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Visitor Services Manager

Programs & Projects

Susquehanna Heritage envisions the
Susquehanna Riverlands as a nationally recognized
destination for outdoor fun and cultural discovery.

www.SusquehannaHeritage.org

Zimmerman Center for Heritage
1706 Long Level Road
Wrightsville, PA 17368
717 / 252-0229
info@susquehannaheritage.org
www.SusquehannaHeritage.org
Our work along the Susquehanna River in Lancaster and York Counties focuses on **PLACEMAKING** that enhances the quality and appeal of the river’s special places and landscapes and **TOURISM DEVELOPMENT** that increases the visibility and readiness of the river as a visitor destination.

### Susquehanna River Water Trail
Serve as regional manager for the lower section of the water trail, including development of a comprehensive water trail map and website and interpretive panels.

### Heritage Branding, Marketing & Identity Program
Developed a successful heritage branding and marketing strategy for the Heritage Area.

### Growing Traditions Guide & Website
Produced regional guide and website showcasing 150 local agricultural resources, including farm markets, roadside stands, farm stays, B&Bs, wineries and heritage attractions.

### Heritage Area Website
Developed online overview of our programs, projects, and facilities along the river.

### Heritage Waystations
Developed innovative computer waystations tailored to attracting and guiding visitors to heritage attractions.

### Our Mill Heritage Feasibility Study
Funded assessment of regional potential for historic mill heritage interpretation and tours.

### Heritage Motor Coach & Group Tours
Worked with partners to create group tour experiences showcasing regional cultural and historical resources.

### Along the Susquehanna Exhibits & Website
Worked with partners to develop collaborative exhibits and programs highlighting Susquehanna River history.

### Pennsylvania Civil War Trails
Worked with state and regional partners to promote local communities as gateways to the Civil War experience.

### African-American Heritage Tours
Sponsored tours featuring Columbia’s untold stories of the Underground Railroad and African-American heritage.

### River Towns Architectural History Tour
Funded first-ever joint architectural tour of historically significant homes and sites in Wrightsville and Columbia.

### River Towns Heritage Development Strategy
Developed strategy for economic revitalization in the historic river towns of Columbia, Marietta and Wrightsville.

### Quest for Freedom Heritage Tourism Corridor
Funded development of on-line tourism opportunities targeted towards African-American heritage travelers.

### Veterans Memorial Bridge Historic Lighting Study
Worked with Rivertownes PA USA to complete design and restoration of historic lights on Veterans Memorial Bridge.

### Lancaster & York County Heritage Programs
Worked with County Planning Commissions to update the Lancaster County Heritage Program and develop a new sister program for York County.

### Battle of Hanover Heritage Trail
Funded interpretive panels depicting points of interest and events of the Battle of Hanover.

### Stories of the Land Heritage Orientation Film
Produced and premiered the first-ever film showcasing the rich heritage shared by Lancaster and York counties.

### Visions of the Susquehanna River Art Collection
Established the first and only permanent collection of Susquehanna River art.

### Conserving the River’s Iconic Landscape
Help lead regional initiatives to save significant river landscapes for public use and enjoyment, including PPL utility lands, Camp Security, and Susquehanna Heritage Park.

### Susquehanna Riverlands Tourism Development
Co-lead regional effort to promote the Susquehanna Riverlands as a heritage and outdoor recreation destination, including development of a new visitor website and map & guide.

### John & Kathryn Zimmerman Center for Heritage
Own and manage historic riverfront home as first-ever Visitor Contact & Passport Station for the National Park Service’s Captain John Smith Chesapeake National Historic Trail.

### Columbia Crossing River Trails Center
Manage riverfront visitor education facility for the Borough of Columbia, including river history programs and exhibits.