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2021 funding from the National Park Service (NPS) is a grant awarded to SNHA that supports 50% of the Program Coordinator position salary. To fulfill the grant, the Program Coordinator will coordinate and implement an expansion of on-water public paddle experiences, including beginner community paddle sessions and kayak tours aligned with NPS themes and stories.

COVID-19 IMPACT

Columbia Crossing, like all visitor service and event-based businesses, was hit hard by the pandemic. Closing the facility and canceling public and private events was a difficult but necessary decision to protect the public health of our community. Susquehanna NHA sought out recovery funds, focused on regional planning efforts, continued heritage storytelling, and launched new community outreach initiatives.

SHIF IN FOCUS

COMMUNITY PARTNERSHIPS
working to support our river town community by connecting visitors to businesses in our downtown

REGIONAL PLANNING
collaborating with local, state, and national partners to make our whole region a better place to live and visit

HERITAGE STORYTELLING
sharing our river’s amazing stories to highlight our area’s unique place in national history

DIRECT IMPACTS

Staff welcomed 10,972 visitors into the center this year, even though Columbia Crossing was closed 103 visitor days due to COVID-19 mitigation regulations.

According to the trail counter in East Donegal Township, there were over 175,000 trips on the NW River Trail this year. The battery on the counter was dead for the months of April, May and June so there was likely many more trips that were not collected.

There was an 85% decrease in earned income from rentals and programs. 22 weddings and private events were canceled as a result of the pandemic. All student field trips, as well as summer programming and fall lectures were canceled.

When the initial mitigation shut-down orders came, SNHA was in the process of hiring for the Program Coordinator position at Columbia Crossing. First interviews had occurred but the process was put on hold for the rest of the year, which significantly decreased staff expenses.

2020-2021 SUSQUEHANNA NHA COLUMBIA CROSSING BUDGET

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2020 Budget</th>
<th>2020 Actual</th>
<th>2021 Budget</th>
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<tbody>
<tr>
<td>Columbia Crossing Operations &amp; Programs</td>
<td>$175,863</td>
<td>$182,588</td>
<td>$188,263</td>
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<tr>
<td>Columbia Borough</td>
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<td>National Park Service</td>
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<td>County of Lancaster</td>
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<td>Program/Exhibit Income</td>
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<td>Sales - Merchandise</td>
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<td>Facility Rentals</td>
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<td>SBA/M&amp;T PPP Loan Program</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2020 Budget</th>
<th>2020 Actual</th>
<th>2021 Budget</th>
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<tbody>
<tr>
<td>Columbia Crossing Expenses</td>
<td>$179,738</td>
<td>$133,122</td>
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<tr>
<td>Salaries &amp; Benefits</td>
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<td>Program Interpretative Supplies/Services</td>
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<td>Merchandise Purchases</td>
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<td>Travel &amp; Training</td>
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<td>Custodial &amp; Other Facility Services</td>
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<td>SHC Admin. Support</td>
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<td>Operating Net</td>
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<td>Prior Year Reserve Carry-Over</td>
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<td>Capital Expenses</td>
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<tr>
<td>Operating Reserves</td>
<td>76,578</td>
<td>130,179</td>
<td>128,782</td>
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BUDGET NOTES

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COMMUNITY PARTNERSHIPS

How does a recreation and interpretative center support community growth?

Susquehanna NHA takes every opportunity to support local organizations and businesses. Projects that support local youth education, economic development, and visitor readiness are our primary goals. Partnerships with the school district, merchants associations, other non-profit organizations that support local youth education, economic development, and visitor readiness are our primary partners.

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Regional Planning

Columbia Crossing Director, Hope Byers, participates in a variety of project-specific and ongoing committees to ensure Columbia is represented and considered in long-term regional projects. Susquehanna NHA believes it is important to build up Columbia Crossing as a regional hub for recreation and storytelling.

Columbia Borough School District Reusable Water Bottles

Five-hundred reusable water bottles were provided to the Columbia Borough School District and distributed to students. Columbia Borough School District started its Back-to-School Supply Drive asking for things they never needed before including reusable water bottles. Columbia Borough School District had retrofitted all the water fountains to be water filling stations. Removing the fountains reduced the chance of spreading COVID-19 and also instilled a healthy and environmentally conscious habit in Columbia’s youth.

Columbia Crossing Director, Hope Byers, immediately reached out to SNHA’s long-time partner Lancaster County Solid Waste Authority (LCSWMA) about the project – knowing they would find this unique challenge intriguing. LCSWMA has committed to enhancing the recreational opportunities and quality of life in areas where its facilities are located. LCSWMA has made a proactive commitment to the river and its assets for over a decade. Together, they chose a 100% Post-Consumer Recycled Plastic Bottle, which helps support the entire recycling lifecycle. The chosen bottles were also made in the United States and come with a sip n’ pour lid and an easy carry handle. The partners desired the messaging to reflect how the Susquehanna River brings a wonderful synergy to our community. The bottle design uses a word-cluster of blue words flowing by green shoreline. All the blue words highlight the river’s assets and opportunities including trail, bridge, paddle, preserve, overlook, history, and explore. The green shoreline are ways in which LCSWMA (and all of us) can protect and care for the Susquehanna and its surrounding landscapes, including recycling, conservation, stewardship, reuse, sustainability, and collaboration. Additional bottles are available for purchase from Susquehanna NHA at Columbia Crossing River Trails Center.

Columbia River Park Loop Trail

A crew of four amazing young adults from the Pennsylvania Outdoor Corps worked tirelessly in mid-October at Columbia River Park. In 2019, a park master plan project created designs for the 11-acre expansion area. The plan will take long-term planning and heavy construction. Susquehanna NHA and Columbia River Park Advisory Committee sought inexpensive ways to provide more immediate access so they partnered with Pennsylvania Outdoor Corps. At Columbia River Park, the crew worked to clear invasive species, extend the loop trail to the river, repair a split-rail fence, and lay a trail surface.

The cost of this project was entirely funded by private donations. On behalf of Susquehanna NHA and Columbia River Park Advisory Committee we sincerely thank the Columbia Park Rangers, Mountz & Kreiser, Columbia’s Foresters of America, and all those that donated online to this project. This would not have been possible without the generosity of each donor.

Columbia Bucket List

Susquehanna NHA in partnership with Borough of Columbia’s Parks and Recreation Committee launched a 2020 Columbia Summer Bucket List. In a time when everyone was struggling to keep busy and find new fun during the global pandemic, the Columbia Summer Bucket List encouraged residents and visitors to keep exploring all the great parts of our town. Over 35 activities and nearly 50 Columbia organizations, businesses, and landmarks were featured in the list. Digital and paper copies were made available. The document was downloaded over 600 times and hundreds of paper copies were distributed at Columbia Crossing. We anticipate creating another bucket list in 2021 and partnering with the Merchants Association of Columbia in addition to the Parks and Recreation Committee.

REGIONAL PLANNING

Veterans Memorial Bridge Rehabilitation Project 2023-2026: This project is slated to affect Columbia River Park, and the NW River Trail. SNHA has advocated for maintaining the significant architectural features and adding pedestrian and bicycle amenities.

Enola Low Grade - NW River Trail Connection: SNHA participated in a feasibility study to determine the best trail corridor between Columbia and the Turkey Hill Trail access. We will continue to advocate for this connection to be completed.

Susquehanna Riverlands Conservation Landscape: This ongoing partnership seeks to collaborate on land protection and recreation enhancements to the region. Hope Byers participates annually in the grant program providing $50,000 in local project funding.

Discover Lancaster Board Advisory Committee: Supporting our county’s destination marketing organization and advocating for long-term tourism planning that includes river towns, recreation, and heritage tourism initiatives.

Northwest River Trail Advisory Committee: SNHA supports this group of municipal leaders on trail management and development issues. The trail was recently completed in October and is now 14 miles.

Columbia Crossing Director, Hope Byers, participates in a variety of project-specific and ongoing committees to ensure Columbia is represented and considered in long-term regional projects. Susquehanna NHA believes it is important to build up Columbia Crossing as a regional hub for recreation and storytelling.
Creating self-guided exhibits at the Columbia Crossing River Trails Center has served as an essential way to tell the river’s stories. In 2020, two art exhibits were rescheduled and extended to be accessible to visitors. During mandatory closures, the art was showcased on our social media platforms.

In October, after months of planning and design, a new exhibit was installed. A Look Back at Hunting Fishing & Trapping on the Susquehanna was created in partnership with local historian Lynn Smoker. The exhibit provides a glimpse into the techniques and tools for capturing wildlife on the Lower Susquehanna River. Smoker has spent years enjoying the river as an avid hunter and fisherman and is a devoted collector of Susquehanna river artifacts. Visitors to this brand-new exhibit will see original and unique tools and artifacts related to hunting, fishing, and trapping, including a locally built duck boat from 1927, along with an array of mounted waterfowl, fish, and fur-bearing mammals.

Susquehanna NHA harnesses the unique stories and opportunities our region provides to attract more visitors and educate the next generation of river stewards.

A Look Back at Hunting, Fishing & Trapping on the Susquehanna River will be on display at Columbia Crossing River Trails Center through August 2021. A series of outdoor, social-distanced lectures are being planned for the spring/summer 2021 to more deeply explore the history surrounding these traditions.

The global pandemic canceled our annual student field trips and heritage lecture series. Susquehanna NHA found unique ways to allow our community to explore heritage on their own through digital initiatives.

Digital Heritage Maps
Mobile-friendly maps were created through the GoogleMaps platform. The NW River Trail Heritage Map features 37 natural and cultural heritage stops along the trail. The map also shares information for the trail access locations and amenities. There have been over 7,500 map views since it was launched. A second interactive map was created in October that features haunted heritage tales, which has been viewed over 2,600 times.

River Roots Heritage Blog
SNHA created an online heritage blog at the beginning of pandemic to share the stories we would normally share via tours, lectures, and exhibits. Since its debut, nine different blogs have showcased topics of our region including the Conejohela Flats, Susanna Wright, Anthracite Iron Furnace history, and unique geological features. These blogs have been viewed over 4,000 times.

Riverlands Recreation Blogs
SNHA manages the Susquehanna Riverlands website as a resource for heritage and ecotourism. Six blogs were created to highlight great places to visit. Our mission was to connect people to new recreation sites in order to decrease use at sites that were overwhelmed.
2021 PROJECTS

As we move forward with cautious optimism into the new year, SNHA plans to relaunch many of our projects and plans that were delayed by the global pandemic.

RELANCE
YOUTH
EDUCATION
PROGRAMS

From our fourth grade Junior Ranger field trips to our fifth grade field trip with the Canoemobile, SNHA will welcome hundreds of students back to the river. Auxiliary education programs like Junior Ranger Days and Tadpole Time will also return!

EXPAND
RECREATION
CLASSES

Columbia Crossing is preparing to launch a Recreation Partnership Program to collaborate with local businesses to offer more exercise and introductory recreation classes in the park. NPS funding has been dedicated to offering heritage paddles in summer 2021.

SUPPORT
LOCAL
BUSINESSES

Columbia Crossing will focus on wayfinding, visitor services, and events that have a positive impact on our businesses. Through the Merchants Association of Columbia and working with the Borough, SNHA intends to uplift all businesses in our community.

Columbia Crossing River Trails Center
41 Walnut Street, Columbia, PA
info@columbiacrossing.org
(717) 449-5607