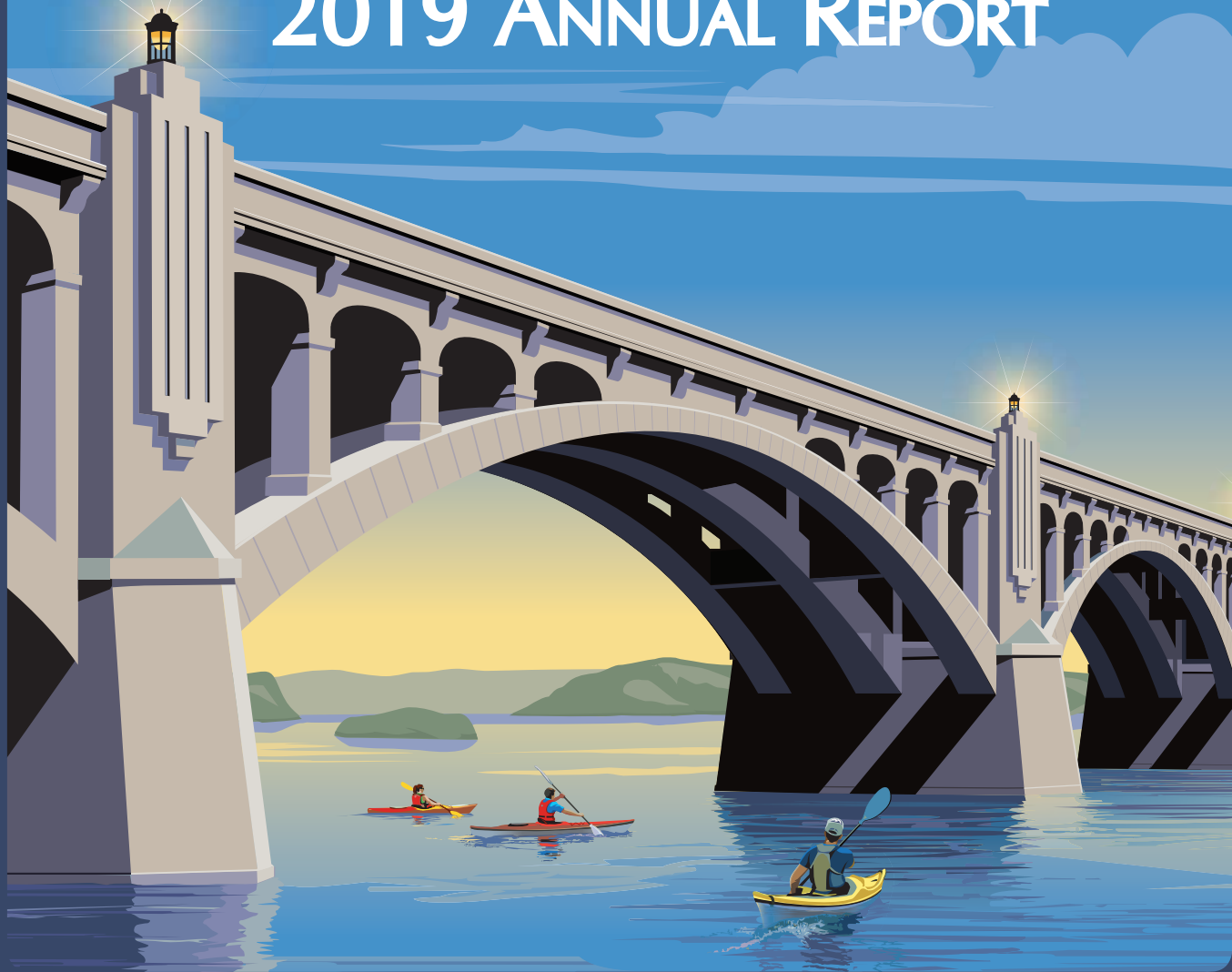


2019 ANNUAL REPORT



SUSQUEHANNA
NATIONAL HERITAGE AREA

2019 BY THE NUMBERS



28,641
VISITORS WELCOMED
at our two riverfront centers



**RIVER
DISCOVERY
BOAT TOURS**
on Lake Clarke

118 71 **EDUCATIONAL
PROGRAMS**
shared with
the community



830

**HOURS
VOLUNTEERED**

by friends of the river



National Park Service Junior Rangers

575

STUDENTS
sworn in as



629
STUDENTS participated
in Canoemobile Field Trips



NEW NATIONAL HERITAGE AREA DESIGNATED
showcasing the important role of Lancaster & York Counties in our
national story and driving important federal resources to our area

2019 PROJECT HIGHLIGHTS



NATIONAL HERITAGE AREA DESIGNATION

In March 2019, Susquehanna National Heritage Area (SNHA) earned national designation from Congress. This prestigious designation broadens our relationship with the National Park Service and recognizes our place in United States history. About the designation our elected Representatives said:

Maybe more important than history and heritage, this is a celebration of the future. This is a tomorrow day for Columbia, for Lancaster County, and for York County.
- Senator Bob Casey

We're so proud of this community and utilizing the wonderful resources that we have in this district. It's now up to our local community to really leverage this designation to drive additional economic development and to drive people to our area.
- Congressman Lloyd Smucker



RIVER DISCOVERY BOAT TOURS

SNHA hosted 118 boat tours on the Lower Susquehanna River, giving over 1,000 people a unique on-water experience. Tours will continue in 2020 in partnership with Long Level Marina with funding from the National Park Service and PA Department of Conservation & Natural Resources.



NEW YOUTH & FAMILY PROGRAMS

SUSQ CAMP

week-long outdoor youth summer camp

SNHA Heritage Paddle

affordable guided paddle tour of the river

Homeschool Workshop

monthly science and nature classes

COMMUNITY ENGAGEMENT PROJECTS

Mifflin House Preservation
in partnership with Preservation PA

PA-624 Pedestrian Improvements
advocate for safety changes for walking/biking

Susquehanna Riverlands
Strategic Plan
collaborative plan to sustainably grow river region



Susquehanna National Heritage Area appreciates the support of our generous private donors and major funding partners:

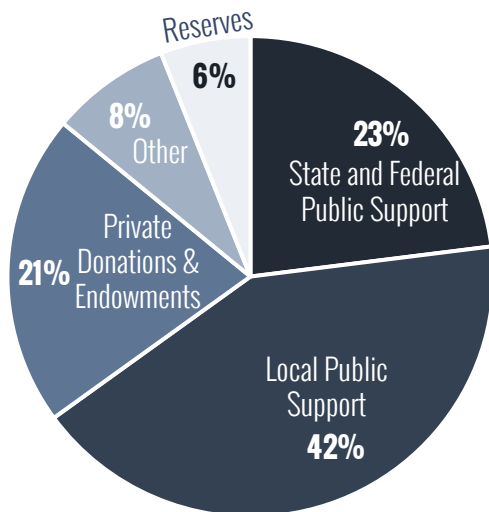


R.H. GOODNO
RIVERLANDS
FUND



COUNTY OF LANCASTER
COUNTY OF YORK

2019 FINANCES



REVENUES

TOTAL REVENUE/EXPENSES

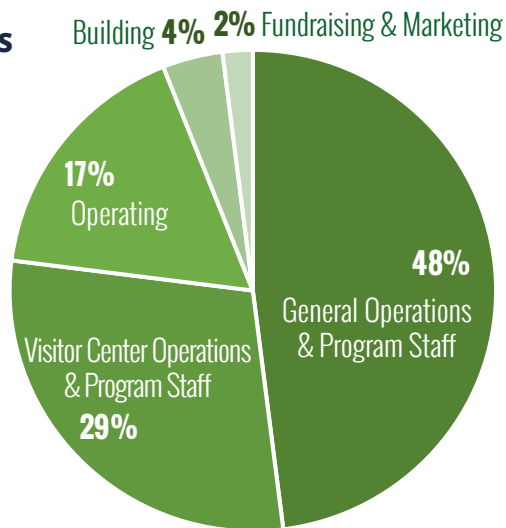
\$843,200

GRANT FUNDING AWARDED
to support our work along the river

\$552,259

PRIVATE FUNDING
from donations & endowments

\$175,150



EXPENSES

2019-2021 STRATEGIC PLAN

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 for Heritage and Columbia Crossing River Trails Center 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.

WWW.SUSQUEHANNAHERITAGE.ORG

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