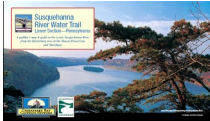


SUSQUEHANNA NATIONAL HERITAGE AREA

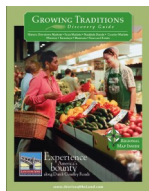
Programs, Projects, & Places

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.

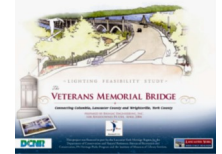


River Towns Heritage Development Strategy

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.

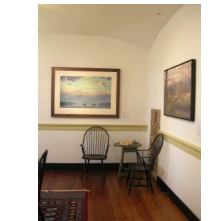
Battle of Hanover Heritage Trail

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.

