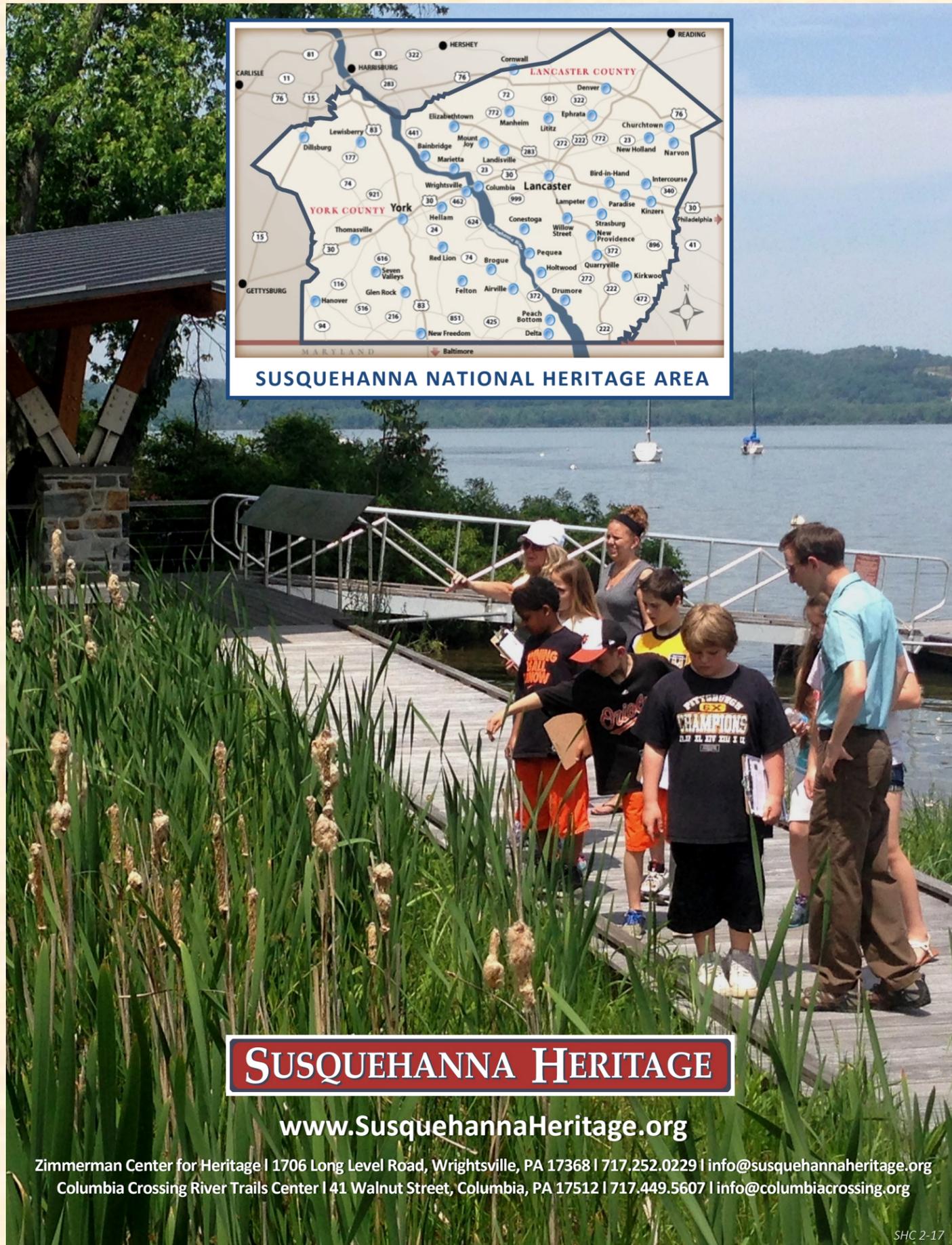


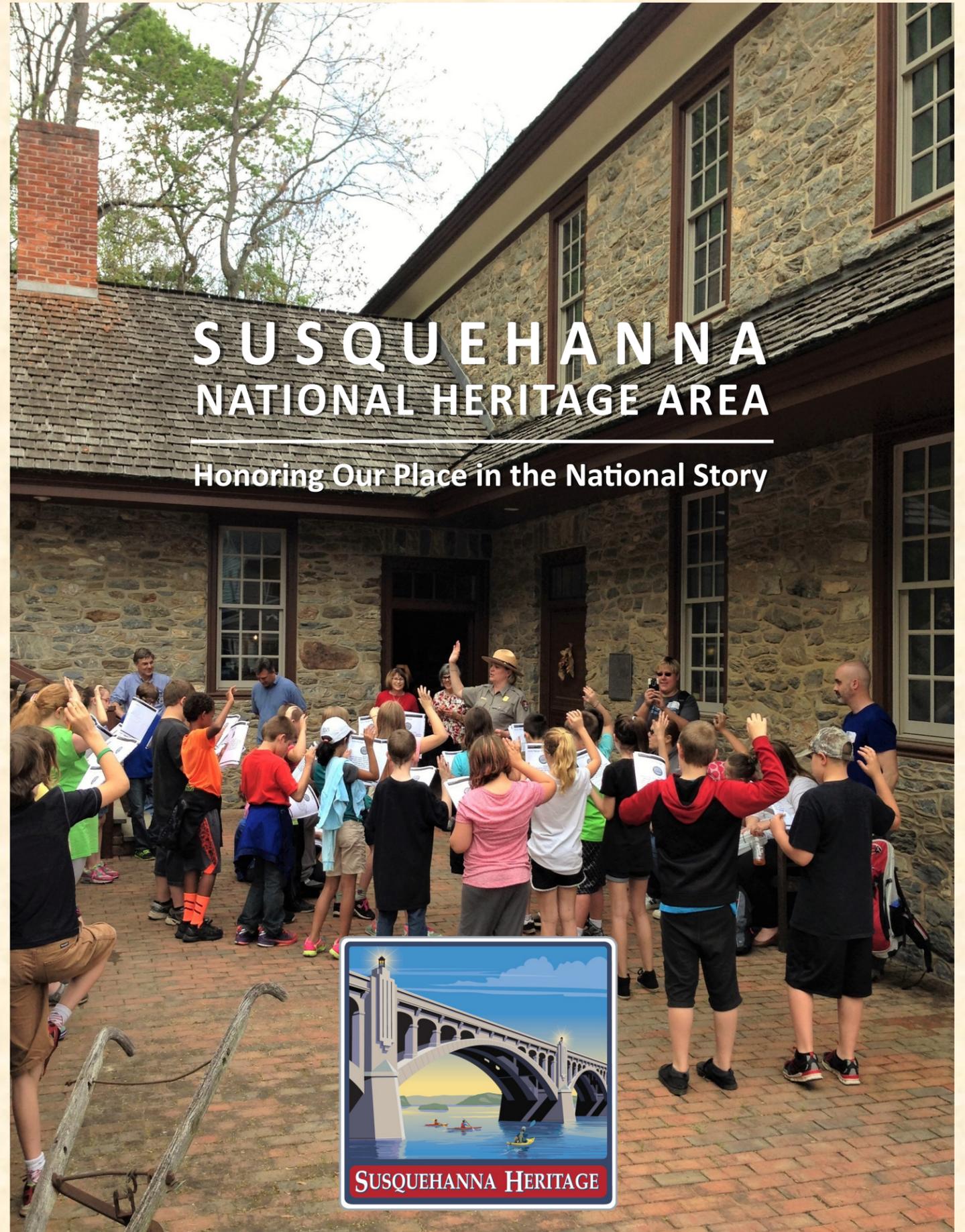
SUSQUEHANNA NATIONAL HERITAGE AREA



# SUSQUEHANNA HERITAGE

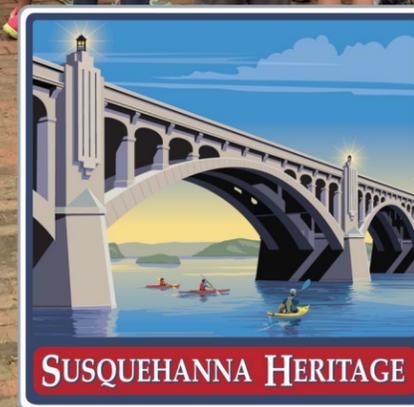
[www.SusquehannaHeritage.org](http://www.SusquehannaHeritage.org)

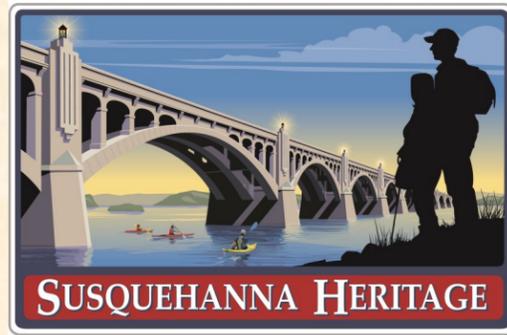
Zimmerman Center for Heritage | 1706 Long Level Road, Wrightsville, PA 17368 | 717.252.0229 | [info@susquehannaheritage.org](mailto:info@susquehannaheritage.org)  
Columbia Crossing River Trails Center | 41 Walnut Street, Columbia, PA 17512 | 717.449.5607 | [info@columbiacrossing.org](mailto:info@columbiacrossing.org)



# SUSQUEHANNA NATIONAL HERITAGE AREA

Honoring Our Place in the National Story





# SUSQUEHANNA NATIONAL HERITAGE AREA

*Our Goal: Introduction and approval by Congress of legislation designating Lancaster and York Counties in Pennsylvania as a National Heritage Area.*

## What is a National Heritage Area?

- National Heritage Areas (NHAs) are places designated by Congress where natural, cultural, historic, and recreational resources form a cohesive, nationally distinctive landscape arising from human activity shaped by geography.
- NHAs tell nationally important stories about our nation and are representative of the national experience through physical features that remain and traditions that have evolved within them.
- NHAs receive National Park Service assistance with planning, resource conservation, and limited match funding.
- Since President Ronald Reagan designated the first NHA in 1984, community groups, businesses, local governments, and Congress have established 49 NHAs across the nation to preserve, promote and celebrate their heritage, culture, and natural resources for the benefit of current and future generations.

## What are the Goals of National Heritage Areas?

- NHAs draw visitors to local heritage and outdoor recreation attractions and businesses. They encourage public and private partners to collaboratively plan and implement programs and projects that preserve, enhance, and celebrate America's defining historic places and landscapes.
- NHAs work with communities to conserve natural resources, landscapes, and historic places; strengthen community identity and economic vitality; educate residents and visitors about the region's history; and attract heritage and outdoor tourism to promote economic vitality.



Columbia Crossing River Trails Center

## What are the Benefits of National Heritage Areas?

- As a NHA, our region will benefit from enhanced national identity and exposure, better access to National Park Service technical assistance, and our fair share of existing NHA funding—with no increase in federal spending.
- A 2012 study by the Alliance of National Heritage Areas and National Park Service showed that NHAs contribute \$12.9 billion annually to the national economy, support 148,000 jobs and generate \$1.2 billion in Federal taxes.
- The economic benefit of NHAs in the Northeast Region was \$5.4 billion annually, supporting more than 66,880 jobs, and \$602.7 million annually in local and state taxes.

*National Heritage Area designation will honor our region's place in the National Story and bring economic vitality to our communities.*



President Ronald Reagan signs into law the Illinois & Michigan Canal National Heritage Corridor in August 1984—the first of 49 NHAs created to help tell America's Story.

## Why Does Our Region Merit National Designation?

- The Susquehanna Heritage Area was approved as a Pennsylvania Heritage Area by Governor Tom Ridge in 2001, with Susquehanna Heritage designated as the 501(c)3 non-profit management entity.
- The designation process included extensive community engagement through a Feasibility Study of heritage resources and a Management Action Plan defining goals, themes, projects, and funding.
- This process confirmed that our region played a key role in American history by advancing freedom and sharing its agricultural bounty and industry with the world. It recognized our town and country landscapes, historic sites, and natural wonders, which are visited and treasured by people from across the globe.



Zimmerman Center for Heritage

## Are We Ready to Manage a National Heritage Area?

- Susquehanna Heritage has a 16-year track record of heritage development in our region, with a special focus on placemaking and tourism along the Susquehanna River. We have helped attract over \$18 million to advance heritage and conservation initiatives and have the ongoing public and private funding needed to match federal NHA support.



- Our Strategic Plan focuses on developing the river as a national destination for heritage and outdoor travelers and a sustainable economic generator for our region. Our Board of Directors and staff are committed to this vision.



- Susquehanna Heritage will coordinate NHA activities from our historic riverfront visitor facility at the Zimmerman Center for Heritage in York County and the Columbia Crossing River Trails Center we manage in Lancaster County.
- The National Park Service recently designated the Zimmerman Center as Pennsylvania's official Visitor Contact Station for the Captain John Smith Chesapeake Trail—America's first water-based National Historic Trail. NHA designation will build on our new National Park Service partnership by expanding this collaboration to the regional level.

## What's Been Happening to Bring National Heritage Area Designation to Our Region?

- After completion of a NHA Feasibility Study Report in 2008, the National Park Service found that our region meets the *National Heritage Area Feasibility Study Guidelines* for Congressional designation as a National Heritage Area.
- Based on this finding of national significance, U.S. Senator Robert P. Casey, Jr. of Pennsylvania has sponsored legislation in each subsequent session of Congress to designate our region as a National Heritage Area.

*Susquehanna Heritage invites our U.S. Senators and Representatives in Congress to co-sponsor legislation designating the Susquehanna National Heritage Area.*



Zimmerman Center Waterfront