

An illustration of the Chesapeake Bay Bridge-Tunnel at sunset. The bridge's concrete arches and towers are silhouetted against a bright yellow and orange sky. The water is a deep blue, and three kayakers are visible on the water. The bridge's towers are illuminated with spotlights, creating a starburst effect. The overall scene is peaceful and scenic.

*2018 Annual Report
& Strategic Plan*

SUSQUEHANNA HERITAGE

2018 BY THE NUMBERS

25,479

VISITORS WELCOMED

at our two riverfront centers

91

EDUCATIONAL PROGRAMS

shared with the community

STUDENTS

sworn in as National Park Service Junior Rangers

462

\$191,254

PRIVATE FUNDING

from donations and endowments

350

HOURS VOLUNTEERED

by friends of the river

GRANT FUNDING AWARDED
to support our work along the river

\$453,401

35

COMMUNITY MEETINGS

hosted at our sites

MISSION: Enhance quality of life and economic vitality by promoting the preservation, conservation and interpretation of the river's cultural and natural heritage.



2019-2021 STRATEGIC PLAN

VISION: The Susquehanna Riverlands is a nationally recognized destination for outdoor fun and cultural discovery.

PLACEMAKING

Enhance the quality & appeal of the river's special places and landscapes

Achieve National Heritage Area designation to enhance visibility for the region.

Connect people to the river's history and environment through interpretation, programs, and experiences.

Engage with communities, organizations, and individuals to promote and enrich the river's special places, towns, and landscapes.

TOURISM DEVELOPMENT

Increase the visibility & readiness of the river as a visitor destination

Lead and advance initiatives that support tourism development in the Susquehanna Riverlands.

Develop and promote the Zimmerman Center and Columbia Crossing as complementary visitor hubs for the river.

VISIBILITY, VIABILITY, & CAPACITY

Secure the funding, staffing, & awareness to achieve our vision

Identify and secure support of major donors, increase mid-level donor engagement, and attract more corporate & EITC contributions.

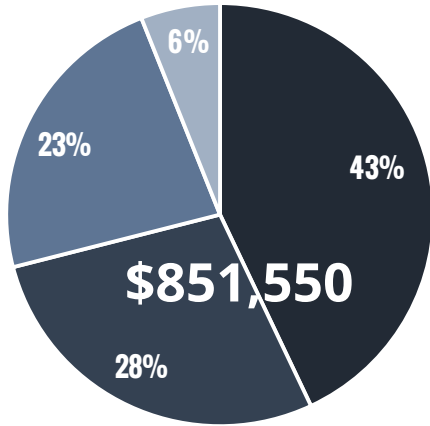
Assess organizational structure, staffing, and Board engagement to ensure capacity to effectively advance strategic priorities.

Develop and implement strategies to increase awareness of our work & engage effectively with partners.



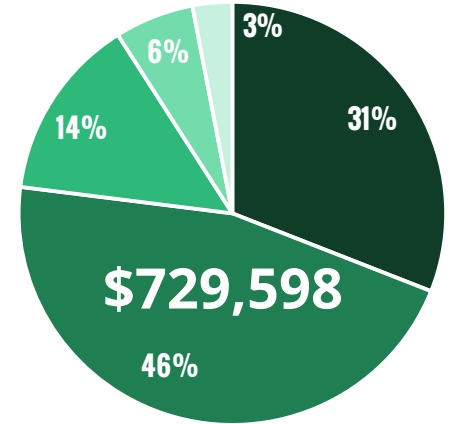
SUSQUEHANNA HERITAGE

2018 REVENUE & EXPENSES



- State and Federal Public Support
- Local Public Support
- Private Donations & Endowments
- Other

- Administration & Finance Staff Support
- Programs & Projects Staff Support
- Operating
- Building
- Fundraising & Marketing



CONNECTING PEOPLE TO THE RIVER

Zimmerman Center for Heritage
 1706 Long Level Road
 Wrightsville, PA 17368
 717-252-0229

Columbia Crossing River Trails Center
 41 Walnut Street
 Columbia, PA 17512
 717-449-5607



www.SusquehannaHeritage.org