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 for public viewing and education.

**Conserving the River’s Iconic Landscape**
Help save significant landscapes and historic sites for public benefit, including PPL utility lands, Highpoint/Native Lands County Parks, Camp Security, and the Mifflin House & Farm.

**Regional Tourism Development**
Lead regional efforts to promote the Susquehanna River and surrounding area as a visitor destination, including the development of website resources, maps, and guides.

**Zimmerman Center for Heritage**
Own and manage historic Visitor Contact & Passport Station for the National Park Service’s John Smith Chesapeake National Historic Trail, including seasonal River Discovery Boat Tours.

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