2018 Annual Report & Strategic Plan

Susquehanna Heritage
2018 BY THE NUMBERS

- **25,479** VISITORS WELCOMED at our two riverfront centers
- **91** EDUCATIONAL PROGRAMS shared with the community
- **462** STUDENTS sworn in as National Park Service Junior Rangers
- **350** HOURS VOLUNTEERED by friends of the river
- **$191,254** GRANT FUNDING AWARDED to support our work along the river
- **$453,401** PRIVATE FUNDING from donations and endowments
- **35** COMMUNITY MEETINGS hosted at our sites

MISSION: Enhance quality of life and economic vitality by promoting the preservation, conservation and interpretation of the river’s cultural and natural heritage.
VISION: The Susquehanna Riverlands is a nationally recognized destination for outdoor fun and cultural discovery.

PLACEMAKING
Enhance the quality & appeal of the river’s special places and landscapes

Achieve National Heritage Area designation to enhance visibility for the region.

Connect people to the river’s history and environment through interpretation, programs, and experiences.

Engage with communities, organizations, and individuals to promote and enrich the river’s special places, towns, and landscapes.

TOURISM DEVELOPMENT
Increase the visibility & readiness of the river as a visitor destination

Lead and advance initiatives that support tourism development in the Susquehanna Riverlands.

Develop and promote the Zimmerman Center and Columbia Crossing as complementary visitor hubs for the river.

VISIBILITY, VIABILITY, & CAPACITY
Secure the funding, staffing, & awareness to achieve our vision

Identify and secure support of major donors, increase mid-level donor engagement, and attract more corporate & EITC contributions.

Assess organizational structure, staffing, and Board engagement to ensure capacity to effectively advance strategic priorities.

Develop and implement strategies to increase awareness of our work & engage effectively with partners.
2018 REVENUE & EXPENSES

$851,550

43% State and Federal Public Support
23% Local Public Support
4% Private Donations & Endowments
28% Other

$729,598

31% Administration & Finance Staff Support
14% Programs & Projects Staff Support
6% Operating
3% Building
3% Fundraising & Marketing

Columbia Crossing River Trails Center
41 Walnut Street
Columbia, PA 17512
717-449-5607

Zimmerman Center for Heritage
1706 Long Level Road
Wrightsville, PA 17368
717-252-0229

www.SusquehannaHeritage.org