

Susquehanna Gateway Heritage Area

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Coordinator



1706 Long Level Road
Wrightsville, PA 17368
717 / 252-0229
info@susquehannaheritage.org

www.SusquehannaHeritage.org

Programs & projects funded in part by:



SUSQUEHANNA GATEWAY HERITAGE AREA

Heritage Programs & Projects

2001 - 2011

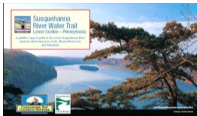


The Susquehanna Gateway Heritage Area enhances our region's quality of life and economic vitality by promoting the preservation, conservation and interpretation of the Susquehanna River's cultural and natural heritage for the enjoyment of residents and visitors alike.

www.SusquehannaHeritage.org

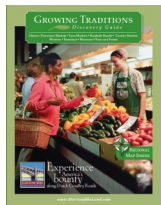
Since designation as a Pennsylvania Heritage Area in 2001, the Susquehanna Gateway Heritage Area has leveraged \$1.4 million in local public investment to attract over \$9.8 million in state and federal funds and \$3.9 million in private contributions to help advance heritage tourism and conservation initiatives throughout Lancaster and York Counties.

Almost \$10 in state, federal and private funds gained for every \$1 in local public funds invested.



Susquehanna River Water Trail

Serve as regional manager for the lower section of the water trail, including development of a comprehensive water trail map and website and interpretive panels.



Heritage Branding, Marketing & Identity Program

Developed a successful heritage branding and marketing strategy for the Heritage Area.



Growing Traditions Guide & Website

Produced regional guide and website showcasing 150 local agricultural resources, including farm markets, roadside stands, farm stays, B&Bs, wineries and heritage attractions.



Heritage Area Interactive Website

Launched online discovery experience featuring itinerary planning for over 200 heritage sites, tours and events.

Heritage Waystations

Developed innovative computer waystations tailored to attracting and guiding visitors to heritage attractions.

Our Mill Heritage Feasibility Study

Funded assessment of regional potential for historic mill heritage interpretation and tours.

Heritage Motor Coach & Group Tours

Worked with partners to create group tour experiences showcasing regional cultural and historical resources.



Susquehanna River Landscape Conservation

Helping to lead regional initiatives to save and enhance river landscapes for public use and enjoyment, including the Lower Susquehanna Conservation Landscape Initiative, PPL utility lands and the Susquehanna Heritage Park.



Susquehanna Greenway Partnership

Served as regional lead organization for the lower region of the Susquehanna Greenway to implement the Partnership's strategic action plan.

Along the Susquehanna Exhibits & Website
Worked with partners to develop collaborative exhibits and programs highlighting Susquehanna River history.



Pennsylvania Civil War Trails
Worked with state and regional partners to promote local communities as gateways to the Civil War experience.



African-American Heritage Tours
Sponsored tours featuring Columbia's untold stories of the Underground Railroad and African-American heritage.

River Towns Architectural History Tour
Funded first-ever joint architectural tour of historically significant homes and sites in Wrightsville and Columbia.

River Towns Heritage Development Strategy
Developed strategy for economic revitalization in the historic river towns of Columbia, Marietta and Wrightsville.

Quest for Freedom Heritage Tourism Corridor
Funded development of on-line tourism opportunities targeted towards African-American heritage travelers.

Veterans Memorial Bridge Historic Lighting Study
Working with Rivertownes PA USA to complete design and restoration of historic lights on Veterans Memorial Bridge.

Regional Wayfinding Plan
Supporting development of a regional signage system to guide visitors to cultural and commercial destinations.

Lancaster & York County Heritage Programs
Worked with County Planning Commissions to update the Lancaster County Heritage Program and develop a new sister program for York County.

Battle of Hanover Heritage Trail
Funded interpretive panels depicting points of interest and events of the Battle of Hanover.

Stories of the Land Heritage Orientation Film
Produced and premiered the first-ever orientation film showcasing the exceptionally rich heritage shared by Lancaster and York counties.

John & Kathryn Zimmerman Center for Heritage
Established a regional heritage education center in historic riverfront home showcasing the one-of-a-kind *Visions of the Susquehanna* river art exhibit.

