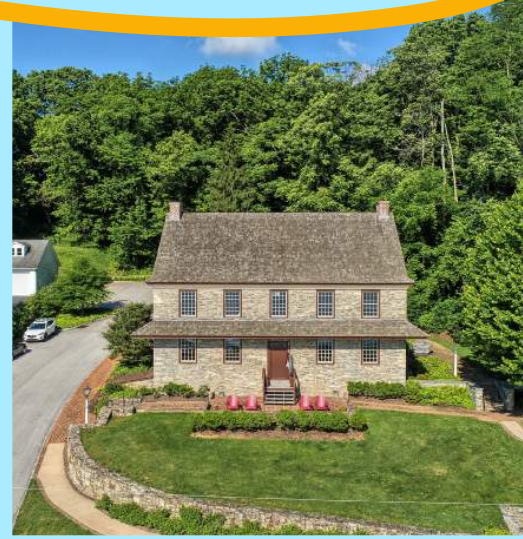
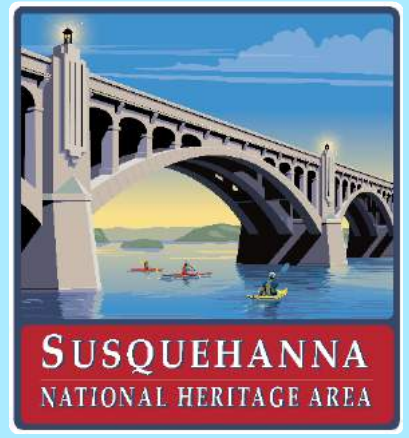
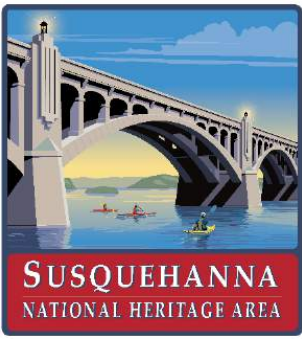


# SUSQUEHANNA NATIONAL HERITAGE AREA 2022 ANNUAL REPORT





## VISION

The Susquehanna National Heritage Area is regarded across the nation as a place with a unique identity where people and communities cultivate their connections with each other, the landscape, and their history.

## MISSION

The Susquehanna National Heritage Area connects the people and communities of Lancaster and York Counties to one another and to the nation through stories about this nationally important place. The National Heritage Area welcomes visitors, cultivates partnerships, and nurtures a strong regional identity.

## STRATEGIC PRIORITIES

### PLACEMAKING:

Enhance the quality & appeal of the National Heritage Area's special places and landscapes.

### TOURISM DEVELOPMENT:

Increase the visibility & readiness of the National Heritage Area as a visitor destination.

### VISIBILITY, VIABILITY, & CAPACITY:

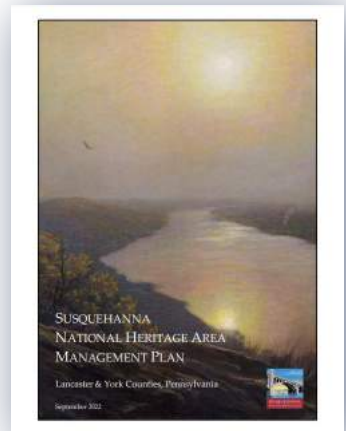
Secure the funding, staffing, & awareness to achieve our vision.

# NATIONAL HERITAGE AREA MANAGEMENT PLAN

SNHA is the Congressionally-designated local coordinating entity for the Susquehanna National Heritage Area, which includes both Lancaster and York Counties. We are responsible for developing and implementing the Management Plan for America's 55th National Heritage Area. In 2021, we engaged Heritage Strategies, LLC to help us to connect with sites, organizations, and individuals across both counties to develop a comprehensive approach for interpreting and promoting our area's nationally important stories and places. The plan was completed and submitted to the National Park Service in Fall 2022. Once the NPS gives final approval (expected in early 2023), SNHA will work with federal and state agencies, planning organizations, local communities, nonprofits, and other partners to carry out the plan's recommendations.

## KEY PRIORITIES OF THE SNHA MANAGEMENT PLAN

- Organize and coordinate visitor orientation across the Susquehanna NHA to promote all types of cultural heritage tourism and outdoor recreation.
- Create an Interpretation Advisory Group with key local history partners that will, over time, grow a high-quality, collaborative interpretive framework across the Susquehanna NHA.
- Develop the Susquehanna Discovery Center at the historic Mifflin farm as a gateway visitor destination for the Susquehanna NHA with an Underground Railroad learning center and heritage park.
- Continue to provide and further develop direct interpretive and educational services, including school and public programs at the Zimmerman Center for Heritage and Columbia Crossing River Trails Center, River Discovery Tours with the historic Chief Uncas vessel, and other land and water-based experiences for kids and families.
- Create a long-range communication plan, that includes new digital wayfinding and interpretative programming.
- Establish a matching grant program to support management plan implementation, build partner capacity, and encourage collaborative and inclusive storytelling initiatives among partners.



# MAJOR INITIATIVES

## HISTORIC MIFFLIN HOUSE & FARM SAVED



SNHA, The Conservation Fund (TCF), and Preservation PA collaborated to save the historic Mifflin site in Wrightsville as a new heritage and outdoor attraction for the Susquehanna NHA. TCF acquired the site in May 2022 with its national revolving fund and major grants from PA DCNR. SNHA will assume ownership in 2023 after all funding commitments have been finalized. The Mifflin project will preserve 87 acres of historic landscape featuring important Underground Railroad and Civil War heritage. The barn complex will be transformed into the Susquehanna Discovery Center, a SNHA-managed visitor destination showcasing our

area's nationally important stories. The Mifflin House will be restored as an Underground Railroad learning 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 showcased at the site. This important project will boost our region's heritage and outdoor economy and bring new vitality to our historic river towns.

## CHIEF UNCAS BOAT TOURS LAUNCHED

The success of SNHA's River Discovery pontoon boat tours led us on a search for a bigger boat that culminated with the acquisition of the Chief Uncas in 2021. The classic 55 ft. ELCO motor launch was built for beer magnate Adolphus Busch in 1912. Generous donations from Ann Barshinger, Doug Hoke, and George and Bambi Long made this possible. Grants from PA DCNR and the National Park Service funded transport, US Coast Guard certification, and other costs. The Chief Uncas is an elegant, electric-powered vessel that appeals to antique boat lovers and those seeking an environmentally sensitive experience. After a century of cruising the Susquehanna's headwaters on Otsego Lake, NY, the Chief Uncas re-launched on Lake Clarke at Long Level in 2022, where it began exploring our reach of the river as SNHA's flagship River Discovery Tour boat. Public cruises aboard the Chief Uncas will resume in 2023, Memorial Day through October. The cruises will be an iconic new way to experience the Susquehanna's extraordinary cultural and natural legacy.



## EDUCATIONAL PROGRAMS EXPANDED

Susquehanna NHA's ongoing relationship with the National Park Service helps us to connect students to the river through waterfront field trips. In 2022, our fourth grade and fifth grade field trips brought over 1,500 students to the river for environmental stream studies, Junior Ranger activities, and Canoemobile paddling experiences. In addition to our school-based programs, SNHA offered 82 programs to the general public. Youth programs introduced hiking, fishing, kayaking, and natural sciences. Our adult heritage programs taught participants about the Civil War, the Underground Railroad, Native American heritage, and other local history topics. Overall, our programs connected more than 5,600 people to the river.

Susquehanna National Heritage Area appreciates the support of our major funding partners:



COUNTY OF  
LANCASTER

COUNTY OF  
YORK

# 2022 BY THE NUMBERS

WELCOMED  
**28,928**  
VISITORS

**82**  
PUBLIC  
PROGRAMS

**94**  
BOAT  
TOURS

**45%**  
INCREASE IN  
WEBSITE USERS

## 2022 REVENUE

**\$1,300,242**



## 2022 EXPENSES

**\$1,300,242**



## TOP CORPORATE & FOUNDATION SUPPORTERS FOR 2022

- |  |                          |   |
|--|--------------------------|---|
| POWDER MILL FOUNDATION                     | SMITH FOUNDATION         | M&T BANK                                    |
| BROOKFIELD RENEWABLE ENERGY                | DONEGAL INSURANCE GROUP  | RICHARD S. AND ANN B. BARSHINGER FOUNDATION |
| RICHARD H. REAKIRT FOUNDATION              | THE RESTAURANT STORE     | FULTON BANK                                 |
| EQUITIES THROUGH THE PNC CHARITABLE TRUSTS | NATIONAL PARK FOUNDATION | COLONY PACKAGING AND MACHINE                |
| YORK COUNTY TOURISM GRANT PROGRAM          | JOHN WRIGHT RESTAURANT   |   |

[www.susqnha.org](http://www.susqnha.org) | 717-252-0229  
 ZIMMERMAN CENTER FOR HERITAGE  
 1706 LONG LEVEL ROAD  
 WRIGHTSVILLE, PA

COLUMBIA CROSSING RIVER TRAILS CENTER  
 41 WALNUT STREET  
 COLUMBIA, PA

**SUSQUEHANNA**  
 NATIONAL HERITAGE AREA