2019 BY THE NUMBERS

28,641 VISITORS WELCOMED at our two riverfront centers

830 HOURS VOLUNTEERED by friends of the river

629 STUDENTS participated in Canoemobile Field Trips

118 RIVER DISCOVERY BOAT TOURS on Lake Clarke

118 EDUCATIONAL PROGRAMS shared with the community

575 STUDENTS sworn in as National Park Service Junior Rangers

71 NEW NATIONAL HERITAGE AREA DESIGNATED showcasing the important role of Lancaster & York Counties in our national story and driving important federal resources to our area
NATIONAL HERITAGE AREA DESIGNATION
In March 2019, Susquehanna National Heritage Area (SNHA) earned national designation from Congress. This prestigious designation broadens our relationship with the National Park Service and recognizes our place in United States history. About the designation our elected Representatives said:

Maybe more important than history and heritage, this is a celebration of the future. This is a tomorrow day for Columbia, for Lancaster County, and for York County.  
- Senator Bob Casey

We’re so proud of this community and utilizing the wonderful resources that we have in this district. It’s now up to our local community to really leverage this designation to drive additional economic development and to drive people to our area.  
- Congressman Lloyd Smucker

RIVER DISCOVERY BOAT TOURS
SNHA hosted 118 boat tours on the Lower Susquehanna River, giving over 1,000 people a unique on-water experience. Tours will continue in 2020 in partnership with Long Level Marina with funding from the National Park Service and PA Department of Conservation & Natural Resources.

NEW YOUTH & FAMILY PROGRAMS

SUSQ CAMP
week-long outdoor youth summer camp

SNHA Heritage Paddle
affordable guided paddle tour of the river

Homeschool Workshop
monthly science and nature classes

COMMUNITY ENGAGEMENT PROJECTS

Mifflin House Preservation
in partnership with Preservation PA

PA-624 Pedestrian Improvements
advocate for safety changes for walking/biking

Susquehanna Riverlands Strategic Plan
collaborative plan to sustainably grow river region

Susquehanna National Heritage Area appreciates the support of our generous private donors and major funding partners:

- Columbia
- LCSWMA
- National Park Service
- DCNR
- R.H. Goodno Riverlands Fund
- Explore York
- County of Lancaster
- County of York
**2019 FINANCES**

**TOTAL REVENUE/EXPENSES**

$843,200

**GRANT FUNDING AWARDED**

to support our work along the river

$552,259

**PRIVATE FUNDING**

from donations & endowments

$175,150

**2019-2021 STRATEGIC PLAN**

**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 for Heritage and Columbia Crossing River Trails Center 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.

**WWW.SUSQUEHANNAHERITAGE.ORG**

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

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