

SUSQUEHANNA NATIONAL HERITAGE AREA

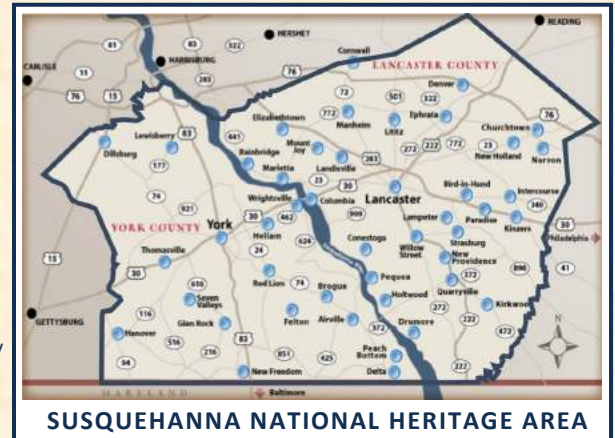
Lancaster and York Counties in Pennsylvania were designated by Congress and the President as America's 55th National Heritage Area in March 2019.

National Heritage Areas Bring Jobs and Prosperity.

- The Susquehanna National Heritage Area will boost visibility and visitation for our region, promote the Susquehanna River as a national destination for heritage and outdoor recreation, help our communities harness the economic power of visitors, create jobs, and improve our quality of life.
- Our region will benefit from enhanced national identity and exposure, better access to National Park Service assistance, and our fair share of existing annually appropriated federal funding for the nationwide NHA network.

Our Region Merits National Designation.

- The Susquehanna Heritage Area was approved as a Pennsylvania Heritage Area in 2001, with Susquehanna Heritage designated as the 501(c)3 non-profit management entity.
- PA Heritage Area designation involved extensive community engagement with a Feasibility Study of heritage resources and a Management Action Plan defining goals, themes, and projects.
- 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.



We Worked to Achieve National Heritage Area Designation for Over Eleven Years.

- After completion of a Feasibility Study Report in 2008, the National Park Service found that our region met the *National Heritage Area Feasibility Study Guidelines* for Congressional designation as a National Heritage Area.
- U.S. Senator Bob Casey of Pennsylvania sponsored legislation to designate the Susquehanna National Heritage Area in every session of Congress since 2008. Congressman Lloyd Smucker (PA-11) joined the effort in 2017.
- In early 2019, the Susquehanna National Heritage Area was included in S.47, the *John D. Dingell, Jr. Conservation, Management, and Recreation Act*, which was approved by Congress in February 2019 and signed by President Trump in March 2019. The Act named Susquehanna Heritage as the Local Coordinating Entity for the new National Heritage Area and authorized fifteen years of federal funding to carry out heritage and conservation activities.

We Have the Experience to Manage the National Heritage Area.

- Susquehanna Heritage has an 18-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 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.



- As the designated Local Coordinating Entity, Susquehanna Heritage will manage 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 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 builds on this existing trail partnership with the National Park Service by expanding collaboration to the regional level.

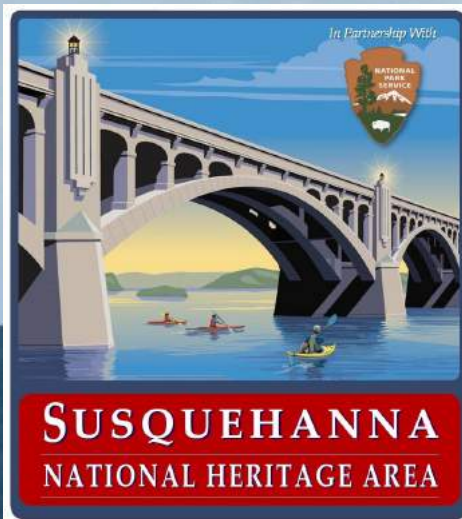
The Susquehanna National Heritage Area honors our region's significant place in the National Story and will bring new resources and economic vitality to our communities.



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



Zimmerman Center for Heritage



Columbia Crossing River Trails Center