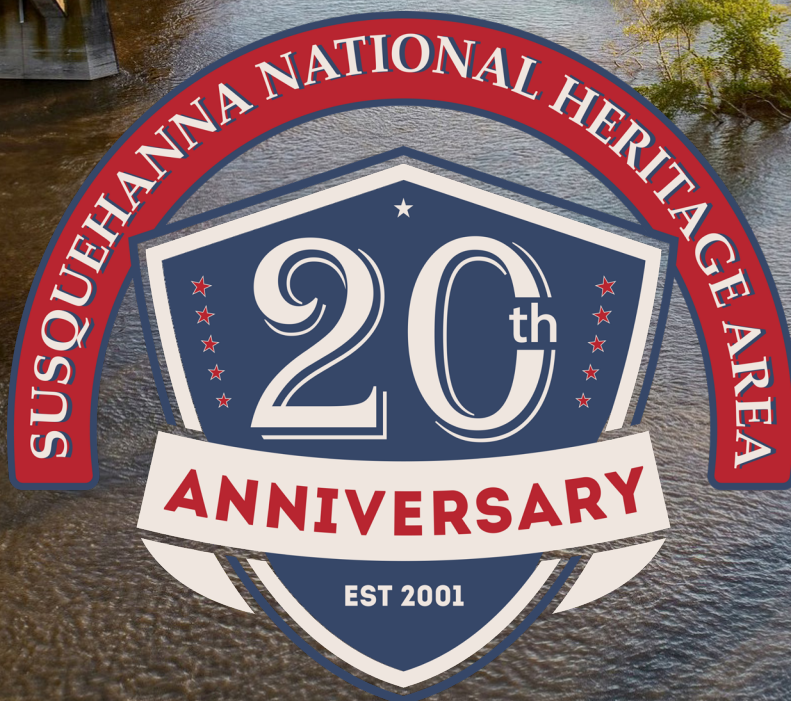


# 2021 ANNUAL REPORT







We love searching for NPS Junior Ranger programs to get the kids interested in history and were excited to find a program so close to home! The staff was wonderful, the wild raspberries were delicious and the kids went home tired and happy! - Facebook Review



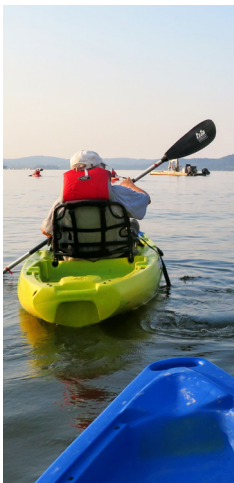
OVER **2400**  
People attended SNHA's educational programs



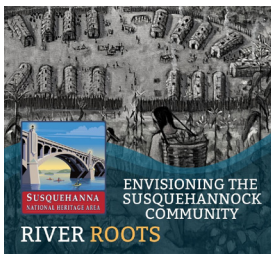
The staff are exceptionally kind and helpful.  
-Google Review of Columbia Crossing

# 26,408

Visitors welcomed to Columbia Crossing & Zimmerman Center



**36%**  
Increase in number of users engaging with SNHA website



Great visit. The most wonderful and informative tour.  
-Google Review of Zimmerman Center for Heritage

# 2021 PROJECT HIGHLIGHTS

## NATIONAL HERITAGE AREA MANAGEMENT PLAN

When the John Dingell Act was signed into law in March 2019, Lancaster and York Counties were officially designated America's 55th National Heritage Area. SNHA is the local coordinating entity for the Susquehanna National Heritage Area, with responsibility to develop a NHA Management Plan. To advance the plan, in 2021 a consultant team was engaged and SNHA reached out to sites, organizations, and individuals across both counties to develop an approach for connecting, interpreting, and promoting our nationally important stories and places. When the plan is approved by the National Park Service later this year, SNHA will work closely with federal and state agencies, planning organizations, nonprofits, and other interested parties to carry out its recommendations.

## MIFFLIN PROJECT MOVES FORWARD

SNHA, The Conservation Fund, and Preservation PA have secured an agreement to acquire the historic Mifflin House site in Wrightsville as a new heritage and outdoor attraction. The Mifflin Project will preserve 87 acres of historic landscape featuring important Underground Railroad and Civil War heritage. The barn will become the Susquehanna Discovery Center, a SNHA-managed visitor attraction showcasing local history for travelers to our area. The House will be restored as an Underground Railroad center with an interpretive trail to the river. The story of the Civil War battle that once engulfed this land and changed American history will also be told along trails through the site. This important project will boost our region's heritage and outdoor economy and bring new vitality to our historic river towns.



## ACQUISITION OF THE CHIEF UNCAS

The success of SNHA's 2019-21 River Discovery Tours led us to seek a bigger boat. Our search culminated with acquisition of the Chief Uncas, a classic 55 ft. ELCO launch built for beer magnate Adolphus Busch in 1912. Generous donations from Ann Barshinger, Doug Hoke, and George and Bambi Long made this possible, with grants from PA DCNR and the National Park Service funding transport, US Coast Guard certification, and other costs. The Chief Uncas is an elegant electric-powered vessel with appeal to antique boat lovers and those seeking environmentally conscious experiences. After a century cruising the Susquehanna's headwaters on Otsego Lake, NY, the Chief Uncas will begin exploring our reach of the river on public tours this summer – an iconic new way to experience the Susquehanna's extraordinary cultural and natural legacy.



Pennsylvania Heritage Area Designation

2001

Susquehanna Water Trail Signage & Paddle Guide

Along the Susquehanna Exhibits

Quest for Freedom Programs & Tours

Stories of the Land Heritage Film

River Towns Heritage Development Strategy

Visions of the Susquehanna Art Collection

Lancaster & York County Heritage Programs

Highpoint & Native Lands County Parks

Zimmerman Center Enhancement Project

2011

Turkey Hill Experience River Heritage Exhibit

Veterans Memorial Bridge Relighting Project

John Smith Chesapeake National Historic Trail Visitor Contact Station

Columbia Crossing River Trails Center

Riverlands Tourism Development

Regional Trail Maps & Guides

River Discovery Boat Tours

Susquehannock Gallery Exhibit

National Heritage Area Designation

2021

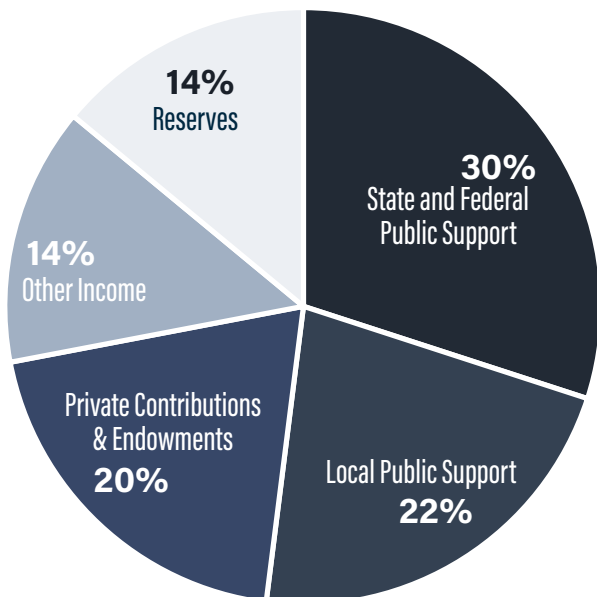


## STRATEGIC PLAN PRIORITIES

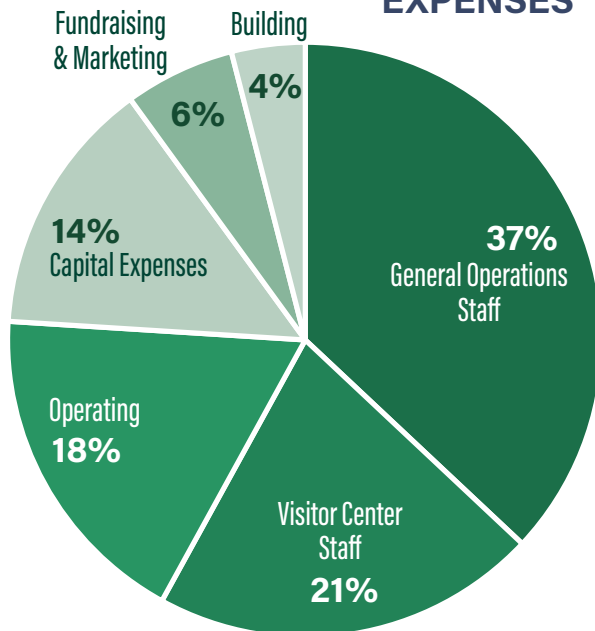
**Placemaking:** Enhance the quality & appeal of the river's special places and landscapes  
**Tourism Development:** Increase the visibility & readiness of the river as a visitor destination  
**Visibility, Viability, & Capacity:** Secure the funding, staffing, & awareness to achieve our vision

# 2021 OPERATING FINANCES

## REVENUES



## EXPENSES



### GRANT FUNDING AWARDED

**\$637,683**

### TOTAL REVENUE/EXPENSES

**\$1,216,989**

### PRIVATE CONTRIBUTIONS

**\$245,946**

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**

**SUSQUEHANNA  
NATIONAL HERITAGE AREA**

**WWW.SUSQNHA.ORG | 717-252-0229**

**Zimmerman Center  
for Heritage**  
1706 Long Level Road  
Wrightsville, PA 17368

**Columbia Crossing  
River Trails Center**  
41 Walnut Street  
Columbia, PA 17512