goals as promoting economic development, developing community partnerships, promoting cultural conservation and preservation, providing recreation and open space, and facilitating education and interpretation.

What Did It Cost, and Who Paid?

ARCorp's total investment in the project is in excess of \$8 million, with the majority of the funding coming from the Redevelopment Assistance Capital Program, private investors and the state Departments of Conservation and Natural Resources and Community and Economic Development. Additional partners include the Altoona Blair County Development Corporation, Penn State University, the National Park Service, City of Altoona, and Blair County.

What Are The Outcomes?

In addition to the successful adaptive reuse of an historic structure, the project has realized the formation of new cultural, historical and entertainment space, created 50 new jobs, encouraged millions in additional public and private investment, created opportunities for small business, and provided a permanent headquarters facility for the Allegheny Ridge Heritage Area and its governing ARCorp.

Any Advice?

Have patience. Negotiations to purchase the building were challenging, as was the pursuit and receipt of the major state funding needed to move the project forward. Seek private sector participation and qualified professional services early on in the process and incorporate entrepreneurial aspects into the overall development scheme – allowing for as many different or mixed uses as possible.

For More Information:

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www.alleghenyridge.org



The interior of the Heritage Discovery Center.



The Discovery Center after rehabbing.

THIS PROJECT AT A GLANCE:

Type of Project:

Altoona Heritage Discovery Center – Community Revitalization

Cost of Project:

\$8,000,000

Funding Provided by:

- PA Redevelopment Assistance Capital Program
- PA Department of Conservation and Natural Resources
- PA Department of Community and Economic Development
- Altoona Blair County Development Corporation
- Penn State University
- The National Park Service
- The City of Altoona
- Blair County
- Private investors

Timeframe of Project:

The Community Revitalization took approximately 12 years from the building purchase to the completion of construction in late Summer 2008.



ALLEGHENY RIDGE HERITAGE AREA
 (814) 940-1922
www.alleghenyridge.org



LEHIGH GAP NATURE CENTER

Boosting the Regional Economy

The Lehigh Gap Nature Center is dedicated to protecting wildlife and habitat through conservation, education and research.

Who's Doing It?

The Delaware and Lehigh National Heritage Corridor is a collaboration of civic organizations, private citizens, and local, state and federal governmental organizations dedicated to conserving the cultural and natural resources of the five-county region of Pennsylvania that traverses the historic Delaware and Lehigh Canals.

What Are They Doing So Well?

The D&L National Heritage Corridor is partnering with the Wildlife Information Center in developing hundreds of acres of a former Superfund waste site in Palmerton and the Lehigh Gap into the new Lehigh Gap Nature Center, a planned ecotourism destination that includes an environmental education center, outdoor recreation venue for hiking, walking, birding, biking, kayaking, fishing, and so forth. Partners in the effort are currently restoring vegetation to the site.

Who Are Their Partners?

The Pennsylvania Departments of Conservation and Natural Resources and Community and Economic Development have both provided funding and technical assistance to the project, with additional expertise, volunteers, and other support from area school districts and colleges, local, state and federal officials, the Allentown Hiking Club, and the Lehigh Valley Audubon Society.

How Does This Work?

A volunteer director works with an 11-member board to oversee administrative activities, while a strong and dedicated volunteer staff perform operational duties. Over a hundred volunteers regularly participate in major clean-ups, plantings and other developmental work. Organizers are now in the planning and fundraising phases for the construction of permanent nature center facilities.

Where Does This Fit With The Goals?

The Lehigh Gap Nature Center is dedicated to protecting wildlife and habitat through conservation, education and research. Conservation work is mostly limited to the former Superfund site and to the protection of the Kittatinny Ridge. Educational activities are provided for residents and visitors from pre-school age up, with special programs for all members of the family. "Citizen Scientists" conduct much of the environmental restoration work taking place.



From barren...

What Did It Cost, and Who Paid?

Total annual operating costs are approximately \$44,000, with another \$86,000 per year dedicated to programming. Funding is derived from membership dues and donations, foundation and government grants, and business donations. The Center receives no ongoing operating support.

What Are The Outcomes?

The effort has substantially increased environmental awareness and appreciation in the Lehigh Gap area. Greater environmental literacy is already noted, and there is increased support in the community for conservation, parks, greenways and open space. Public health has also benefitted, and the formerly blighted site has been restored to a natural state, creating a beautiful new habitat for flora and fauna.



...to beautiful. It has been a long time since residents looked at the mountainside and smiled as they watched native warm season grasses sway in the breeze.

Any Advice?

Stay focused upon the mission, and don't allow ancillary interests to sidetrack or derail plans. Strong partnerships, dedicated volunteers, and good ties to businesses, government and other civic organizations is critical.

For More Information:

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Delaware and Lehigh National Heritage Corridor
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www.delawareandlehigh.org

THIS PROJECT AT A GLANCE:

Type of Project:

Nature Center – Boosting the Regional Economy

Cost of Project:

Approximately \$44,000 with an additional \$86,000 per year dedicated to programming.

Funding Provided by:

- DCNR
- DCED
- Private donations

Timeframe of Project:

Planning for the project began in the early 2000s, with fundraising commencing in 2002. The initial 753-acre acquisition was completed in 2003, the debt from which was retired in 2007. Educational programming began immediately at the site. Development of the Nature Center plans began in 2006, with completion slated for 2010.



DELAWARE & LEHIGH
NATIONAL HERITAGE
CORRIDOR
(610) 923-3548
www.delawareandlehigh.org





EAGLES MERE MUSEUM

Wisely Investing in Heritage Preservation

The Eagles Mere Museum Project correlates to EMHR's management action plan for historical development and regional education and interpretation.

Who's Doing It?

The Endless Mountains Heritage Region, Inc. (EMHR) represents the four-county region of Northeastern Pennsylvania, and provides historical, cultural, environmental, and recreational programming and activities that preserve, protect, enhance and promote the region's heritage. EMHR teamed up with Eagles Mere Borough residents and museum supporters to establish the Eagles Mere Museum.

What Are They Doing So Well?

In conjunction with an extensive network of supporters, EMHR facilitated the expansion of a small community archives into the first-class, high-quality Eagles Mere Museum. Hundreds of volunteers worked on the project, conducting capital campaigns, selecting consultants and designers, and administering the new facility.

Who Are Their Partners?

Eagles Mere Museum and EMHR maintain strong partnerships with local preservation groups, local municipal organizations such as Eagles Mere Borough Council, historical societies from East Lycoming County and Sullivan and Montgomery counties, the Sullivan County Commissioners, and the Endless Mountains Visitors Bureau.

How Does This Work?

EMHR was fortunate to have a number of relevant professionals residing in the region who happily devoted their volunteer time and effort to the project. Of special note were the members who conducted the Capital Campaign for the project, who easily exceeded their initial goals for the campaign. Volunteer experts also assisted with strategic planning, grant writing, solicitations and networking.

Where Does This Fit With The Goals?

The Eagles Mere Museum Project correlates to EMHR's management action plan for historical development and regional education and interpretation. The new facility provides public education, preserves historical artifacts and cultures, enhances community and economic development, and promotes recreational and tourism promotion in the region.

What Did It Cost, and Who Paid?

EMHR partnered with local residents on a highly successful capital campaign, which ultimately raised in excess of \$450,000 to purchase, renovate and adapt an historic borough building into the new Museum facility. The Museum has formal ties to the Borough of Eagles Mere and a supporting foundation, and is realizing sustainable funding through merchant lease revenues, memberships, endowments and other sources. The museum itself is free to the public.

What Are The Outcomes?

Eagles Mere Museum is a classic case study in the power of ordinary citizens, who by volunteering their time, money and labors can achieve big goals. From a small group of dedicated volunteers grew an army of supporters from every walk of life, all bound together in common purpose. The project thusly engendered greater community engagement and civic pride while also promoting education, historic preservation, tourism promotion and economic development. The Museum boasts hundreds of visitors a week, and has an economic impact upon its host community of nearly a quarter-million dollars annually.

Any Advice?

The key to the success of the Eagles Mere Museum project was its people. A dedicated, intelligent and egoless core group evolved into a tightly-knit and run organization that

exceeded everyone's expectations. The volunteers, from every walk of life, fostered strong community partnerships that continue to bear fruit to this day. Having local people who are familiar with the area serve as key coordinators ensures historical accuracy and imbues a passion that is readily embraced by others. Their enthusiasm was manifested throughout the project, from design and strategic planning to fundraising and final build-out of the new Museum.

For More Information:

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www.endlessmountainsheritage.org

THIS PROJECT AT A GLANCE:

Type of Project:

Museum – Investing in Heritage Preservation

Cost of Project:

\$450,000+

Funding Provided by:

- Borough of Eagles Mere
- EMHR Grant
- Merchant lease revenues
- Capital Campaign
- Memberships
- Endowments

Timeframe of Project:

Approximately four years from grant applications in 2003 through final project completion in August of 2007.



The recently completed Eagles Mere Museum.



ENDLESS MOUNTAINS
HERITAGE REGION
(570) 265-1528
www.endlessmountainsheritage.org





SUMMER HERITAGE PASSPORT PROGRAM

Fostering a Sense of Place

One of the focal points of America's Industrial Revolution, the Lackawanna Heritage Valley was key to the growth of American coal mining, railroad and textile manufacturing industries.



LACKAWANNA HERITAGE VALLEY
(570) 963-6730 x8200
www.LHVA.org

Who's Doing It?

The Lackawanna Heritage Valley National Heritage Area, which was Pennsylvania's first officially-designated State Heritage Area, is administered by the Lackawanna Heritage Valley Authority (LHVA). Its geographical designation is the Lackawanna River watershed in Lackawanna, Susquehanna, Wayne and Luzerne Counties, and it is home to Steamtown National Historic Site.

What Are They Doing So Well?

A focal point of America's Industrial Revolution, the Lackawanna Valley was a key element in the growth of the coal mining, railroad and textile manufacturing industries. In 2005, LHVA collaborated with the Lackawanna County Library System to create the Summer Heritage Passport Program. The initiative is designed to enhance a child's sense of place and understanding of the heritage and natural environment in the Lackawanna Heritage Valley by providing the child with a passport that offers admission to local cultural and heritage sites free of charge.

Who Are Their Partners?

LHVA works with the Lackawanna County Library System, as well as various historic and cultural attractions, including the Scranton Cultural Center at the Masonic Temple, the Everhart Museum, Steamtown National Historic Site, the Electric City Trolley Museum, the Lackawanna Historical Society, the Lackawanna Coal Mine Tour, and the Pennsylvania Anthracite Heritage Museum.



Young artists paint a community mural in Carbondale, PA.

How Does This Work?

The program is open to area youth from three to twelve years old who enroll in the public libraries' summer reading club. Each child receives a specially-designed "passport" that offers free admission to seven cultural and heritage attractions during the summer months. The program begins in mid-June and concludes in mid-August, and it is offered in all nine public libraries in the Lackawanna County Library System. The passport program makes it possible for regional youth and their families to visit local cultural and historic sites, often for the first time. Many area residents are unaware of the wealth of cultural and historic attractions in the region. This program offers them a wonderful opportunity to discover the sites. The complimentary admission for the children offers a considerable cost savings that encourages many families to take advantage of the program.

Where Does This Fit With The Goals?

The program meets LHVA's goals to tell the story of the Lackawanna Heritage Valley, to facilitate partnerships, and to improve the visitor experience. The Summer Heritage Passport Program encourages young people to become more aware and to take pride in their home region and its many contributions to the growth of our nation. The passports offer families an affordable opportunity to visit local sites to experience the authentic places where history was made, right in their own backyards! In addition, by learning more about the cultural and historic attractions in the Lackawanna Valley, the program participants are encouraged to return at a later date with their family and friends.

What Did It Cost, and Who Paid?

The hallmark of this program is the collaborative spirit of its partners. The Lackawanna County Library System handles all of the registrations through its summer reading club. In addition, the library system underwrites the cost for the design and printing of the program's materials including posters and passports. In 2009, this cost was approximately \$5,000. LHVA invests considerable staff time coordinating the sites and attractions, marketing the program, and evaluating the visitation after the program concludes.



Children at the real working turn table at Steamtown National Site.

The seven sites and attractions generously donate the cost of their admissions to support the program. In 2009, this came to more than \$1,100.

What Are The Outcomes?

Approximately 2,142 passports were issued in June 2009. Throughout the summer, the partner sites and libraries tallied 1,281 visits from passport holders for site admissions and special programs. The Summer Heritage Passport Program has exposed hundreds of children and adults to the region's rich resources, and it has heightened their appreciation of local history, ethnic traditions, environmental stewardship, and artistic expression. It has been a powerful tool in developing a pride of place and civic engagement.

Any Advice?

Coordinating activities with an established entity like the public library system increases the program's reach and effectiveness. Year-end evaluations by the librarians and sites provide good feedback to improve the program each year.

For More Information:

Dan Perry, Chief Operations Officer
Lackawanna Heritage Valley Authority
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dperry@LHVA.org
www.LHVA.org

THIS PROJECT AT A GLANCE:

Type of Project:

Summer Heritage Passport Program – Fostering a Sense of Place

Cost of Project:

\$6,100

Funding Provided by:

- The Lackawanna Valley Heritage Authority
- Lackawanna County Library System

Timeframe of Project:

First begun in 2005, the Summer Heritage Passport Program runs annually from mid-June to mid-August.





LINCOLN HIGHWAY ROADSIDE MUSEUM

Interpreting a Transportation Corridor

The project created, and/or strengthened LHHC's relationship with local, county, state and federal officials.

Who's Doing It?

The Lincoln Highway Heritage Corridor (LHHC) is a six-county heritage initiative in southcentral PA that utilizes the historic Lincoln Highway as the unifying element for the preservation of scenic, cultural and historic resources, as well as the restoration and development of existing and new facilities. The Lincoln Highway was this country's first coast-to-coast highway, stretching from New York City to San Francisco in 1913.

What Are They Doing So Well?

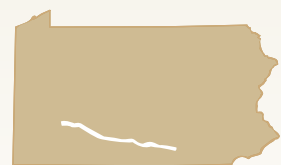
Engaging the heritage tourism visitor over a 200-mile route is a challenge. One outcome of the LHHC's two-volume Interpretive Plan was to create a Roadside Museum. It includes 12 murals, 65 interpretive waysides, 4 Picture Yourself exhibits, and 22 reproduction vintage gas pumps that were painted by PA artists.

Who Are Their Partners?

The Federal Highway Administration, PA Department of Conservation and Natural Resources, the PA Council on the Arts, regional and local tourist promotion agencies, county commissioners, historical societies and private businesses and residents.

How Does This Work?

Phase One of the Interpretive Plan focused on locations with an existing visitor base. The 65 interpretive exhibits (10 of which incorporated oral histories with them) were installed at these locations. In addition, community committees developed content for 12 Corridor murals that were painted by professional muralists. Four life-size cut-outs were installed for visitors to have their photo taken; these were installed alongside interpretive waysides. As another "hook", 22 locations had replica vintage gas pumps that were painted by PA artists.



LINCOLN HIGHWAY HERITAGE CORRIDOR
(724) 238-9030
www.LHHC.org



1940's era Bennett Gas Pumps painted by Pennsylvania artists.



A couple reads the interpretive exhibit in front of the Ligonier Town Hall.

Where Does This Fit With The Goals?

The Roadside Museum project addresses multiple goals of LHHC's management plan and heritage areas in general. It **a)** educates the public through convenient reference materials that provide historically-accurate information; **b)** promotes the region by encouraging greater awareness of people, places and events; **c)** facilitates greater intergovernmental cooperation between the federal, state and local governments; **d)** ties together the 200-mile long corridor with consistent themes, wayfinding exhibits and historical context.

What Did It Cost, and Who Paid?

Administered by LHHC, funding for the \$350,000 Roadside Museum was derived from the Federal Highways Administration Transportation Enhancement Program, the PA Department of Conservation and Natural Resources Heritage Areas program, the PA Council on the Arts, and local and regional tourism promotion agencies.

What Are The Outcomes?

The project created, and/or strengthened LHHC's relationship with local, county, state and federal officials, as well as with local historical societies along the Corridor. It generated substantial national publicity, raising awareness about the distinctive historical and cultural treasures of the Lincoln Highway in Pennsylvania. Judging from the Marketing Survey cards that visitors have completed, the project has generated considerable traveler interest.

Any Advice?

The Roadside Museum project was a maze of research, coordination and fiscal obligations, requiring intense dedication and commitment by LHHC staff. The Gas Pump project also presented challenges when several of the participating artists failed to adhere to project guidelines. This resulted in the premature deterioration of some of the pumps, requiring them to be redone or touched up.

For More Information:

Olga A. Herbert, Executive Director
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Olga@LHHC.org
www.LHHC.org

THIS PROJECT AT A GLANCE:

Type of Project:

Roadside Museum – Interpreting a Transportation Corridor

Cost of Project:

\$350,000

Funding Provided by:

- Federal Highways Administration Transportation Enhancement Program
- PA Department of Conservation and Natural Resources Heritage Areas Program
- PA Council on the Arts
- Local and regional tourism promotion agencies

Timeframe of Project:

The Roadside Museum project took approximately two years from conception to final installation.





INTERPRETIVE SIGNAGE PROGRAM

System of Discovery

The Lumber Heritage Region is deeply rooted in the traditions of oral storytelling, passing along to succeeding generations the important legacies of past eras.

Who's Doing It?

Rich in the culture and traditions of forestry and the logging industry, Pennsylvania's 15-county Lumber Heritage Region is dedicated to preserving and relating the history and heritage of the people and their relationship with the forests of rural Pennsylvania.

What Are They Doing So Well?

The Lumber Heritage Region is deeply rooted in the traditions of oral storytelling, passing along to succeeding generations the important legacies of past eras. In 2004 LHR launched an intensive effort to bring these stories to life through a regional Interpretive Plan that has initially focused upon the installation of an extensive system of strategically placed interpretive signs, depicting stories about the lumber era and the historic impact the lumber industry had on the region and its people.

Who Are Their Partners?

The Interpretive Signage Project drew upon an extensive network of residents from throughout the region, distinguished by their local knowledge and pride in the area. County historical societies, local historians, forestry and logging industry professionals, state, county and local officials, tourism and business leaders, and private citizens all contributed to the effort. Financial support was provided by the Pennsylvania Department of Conservation and Natural Resources, and the Pennsylvania Department of Transportation.

How Does This Work?

The Interpretive Signage Project strives to articulate the region's wealth of natural, cultural and historical resources through a series of signs at key gateway communities. The signs outline a particular story or historical event that enhances the reader's appreciation for the region and its storied past. Each of the thirty signs are consistent in layout, color and style, with historical photography and featuring informative panels that provide a regional overview and an engaging story specific to that location.

The Interpretive Signage Project aims to capture the essence of the region through a defined visitor experience that encourages greater appreciation and understanding of the area's natural and cultural heritage.

Where Does This Fit With The Goals?

The Interpretive Plan addresses three primary action steps contained in LHR's Management Action Plan, synergistically blending educational programming into an interpretive gateway signage system that serves as the backbone for a thematic tour.

What Did It Cost, and Who Paid?

Grant funding in the amount of \$138,000 for the design, fabrication and installation of the signs was provided by the PA Department of Conservation and Natural Resources Heritage Parks Program and the PA Department of Transportation's Transportation Enhancement Act (TEA-21). Locations, stories and themes were developed by a team of consultants with input from area volunteers.

What Are The Outcomes?

To be installed in 2008, the signs have already garnered widespread community support and interest as reproductions are being used in a traveling display that attracts thousands of interested viewers at events across the region, instilling greater community pride and public awareness.

Any Advice?

Ensuring historical accuracy proved challenging. While LHR was very successful at bringing together diverse groups and interests, considerable time could have been saved by engaging knowledgeable or professional historians at project onset, rather than later in the process. As a result, the signage project underwent multiple revisions before all elements were determined historically correct. Engaging knowledgeable local citizenry also proved invaluable.

For More Information:

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Lumber Heritage Region of Pennsylvania
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mwennin@lumberheritage.org
www.lumberheritage.org

THIS PROJECT AT A GLANCE:

Type of Project:

Interpretive Signage Program – System of Discovery

Cost of Project:

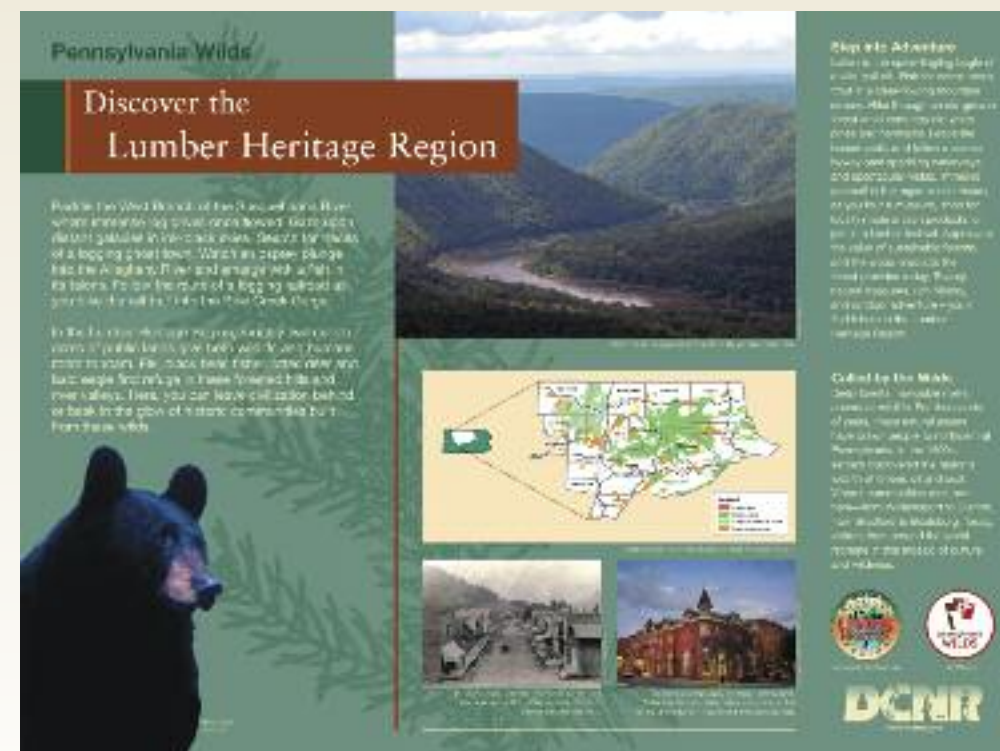
Grant funding in the amount of \$138,000

Funding Provided by:

- PA Department of Conservation and Natural Resources Heritage Parks Program
- PA Department of Transportation's Transportation Enhancement Act (TEA-21).

Timeframe of Project:

The Interpretive Plan took approximately two years to complete, followed by another year from conception to installation for the Interpretive Signage Project.



Lumber Heritage Region signs interpret the abounding natural, cultural, and historic resources throughout the region.



LUMBER HERITAGE REGION
(814) 486-0213
www.lumberheritage.org





INFUSING LOCAL HISTORY INTO THE CLASSROOM CONVERSATION PROJECT

Strategically Engaging the Community

The National Road Heritage Corridor and its governing Council work to engage their member partners and local communities in projects and activities that help bring strength and ownership to the initiative.

Who's Doing It?

The National Road Heritage Corridor (NRHC) is a state-designated scenic byway as well as National Scenic Byway – All American Road, that represents the 90+ miles of the Historic National Road crossing the southwestern corner of Pennsylvania in Somerset, Fayette and Washington Counties.

What Are They Doing So Well?

The Infusing Local History Into The Classroom Conversation Project is an innovative education project that integrates National Road history into the classroom without a formal local history curriculum. Stories with a National Road focus are now interwoven into cross-disciplinary subjects, from mathematics and graphing to theater, as well as history, helping to bring alive the rich heritage of the students' homeland.

Who Are Their Partners?

Administered and directed by the NRHC and its Heritage Council, the Infusing Local History Project contributors and partners included the National Park Service, Southwestern Pennsylvania Historic Preservation Commission, Pennsylvania Intermediate Unit #1, California University's School of Elementary Education, and over two dozen 3rd, 4th and 5th grade teachers from the Uniontown, Gallatin, Connellsville, Laurel Highlands, St. John the Evangelist, Trinity, Bentworth and Bethlehem Center School Districts.

How Does This Work?

The project began with a focus group of 3rd, 4th and 5th grade teachers who brainstormed ways to integrate local stories on National Road history into their various classrooms without having to provide an entire curriculum on local history. Participants developed a detailed list of products and activities that were evaluated by an NRHC Partnership Committee, who winnowed the list down to a single product. A one-day, Act 48-certified workshop was then conducted by NRHC, with the teacher-participants creating new age-specific NRHC Learning Centers that will be used in the classrooms. Each of the participating educators have received copies of the new Learning Centers, and plan to integrate them into their classrooms during the 2008-09 school year.

Where Does This Fit With The Goals?

The National Road Heritage Corridor and its governing Council work to engage their member partners and local communities in projects and activities that help bring strength and ownership to the initiative. This community-based support reinforces and enhances local cooperation on many different levels, therein increasing sustainability and enhancing community development. The Infusing Local History project brought together government, academic and civic stakeholders who collectively developed an innovative educational curriculum that teaches local history in non-traditional ways.

What Did It Cost, and Who Paid?

The total cost of the Infusing Local History project is \$19,000. An initial \$12,000 was raised through private donations and grant funding from NRHC and the Southwestern Pennsylvania Heritage Preservation Commission, who also provided an additional \$7,000 in grant funding for the hiring of two part time staffpersons to coordinate the project. Approximately \$10,000 of the funding is earmarked for the production of 100 Learning Center kits.

What Are The Outcomes?

The Infusing Local History project infuses NRHC's goals of preservation and heritage awareness into an innovative educational curriculum that strategically engages the community, in this case Elementary-level school teachers from three different counties. The teachers collectively created the teaching aids and are eager to begin using them in the upcoming school year.

Any Advice?

NRHC focused upon finding partners who are mutually dedicated to educational improvement, and who have an ability to transcend traditional perspectives and practices. Allowing the participating teachers to have substantial input into the creation of the Learning Centers was critical to their acceptance by the larger "willing community" of educators.

For More Information:

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www.nationalroadpa.org

THIS PROJECT AT A GLANCE:

Type of Project:

Infusing Local History Into The Classroom Conversation Project – Community Engagement

Cost of Project:

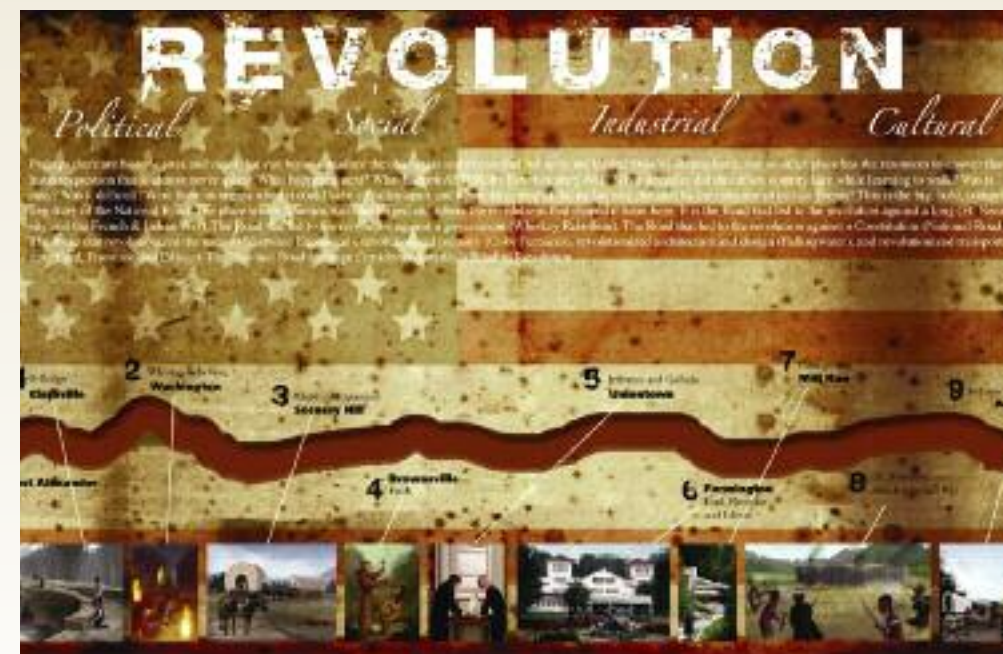
\$19,000

Funding Provided by:

- Private donations
- Grant funding from NRHC and Southwestern PA Heritage Preservation Commission

Timeframe of Project:

Planning for the Infusing Local History project began in 2007, and is currently at the final review stage. Learning Center kits will go into production in mid-2008, with the Centers actually used sometime during the 2008-2009 school year. Some of the materials will also be made available online.



The Historic National Road – America's Road to Revolution



NATIONAL ROAD HERITAGE CORRIDOR
(724) 437-9877
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REPRINTING OIL HISTORY BOOKS

Wisely Investing in Heritage Preservation

The birthplace of the nation's oil industry, the Oil Region Heritage Area harbors many of the historic sites that helped fuel America's Industrial Revolution.

Who's Doing It?

The non-profit Oil Region Alliance of Business, Industry and Tourism (ORA) administers Pennsylvania's state Oil Heritage Region and the Oil Region National Heritage Area.

What Are They Doing So Well?

The birthplace of the nation's oil industry, the Oil Region Heritage Area harbors many of the historic sites that helped fuel America's industrial revolution. To preserve the rich history of the region, ORA selected 15 different out-of-print historical books on the area for reprinting and consumer sales. ORA selected and obtained proper approvals for the reprinting of the non-fictional titles, designed colorful new covers, and set-up retail distribution centers.

Who Are Their Partners?

The Reprinting Oil History Books Project secured the approvals of the remaining living authors of the books, or their descendants. Mechling Printing of Chicora, PA, provided full-service printing and binding services, in addition to some cover artwork. Fine Line Design's Lynn Pacior, of Oil City, PA provided graphic design work for some of the books and an accompanying compact disc. Computer Showcase of Seneca, PA produced an historically-significant compact disc that contained previously unpublished oil field maps and charts.

Additional partners included a wide array of museums, galleries, gift shops, libraries, historical societies, chambers of commerce and other retail outlets that provide consumer sales of the books.

How Does This Work?

ORA initially focused upon selecting a wide range of previously published books that had gone out of print. ORA members, local historians and others all participated in the selection process. Substantial research then followed to locate either the descendants or the actual living authors of the books, so as to secure their approvals for the project. Each book's author or descendants also received a complimentary quantity of the book for their own use.

Local publishing, graphic design and computer technology companies provided the technical services required, under the direction of ORA, and ORA staff evaluated and selected the points of sale and set up a distribution network.

A professionally-produced catalog of the books was printed and distributed to potential sales outlets, libraries, historical groups and others, and a colorful map celebrating the upcoming 150th Anniversary of the birth of the petroleum industry was produced and mailed to more than 1,700 organizations across the country. ORA also set-up an online purchasing system for the books on their previously established web sites.



Where Does This Fit With The Goals?

ORA's Reprinting Project addresses multiple heritage area goals by **a)** educating the public through convenient reference materials that provide historically-accurate information; **b)** preserving historic photographs, maps, diagrams, text and other ephemera that are now readily available; **c)** promoting the region by encouraging greater understanding, awareness and appreciation for the area's cultural and historic roots; **d)** facilitating intergovernmental cooperation between state funding sources and local government and community resources; **e)** encouraging economic development through civic pride and awareness of the region's rich historical legacies; and **f)** providing organizational stability by being entirely self-funding – profits from sales have enabled ORA to reprint titles as they sell out, and allowed for the commissioning of a new biography to be written about oil history icon Edwin Drake.

What Did It Cost, and Who Paid?

Two \$20,000 grants from the PA Department of Conservation and Natural Resources's PA Heritage Area program and the PA Historical & Museum Commission's Local History program, plus another \$2,000 in ORA funding comprised the bulk of the project's \$47,000 cost. ORA also secured another DCNR grant in the amount of \$5,000 later in the process, resulting in the publication of large quantities of fifteen different titles.

Left - *Pithole The Vanished City* by William C. Darrah & Rock Oil in Pennsylvania and Elsewhere by Thomas Gale
Right - *The Geology of the Oil Regions of Warren, Venango, Clarion, and Butler Counties* by John Franklin Carll



What Are The Outcomes?

The Reprinting Project has far exceeded ORA's expectations and has become entirely self-supporting. The books have been eagerly received by the historical community and the general public, with three titles selling out quickly. Additional opportunities, including the publishing of a brand new biography, and the donation of some original, first-edition copies of some of the books have been realized.

Any Advice?

The decision to only reprint non-fiction books was a wise one, and the design of colorful new covers certainly helped marketing efforts. Costs for producing a catalog should be earmarked upfront, and postage for mail and online orders should be kept simple and affordable – ORA charged only \$5 shipping for each order, regardless of quantity ordered.

ORA suggests that each title should be automatically registered with the Library of Congress and the LOC number should be printed inside the book. A bar code should be added to the back cover to enable large chain stores to carry the books, and each book should be individually shrink-wrapped so as to provide a better appearance, reduce wear and tear, and facilitate improved shipping and handling.

For More Information:

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THIS PROJECT AT A GLANCE:

Type of Project:

Reprinting Oil History Books – Investing in Heritage Preservation

Cost of Project:

\$47,000

Funding Provided by:

- PA Department of Conservation and Natural Resources
- PA Historical and Museum Commission
- ORA funding

Timeframe of Project:

January 2006 to June, 2007, or eighteen months.



OIL REGION NATIONAL HERITAGE AREA
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RIVER OF STEEL NATIONAL HERITAGE AREA ARCHIVES AND MUSEUM DIVISION

Museum Programs and Archives

The Rivers of Steel National Heritage Area is one of the state's leaders in historic and cultural preservation and programming, as evidenced by its ongoing commitment to the Rivers of Steel Archive and Museum.

Who's Doing It?

The Steel Industry Heritage Corporation, also known as the Rivers of Steel National Heritage Area, is dedicated to the conservation, interpretation, promotion and management of the historic, cultural, natural and recreational resources of steel and its related industries in Southwestern Pennsylvania so that these resources may contribute to the economic revitalization of the region.

What Are They Doing So Well?

The Rivers of Steel National Heritage Area is one of the state's leaders in historic and cultural preservation and programming, as evidenced by its ongoing commitment to the Rivers of Steel Archive and Museum. The Archive and Museum oversee an active oral history program, ethnographic surveys of the region's industrial communities, and maintains over 30,000 cubic feet of historic artifacts and other important ephemera. Included in this expansive effort are videotapes on subjects relevant to the region's industrial and ethnic traditions; industrial artifacts, machinery and documents; historic photographs and slides; over 1,000 hours of oral histories, ethnographic surveys, maps and blueprints; and an extensive reference library.

Who Are Their Partners?

Rivers of Steel National Heritage Area has engaged literally hundreds of partners in its educational and promotional endeavors, including such notable entities as the Westmoreland Museum of American Art, the Pittsburgh History and Landmarks Foundation, the Frick Art and Historical Center, the

Duquesne Club, ExploreHistory.com, the History Channel, the Pennsylvania State Museum and Library, the Steel Valley Arts Council, the Carnegie Library system, the Sewickly Library, regional Welcome/Visitors Centers and historical societies, the Steel Valley Trail Council, Friends of the Riverfront, Duquesne University, Carnegie Mellon University, the University of Pittsburgh, Art Institute of Pittsburgh, The Allegheny Intermediate Unit, and dozens of elementary and secondary schools throughout the National Heritage Area.

How Does This Work?

Rivers of Steel engages its partners and utilizes its diverse collections to create projects and programs that interpret the region's industrial and cultural heritage, promote historic presentation, raise public awareness, create civic engagement, and increase tourism. Rivers of Steel seeks out new and innovative practices and programs to further its overall mission.



Researched, written and published by National Heritage Area's staff, *Routes to Roots* lists over 120 heritage visitor destinations throughout the seven-county region and is a distinct example of Rivers of Steel's contributions to the economic revitalization of the region through tourism.

Where Does This Fit With The Goals?

The Rivers of Steel National Heritage Area's Archives and Museum fulfills multiple management plan goals, including educational initiatives, interpreting planning, community outreach and fostering long-term partnerships with regional stakeholders.

What Did It Cost, and Who Paid?

Costs vary according to program, with the majority of funding for the Heritage Area and its Archives and Museum coming from the National Park Service, the Pennsylvania Heritage Parks Program, the Pennsylvania Historical and Museum Commission, and other government and private foundation grants.

What Are The Outcomes?

Rivers of Steel produces a wide array of marketing and historical products, including: The Routes to Roots Driving Guide – organized into five driving routes named for the region's famous rivers, the driving guide tells the area's history, describes its unique character and identifies points of interest, festivals and events; documents with an engaging narrative that allows users to fully experience the historic Homestead Steel Works, site of one of America's most prominent labor

struggles; Shaped by Steel cd – highlights the music, culture and folklore of the Rivers of Steel region; Interpretive Signage – an ongoing project providing for the production and installation of a series of interpretive signs and kiosks; and Steel Worker Traveling Trunk – an entertaining educational initiative that brings the realities of being a steelworker to the classroom and organized group meetings.

Any Advice?

At project onset, engage all of the stakeholders so that as the project develops and is implemented, it reflects the goals, aspirations and interests of all involved. Choose an array of activities, products and initiatives to realize goals, rather than concentrating on a single program, product or activity.

To learn more about Rivers of Steel Museum Programs and Archives contact Ron Baraff, Director of Museum Collections and Archives at rbaraff@riversofsteel.com.

For More Information:

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Museum goers enjoy the Rivers of Steel Gallery.

THIS PROJECT AT A GLANCE:

Type of Project:

Rivers of Steel National Heritage Area Archives and Museum Division – Museum Programs and Archives

Cost of Project:

Costs vary according to the program

Funding Provided by:

- National Park Service
- Pennsylvania Heritage Parks Program
- Pennsylvania Historical and Museum Commission
- Government and private foundation grants

Timeframe of Project:

There are no set timeframes.





ROUTE 6 ROUND-UP

Restoring the Treasures of Nature

The PA Route 6 Heritage Round-Up became one of Pennsylvania's largest group clean-up efforts in only its first year of existence.

Who's Doing It?

The PA Route 6 Heritage Corporation serves as the coordinating body for the 11-county region served by PA Route 6, one of America's oldest and longest thoroughfares. First constructed in 1807 in what was then wilderness, Route 6's 400-mile Pennsylvania segment ties together one of the earliest transcontinental highways, stretching from Massachusetts to California.

What Are They Doing So Well?

One of the nation's premier early roadways, PA Route 6 was a prime corridor for the Commonwealth's northern tier for most of its existence, tying together the steel mills of the west with the manufacturing base of the east. Concerned about the declining appearance of the historic roadway, the PA Route 6 Heritage Corporation undertook the massive Round-up clean-up effort for the highway.

Who Are Their Partners?

A joint effort between the PA Route 6 Heritage Corporation and its visitor arm the PA Route 6 Tourist Association, the groups worked closely with the national Keep America Beautiful program, as well as the state's Keep PA Beautiful. The PA Department of Transportation assisted in the effort.

How Does This Work?

Held in conjunction with the annual Spring Great American Clean-Up, PA Route 6 staff spent months organizing and coordinating local Adopt-A-Highway, civic, environmental, tourist and other groups in the massive highway clean-up effort. Over 250 volunteers cleaned over 103 miles of the unique heritage highway, with resulting debris disposed of by the PA Department of Transportation.

Where Does This Fit With The Goals?

The clean-up effort addresses an array of Route 6 Heritage Corporation Management Plan action items, including beautification, civic and intergovernmental cooperation, tourism enhancement, recreation, community-building and instills a greater sense of pride and appreciation in the volunteer residents who participated.

What Did It Cost, and Who Paid?

The Round-up had nominal costs for purchasing garbage bags, organizing and coordinating groups of workers, and other communications, all of which were absorbed by the PA Route 6 Heritage Corporation, or its affiliated Tourist Association.

What Are The Outcomes?

The PA Route 6 Heritage Round-up became one of Pennsylvania's largest group clean-up efforts in only its first year of existence. The coordinating groups worked closely with varied national and state agencies, and 52 separate volunteer groups to turn out more than 250 volunteers who labored for two days over 103 miles of roadway, or 24% of the entire length of Route 6 in Pennsylvania. Organizers hope to expand the amount of coverage in 2009.



PA Route 6

Any Advice?

Stay alert for potential participating organizations and develop a database of local organizations that may be of use. Start organizing volunteer groups early, and keep their sections of highway manageable. Safety issues should be of paramount concern.

For More Information:

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PA Route 6 Heritage Corporation
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www.paroute6.com



Volunteers pitch in at the Route 6 Round-Up

THIS PROJECT AT A GLANCE:

Type of Project:

Route 6 Round-Up

Cost of Project:

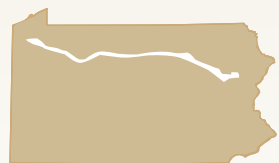
Nominal for supplies

Funding Provided by:

■ PA Route 6 Heritage Corporation

Timeframe of Project:

Annual Event – Planning begins in the late Fall of the preceding year, when Round-Up dates are selected and notices are sent to participating or targeted groups. The actual event itself is held over a two-day period during the annual six-week long national Great American Clean-up.



PA ROUTE 6
HERITAGE CORRIDOR
(814) 435-7706
www.paroute6.com





SCHUYLKILL RIVER SOJOURN

Linking Communities & Quality of Life

The Sojourn provides an unparalleled opportunity to explore the natural beauty and wonders of the Schuylkill River watershed...

Who's Doing It?

Schuylkill River Heritage Area coordinates the Schuylkill River Sojourn and other heritage activities in the Schuylkill River National and State Heritage Area (SRHA), which encompasses the Schuylkill River watershed over five eastern Pennsylvania Counties.

What Are They Doing So Well?

The Sojourn provides an unparalleled opportunity to explore the natural beauty and wonders of the Schuylkill River watershed, with historical, cultural and other learning opportunities complementing the on-river activities. SRHA coordinates all aspects of the seven-day, 113-mile long journey with numerous partners ranging from state agencies to local non-profit organizations.

Who Are Their Partners?

SRHA is joined by more than 60 different partners from throughout the Schuylkill River corridor, including individuals, businesses, and public and private organizations who provide food, entertainment, educational programming and funding for each leg of the Sojourn. Major financial contributors include the PA Department of Conservation and Natural Resources, the American Canoe Association, the PA Organization for Watersheds and Rivers, and for 2008, the American Philosophical Society Museum.

How Does This Work?

Originally initiated by the PA Department of Conservation and Natural Resources in 1999 as part of the more expansive state River Sojourn Program, the Schuylkill River Sojourn



Children and adults getting kayak lessons.

was quickly adopted by the Schuylkill River Heritage Area as a signature project. Organizers first laid out the Sojourn trail using many of the region's most knowledgeable citizens' input on river navigation and regional history. Designed to raise public awareness and teach participants about the region's many natural and heritage-oriented attractions, the Sojourn involves well-trained and knowledgeable guides, storytellers, outfitters and many more.

Where Does This Fit With The Goals?

Guided by the Schuylkill River Heritage Area's management plan, the River Sojourn ably addresses the multiple goals of conservation, instilling an appreciation for nature, providing public education, encouraging passive recreation, facilitating community revitalization and promoting heritage tourism.

What Did It Cost, and Who Paid?

The bulk of the \$40,000 annual cost of Schuylkill River Sojourn is generated by participant registration fees, which in 2008 was \$75 per day or \$450 for an entire week. An additional \$7,000 is annually provided by the PA Department of Conservation and Natural Resources through its affiliated PA Organization for Watersheds and Rivers. Sponsors, such as Pennsylvania American Water Company, also provide significant contributions to the program, which is administered by the SRHA.

What Are The Outcomes?

2008 realized an all-time high of 250 registrants, with participants traveling from 11 different states since inception of the program. Post-event surveys reveal participants learned more about the region, had greater appreciation for the region's history and natural resources, and regarded the event as a very positive life experience. Sojourners also spent nearly \$60,000 on supplies, amenities, gifts and other items for the trip, providing economic impact to communities along the tour route. Guide maps for the Schuylkill River

water trail are available, allowing for even greater usage by non-Sojourn paddlers. The distinctive program was recognized by the Greater Philadelphia Marketing and Tourism Corporation as one of their highlighted events in the Think Outside! Marketing Plan.

Any Advice?

"Surround yourself with experts and listen to them," advises a key Sojourn staffer. Local canoe clubs, paddling groups, river enthusiasts, PA Fish and Boat Commission staff, and representatives from civic, environmental and non-profit groups all participate in the program. Rivers can often flood, making navigation dangerous or impossible, or run dry, reducing range. Make sure alternatives are in place for any such contingency.

For More Information:

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Paddlers arrive at Philadelphia.

THIS PROJECT AT A GLANCE:

Type of Project:

Schuylkill River Sojourn

Cost of Project:

\$40,000 annually

Funding Provided by:

- PA Department of Conservation and Natural Resources through the organization PA Organization for Watersheds and Rivers
- Pennsylvania American Water Company

Timeframe of Project:

Now in its tenth year, the Schuylkill River Sojourn requires a solid year of planning before paddlers set off on their seven day cruise.



SCHUYLKILL RIVER NATIONAL & STATE HERITAGE AREA
(484) 945-0200
www.schuylkillriver.org



SCHUYLKILL RIVER NATIONAL & STATE HERITAGE AREA



THE SUSQUEHANNA RIVER WATER TRAIL

System of Discovery

The Trail provides a venue for experiencing high quality water-based recreation and ecotourism activities.

Who's Doing It?

The Susquehanna Gateway Heritage Area, a 501(c)3 not-for-profit organization serving Lancaster and York Counties, enhances our region's quality of life and economic vitality by promoting the preservation, conservation and interpretation of the Susquehanna River's cultural and natural heritage. The Heritage Area builds public awareness and understanding of the river's cultural and economic value to our region, state and nation and helps preserve and enhance the river's cultural, environmental and recreational assets for the enjoyment of residents and visitors alike.

What Are They Doing So Well?

In conjunction with the Lancaster County Planning Commission and the Chesapeake Bay Gateways Network, the Heritage Area developed the Lower Susquehanna River Water Trail, which runs from Harrisburg to the Pennsylvania-Maryland Border, just north of the Chesapeake Bay. The 53-mile long Trail is outlined in a Water Trail Map and Guide produced by the Heritage Area that is full of information about the sights, sounds and locations along the Susquehanna River, from bald eagle sanctuaries to parks, nature reserves and more. Key navigational aids and services are identified, including portage routes around dams, rapids, mile-posts, potable water supplies, food sources, comfort stations and campgrounds.

Who Are Their Partners?

A wide array of local, state and federal government agencies, non-profit historical, environmental and educational groups. Participating entities include the National

Park Service, the Chesapeake Bay Gateways and Water Trails Network, PA Department of Conservation and Natural Resources – Bureau of Recreation and Conservation, Growing Greener, and Heritage Parks Programs, Susquehanna Greenway Partnership, Lancaster County Planning Commission, Susquehanna River Waterfowlers Association, Susquehanna River Wetlands Trust, East Donegal Township, Marietta Borough, PPL Holtwood LLC, Exelon, Safe Harbor Water Power Corporation, York Haven Power Company, the John Wright Company and the Conservation Society of York County.

How Does This Work?

The Susquehanna River Water Trail – Lower Section Map and Guide includes three full-color maps of the Susquehanna River with informative text and scenic photography on the resources found in and near the river. The Map and Guides are printed on water-proof, tear-resistant paper and protected by a resealable waterproof envelope. Twenty one different interpretive signs, with corresponding map designations, have been installed throughout the tour route.



The Susquehanna River Water Trail paddlers map and guide.

Where Does This Fit With The Goals?

The Susquehanna River Water Trail program helps to fulfill the Heritage Area's goals of raising public awareness and appreciation for the environmental resources and economic value of the Lower Susquehanna River and its neighboring communities in Lancaster and York Counties.

What Did It Cost, and Who Paid?

The total cost of producing the Water Trail Maps and Guides and interpretive signs was \$107,000, with funding provided by the PA Department of Conservation and Natural Resources, the Chesapeake Bay Gateways Network, local municipal and county governments, and local utilities. The Water Trail Map and Guide retails for \$15 each. The Heritage Area published a revised and updated Map and Guide in 2009 at a total cost of \$30,000, with funding from wholesale and retail sale proceeds and the PA Department of Conservation and Natural Resources.

What Are The Outcomes?

The Water Trail provides place-based education for participants that explains the direct or indirect relationships between the

Susquehanna River and the many communities that were founded or developed along the waterway. The Trail provides a venue for experiencing high quality water-based recreation and ecotourism activities. The Trail also helps develop a clearer link between the Susquehanna River and the Chesapeake Bay, and the communities located in the Lower Susquehanna River corridor and along the Susquehanna Greenway.

Any Advice?

Determine a defined corridor or trail and then work to identify the various groups, organizations, governmental entities and others with particular areas of expertise who can provide detailed information about the trail and its associated facilities.

For More Information:

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Regional partners celebrate the dedication of the Susquehanna River Water Trail in 2003.

THIS PROJECT AT A GLANCE:

Type of Project:

The Susquehanna River Water Trail – System of Discovery

Cost of Project:

\$107,000

Funding Provided by:

- PA Department of Conservation and Natural Resources
- Chesapeake Bay Gateways Network
- Local and county governments
- Local utilities
- Wholesale & Retail Sale Proceeds

Timeframe of Project:

Approximately four years to complete. Water trail management is an ongoing activity.



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