



# STRATEGIC PLAN SUMMARY January 2010

## MISSION

*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.*

### STRATEGIC FOCUS 1

**Ensure the financial viability and organizational capacity to advance our mission.**

- 1.a Identify and secure sustainable funding sources to meet current and projected costs.
- 1.b Develop and manage a financial planning and reporting process that effectively anticipates, provides for and monitors current and future operations, programs and projects.
- 1.c Develop effective management and administrative processes in support of operations, programs, projects and facilities.

### STRATEGIC FOCUS 2

**Build public awareness and understanding of the Susquehanna River's cultural and economic value to our region, state and nation.**

- 2.a Enhance the effectiveness of e-communications to better share our mission and work with a broad constituency and elevate our community profile and reputation.
- 2.b Research and share information about the economic benefits of heritage and outdoor tourism.
- 2.c Reach out to and build positive relationships with key civic leaders, organizations and municipalities from whom we need support or cooperation to advance our mission.
- 2.d Engage our founding partners in developing the heritage and outdoor tourism potential of the Susquehanna River.
- 2.e Develop and maintain high quality heritage products that interpret and guide travelers to our region's authentic heritage resources and experiences.

### STRATEGIC FOCUS 3

**Preserve and enhance the quality, appeal and economic value of the Susquehanna River's cultural, environmental and recreational assets and infrastructure, foremost of which is the Susquehanna Heritage Park.**

- 3.a Develop a variety of high quality cultural, recreational and visitor facilities that enhance the river's appeal as a heritage and outdoor travel destination.
- 3.b Advance regional initiatives for landscape conservation, outdoor recreation and heritage development associated with the river.

### STRATEGIC FOCUS 4

**Secure designation as a National Heritage Area to benefit from participation in the National Park Service network and increase public recognition of our region as a place of national significance.**

- 4.a Engage with regional and national partners to advance and pass legislation for national designation of our heritage area.