

2022 ANNUAL REPORT

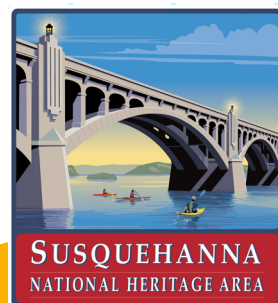


2,665
Program
Participants

22,671
Visitors
Welcomed

53.4%
Social Media
Reach Increase

**COLUMBIA CROSSING
RIVER TRAILS CENTER**

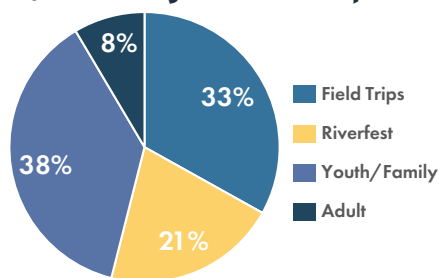


EDUCATIONAL PROGRAMS

Susquehanna National Heritage Area (SNHA) began the year under some COVID-19 restrictions. In the first two months of the year, we offered Junior Ranger Packs, hosted a lecture, and created self-guided weekend crafts. We relaunched programming with a Spring into the Park initiative in late-March. The goal was to draw residents down to the park to learn about upcoming programs and enjoy the spring weather. SNHA engaged the Columbia Senior Center, Edible Classroom, as well as local businesses to kick off the season.

Programming came back in full effect in late-spring and summer. SNHA's Tadpole Time and River Ranger Hour were well attended. Thanks to support from the Ann B. Barshinger Foundation, SNHA allowed Columbia residents to attend Tadpole Time for free. Our SNHA Adventure Camp also returned in 2022 offering teens between ages 10 and 15 to learn outdoor recreation skills and environmental stewardship. Thanks to generous local sponsors, all seven kids from Columbia attended camp at no cost to their families.

2,665 Program Participants



Canoemobile program returned this year! Over 800 students and families participated in the program - even the Albatwitch was caught canoeing! All of Columbia School District's 5th grade attended and learned about the important relationship between our river towns and the mighty Susquehanna.

In total, SNHA had 2,665 participants in this year's programs at Columbia Crossing. This was hundreds more than pre-pandemic levels.



RIVERFEST

Susquehanna National Heritage Area led an initiative to expand Riverfest weekend - the annual commemoration of the Civil War bridge burning in 1863. SNHA staff coordinated lectures, trolley tours, walking tours, and kayak tours throughout the weekend. We engaged the local merchants' association to host "flaming hot specials" at local businesses. We also launched the first-ever Bridge Burner Challenge at Columbia Crossing, a run and paddle race that sold out of entries! It was a great success with rave reviews from participants.

Over 550 people attended the events held at Columbia Crossing. In total, there were 1,200 participants in the weekend's events. Local partners including Mount Bethel Cemetery, Columbia Historic Preservation Society, Rivertownes PA USA, and others were able to benefit financially from tour revenue. The goal is to build this event into the quintessential recreation and heritage event for our rivertowns. We will continue to work with our partners to grow this annual event.



550 Tour Participants

100 Race Participants

VISITOR SERVICES & ECONOMIC DEVELOPMENT

SNHA staff welcomed 22,671 visitors to Columbia Crossing this year. Visitation is calculated by counting the number of individuals that come into the lobby of Columbia Crossing. There are likely hundreds of people each week that use the restrooms, riverview deck, and river park outside of the center's visitor hours. Our visitation numbers have fluctuated over the years. This number is about 1,000 more than 2021 and is on par with pre-pandemic visitation levels.

When we look closer at the visitation information we find some interesting change. In the past, our busiest day of the week was Sunday. For the first time, our busiest day of the year was Saturday. On average, we welcomed nearly 200 people each summer Saturday and 100 people during an off-season Saturday. This does not include the visitors to private facility rentals. Columbia Crossing does still see significant visitation on Sundays with an average of over 160 visitors on summer Sundays.



22,671 Visitors



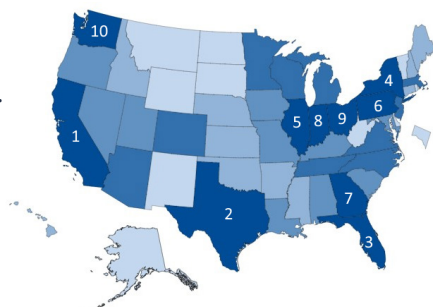
We were able to send many visitors into downtown Columbia thanks to an upgraded map of town. SNHA staff, Hope Byers and Megan Salvatore, spent time in winter 2022 coordinating with the Merchants' Association of Columbia (MAC) and other local businesses to collect an accurate list of open, visitor ready businesses in town. MAC members were also offered advertising space in the map for a small fee. Columbia Crossing and MAC members distributed 10,000 maps this year. An updated map will be made this winter for the upcoming summer.

SNHA will also be updating the Susquehanna River Map & Guide that showcases parks, trails, marinas, river access, outfitters, farm markets, wineries, and breweries in 2023. This guide covers the riverfront of York and Lancaster Counties. It is a great resource for our out-of-town visitors. We have paired this information with a mobile application with the same information. That application is now available on Android

devices and Apple devices. SNHA partnered with Franklin & Marshall College professor, Ed Novak, to prepare the application for Apple phones.

OUTDOOR RECREATION ECONOMY

In fall of 2022, SNHA hosted an Outdoor Recreation Economy Summit at Columbia Crossing River Trails Center in partnership with Lancaster Conservancy and PA DCNR. We invited municipalities, organizations, and businesses to learn about the impact of outdoor recreation on our communities. The Bureau of Economic Analysis at the U.S. Department of Commerce had just released information on outdoor recreation and the value it added to the economy in 2021. These statistics showed that outdoor recreation in Pennsylvania adds over \$13.6 billion dollars to the state's gross domestic product. In total dollars, that is the sixth largest in the country. Overall, it was a fruitful event that educated our leaders and partners on the importance of outdoor recreation economy. Our work at Columbia Crossing brings more of those dollars into our region.



2023 PRIORITIES



- Update & Print Regional River Guide and Historic Columbia Visitor Map
- Coordinate Riverfest and raise funding through Bridge Burner Challenge and heritage tours
- Prepare for PennDOT Veterans Memorial Bridge Rehabilitation Project
- Contribute to the Outdoor Recreation Economy by assisting our business community
- Reach out to Columbia daycares and preschools to expand Tadpole Time program.
- Collaborate with the Columbia Borough School District on STEM initiatives
- Fundraise to replace the rocking chairs on the Riverview Deck
- Open new exhibit on Anthracite Coal & the River

COLUMBIA CROSSING MISSION

Tourism Development: Provide high-quality visitor services that showcase heritage and outdoor recreation sites, local businesses, and tourism amenities in the Borough of Columbia and throughout the National Heritage Area.

Education: Manage the center as a place to share the river's historic, scenic, and recreational stories and experiences with residents and visitors, with a special focus on bringing river heritage to life for young people.

2022 REVENUE

\$193,571

COLUMBIA BOROUGH 59%

EARNED INCOME 29%
(FACILITY RENTALS, EVENT
INCOME, & MERCHANDISE)

**LANCASTER
COUNTY 8%**

FEDERAL 4%

2022 EXPENSES

\$214,016

STAFF SALARY & BENEFITS 73%

**PROGRAM,
INTERPRETIVE,
MERCHANDISE
SUPPLIES
10%**

**CUSTODIAL
10%**

**SNHA
ADMIN
7%**

\$20,445 of reserves used for expenses. \$127,317 remaining reserve balance.

Columbia Crossing River Trails Center
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www.SusqNHA.org

SUSQUEHANNA
NATIONAL HERITAGE AREA