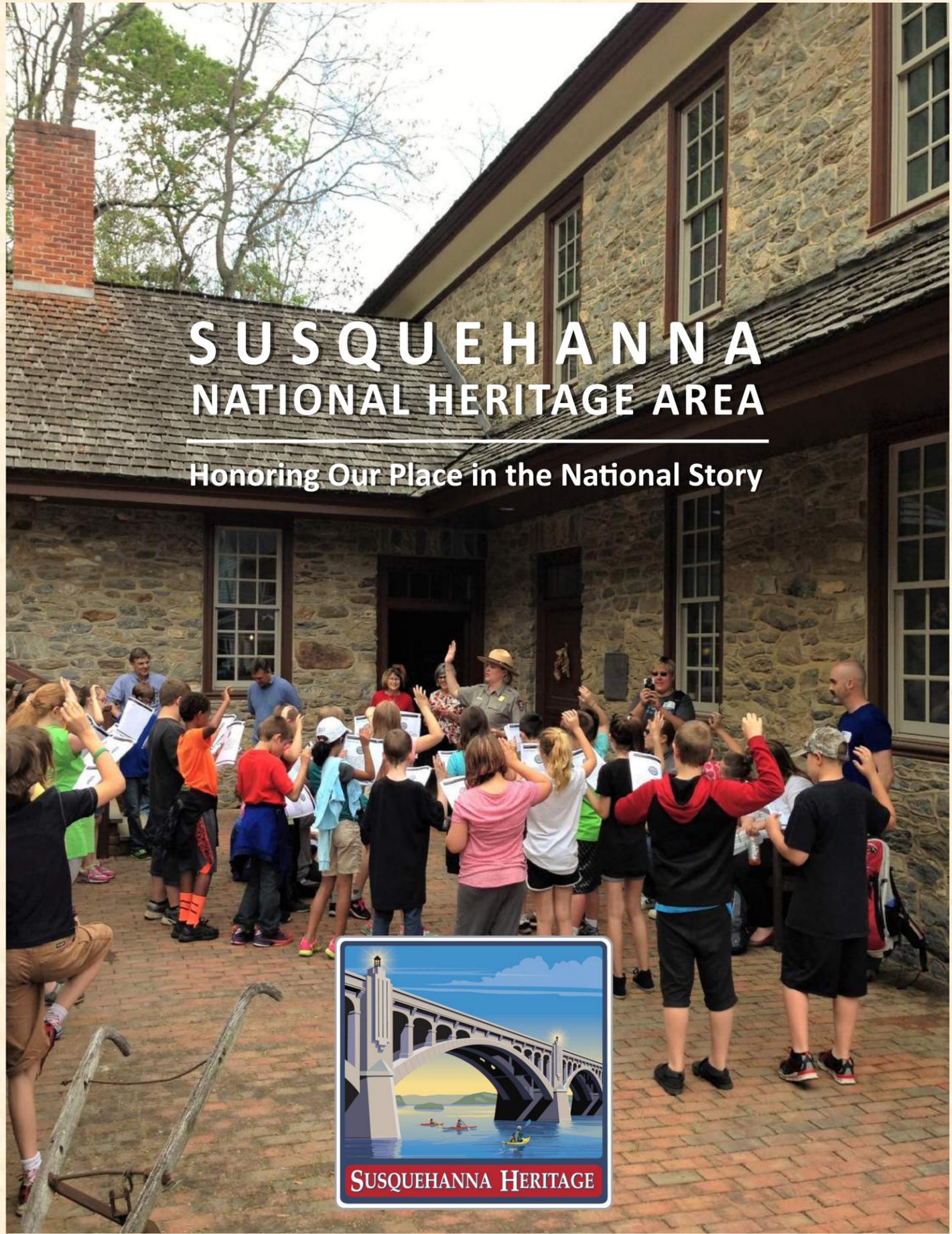


SUSQUEHANNA HERITAGE

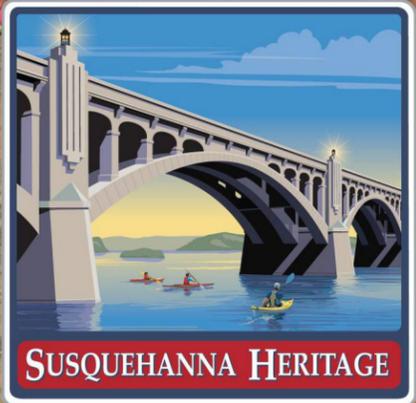
www.SusquehannaHeritage.org

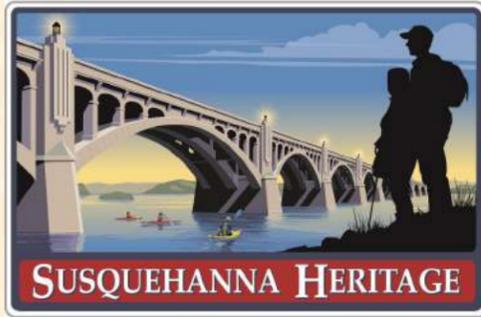
Zimmerman Center for Heritage | 1706 Long Level Road, Wrightsville, PA 17368 | 717.252.0229 | info@susquehannaheritage.org
Columbia Crossing River Trails Center | 41 Walnut Street, Columbia, PA 17512 | 717.449.5607 | info@columbiacrossing.org



SUSQUEHANNA NATIONAL HERITAGE AREA

Honoring Our Place in the National Story





SUSQUEHANNA NATIONAL HERITAGE AREA

Our Goal: Approval by Congress of legislation designating Lancaster and York Counties in Pennsylvania as the Susquehanna National Heritage Area.

National Heritage Areas Celebrate America's Special Places

- National Heritage Areas 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. They are locally managed and controlled with a small federal footprint, but can use the National Park Service brand to attract heritage and outdoor travelers.
- Since President Ronald Reagan designated the first NHA in 1984, communities across the nation have worked with Congress to establish 49 National Heritage Areas that help preserve, promote and celebrate local heritage, culture, and natural resources for the benefit of current and future generations.
- National Heritage Areas receive technical assistance and limited match funding through the National Park Service for planning, interpretation, and resource conservation. They are a low-cost but effective alternative to new National Park units for special places of national significance.
- National Heritage Areas work with communities to collaboratively plan and implement programs and projects that conserve natural resources, landscapes, and historic places; strengthen community identity and economic vitality; educate residents and visitors about a region's history; and attract heritage and outdoor tourism to promote economic development.



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



Columbia Crossing River Trails Center

National Heritage Areas Bring Jobs and Prosperity

- National Heritage Area designation will boost visibility and visitation for our region and promote the Susquehanna River as a national destination for heritage and outdoor recreation, helping our communities harness the economic power of visitors, create jobs, and improve quality of life.
- 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 showed that National Heritage Areas contribute \$12.9 billion annually to the national economy, support 148,000 jobs and generate \$1.2 billion in Federal taxes. In the Northeast Region they contributed \$5.4 billion, supported 66,880 jobs, and generated \$602.7 million in local/state taxes.

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

Our Region Merits 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 our region played a key role in American history by advancing freedom and sharing our agricultural bounty and industry with the world, and it recognized our town and country landscapes, historic sites, and natural wonders.



Zimmerman Center for Heritage

We Are Ready to Manage a National Heritage Area

- Susquehanna Heritage has a 17-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 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 National Heritage Area 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 has already designated the Zimmerman Center as Pennsylvania's official Visitor Contact & Passport Station for the Captain John Smith Chesapeake Trail—America's first water-based National Historic Trail. National Heritage Area designation will build on this existing trail partnership with the National Park Service by expanding collaboration to the regional level.



We've Been Working to Designate Our Region as a National Heritage Area Since 2008

- 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 the NPS finding of national significance, U.S. Senator Robert P. Casey, Jr. of Pennsylvania sponsored legislation in the U.S. Senate to designate our region as a National Heritage Area— S.400 is the current Senate bill.
- In June 2017, Congressman Lloyd Smucker introduced H.R. 2991 in the U.S House of Representatives to establish the Susquehanna National Heritage Area. Rep. Smucker's bill passed the U.S. House of Representatives in June 2018 with near unanimous support and now awaits action by the U.S. Senate.

Susquehanna Heritage invites local residents, businesses, community organizations, and public officials to support designation of the Susquehanna National Heritage Area.



Zimmerman Center Waterfront