



**2018**  
**End of the Year**  
**Report**

# WHERE HAVE WE BEEN



Mount Joy War Memorial



Loletta



Allegheny/Portage Railroad

Lumber Museum



# 2017 MAP ACCOMPLISHMENTS

## “Past”

NO.	Recommendation	Pg. #	Responsibility	Time
<b>D1</b>	<b>Heritage Area Boundaries</b>			
D.1.A	Leave the boundaries as currently exist	33	NA	NA
<b>D2</b>	<b>Organization Structure</b>			
D.2.A	Begin the process of board restructuring	34	LHR Board	1 yr.
D.2.B	Look to the private sector for board membership and diversification of talents and skills	36	LHR Board	1 yr.
D.2.C	Re-examine bylaws to determine what need to be rewritten for board composition.	36	LHR ED	1 yr.
D.2.D	Establish agendas with clear 'action items' to be voted on at board meetings	37	President & ED	1 yr.
D.2.E	Explore the use of current technology to low board members to participate remotely	37	LHR ED	1 yr.
<b>D3</b>	<b>Intrepretation: Themes, Stories &amp;Methods</b>			
D.3.A	Primary themes should expand the story content and emphasize LHR National significance	38-41	LHR Staff	2-3 yr.
D.3.B	Overcome the LHR's large size & limited staffing per this plan's recommendations	41-43	Staff, partners	2-3 yr.
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours & wayside exhibits	43	Staff, TPA, sites	2-3 yr.
D.3.D	Create 3 driving tours that feature sites with a sampling of primary interpretive themes	41-48	Staff, TPA, sites	2-3 yr.
<b>D4</b>	<b>Improvements to Sites &amp; Attractions</b>			
D.4.A	Consider Minimum standards to insure 'tourism readiness' for partner sites & attractions	49-51	Staff, TPA, sites	4-5 yr.
<b>D5</b>	<b>Wayfinding</b>			
D.5.A	Install a system of wayfinding signage based upon the seven principles listed in plan	52	Staff, TPA, sites	2-3 yr.
D.5.B	Utilize the design illustrated in this plan for creation of highly-identifiable wayfinding	52-53	Staff, TPA, sites	2-3 yr.
D.5.C	Create and provide on the LHR website a driving brochure to highlight key sites & tours	53	LHR Staff	2-3 yr.
D.5.D	Create a web app and consider a mobile app to combat the lack of cell service	53	LHR Staff	2-3 yr.
<b>D6</b>	<b>Marketing &amp; Promotion</b>			
D.6.A	Update the 2001 MAP's inventory of sites, attractions and events	54	LHR Staff	4-5 yr.
D.6.B	Categorize attractions and events as 'tourist ready' and 'Emerging' per this plan	54-55	LHR Staff	4-5 yr.
D.6.C	The prioritized 'Tourist Ready' sites should be mapped & integrated into tour itineraries	55	LHR Staff	4-5 yr.
D.6.D	Put 'Emerging' sites/activities on a Project Priority List for funding, planning & dev.	55	LHR Staff	4-5 yr.
D.6.E	Developing content (brochures, maps, itineraries, etc.) an important objective	55	LHR Staff	2-3 yr.
D.6.F	Strengthen relations with organizations representing lumber industry & promote	55-56	Staff & Industry	1 yr.
D.6.G	Pursue lumber industry projects (sustainable promo, content, best practices, showcase)	56-58	Staff & Industry	4-5 yr.
D.6.H	The LHR should play a more active role in promoting the regions makers/manufactures	58	Staff & Industry	1 yr.
D.6.I	Implement a complete overhaul of the current website to advance LHR's mission	59-60	Staff & Web dev.	2-3 yr.
<b>D7</b>	<b>Funding</b>			
D.7.A	The LHR must raise funds beyond those from DCNR sources	62-63	LHR Board	1 yr.
D.7.B	If not already completed register with PA Bureau of Charitable Organizations	63	LHR Staff	1 yr.
D.7.C	Pursue funding from corps, foundations and other sources per 3 pronged approach	64	LHR Board	1 yr.
D.7.D	Begin to solicit individual donations	64	Staff & Board	2-3 yr.
D.7.E	Develop a program so that Board Members donate annually at meaningful level	64-65	LHR Board	1 yr.
D.7.F	Create a membership program for the LHR	65	LHR Staff	2-3 yr.
<b>D8</b>	<b>Partnerships &amp; Responsibilities</b>			
D.8.A	Strengthen existing partner (particularly those with financial support) & seek new ones	66-67	Staff & Partners	1 yr.
D.8.B	Clarify the distinct roles of the board, staff and interact in a minimal way	68	LHR Board	1 yr.
D.8.C	Develop a volunteer program to maximize the LHR's productivity per a set of guidelines	68	LHR Staff	2-3 yr.

# 2018 MAP ACCOMPLISHMENTS

## “Present”

NO.	Recommendation	Pg. #	Responsibility	Time
<b>D1</b>	<b>Heritage Area Boundaries</b>			
D.1.A	Leave the boundaries as currently exist	33	NA	NA
<b>D2</b>	<b>Organization Structure</b>			
D.2.A	Begin the process of board restructuring	34	LHR Board	1 yr.
D.2.B	Look to the private sector for board membership and diversification of talents and skills	36	LHR Board	1 yr.
D.2.C	Re-examine bylaws to determine what need to be rewritten for board composition.	36	LHR ED	1 yr.
D.2.D	Establish agendas with clear 'action items' to be voted on at board meetings	37	President & ED	1 yr.
D.2.E	Explore the use of current technology to low board members to participate remotely	37	LHR ED	1 yr.
<b>D3</b>	<b>Intrepretation: Themes, Stories &amp;Methods</b>			
D.3.A	Primary themes should expand the story content and emphasize LHR National significance	38-41	LHR Staff	2-3 yr.
D.3.B	Overcome the LHR's large size & limited staffing per this plan's recommendations	41-43	Staff, partners	2-3 yr.
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours & wayside exhibits	43	Staff, TPA, sites	2-3 yr.
D.3.D	Create 3 driving tours that feature sites with a sampling of primary interpretive themes	41-48	Staff, TPA, sites	2-3 yr.
<b>D4</b>	<b>Improvements to Sites &amp; Attractions</b>			
D.4.A	Consider Minimum standards to insure 'tourism readiness' for partner sites & attractions	49-51	Staff, TPA, sites	4-5 yr.
<b>D5</b>	<b>Wayfinding</b>			
D.5.A	Install a system of wayfinding signage based upon the seven principles listed in plan	52	Staff, TPA, sites	2-3 yr.
D.5.B	Utilize the design illustrated in this plan for creation of highly-identifiable wayfinding	52-53	Staff, TPA, sites	2-3 yr.
D.5.C	Create and provide on the LHR website a driving brochure to highlight key sites & tours	53	LHR Staff	2-3 yr.
D.5.D	Create a web app and consider a mobile app to combat the lack of cell service	53	LHR Staff	2-3 yr.
<b>D6</b>	<b>Marketing &amp; Promotion</b>			
D.6.A	Update the 2001 MAP's inventory of sites, attractions and events	54	LHR Staff	4-5 yr.
D.6.B	Categorize attractions and events as 'tourist ready' and 'Emerging' per this plan	54-55	LHR Staff	4-5 yr.
D.6.C	The prioritized 'Tourist Ready' sites should be mapped & integrated into tour itineraries	55	LHR Staff	4-5 yr.
D.6.D	Put 'Emerging' sites/activities on a Project Priority List for funding, planning & dev.	55	LHR Staff	4-5 yr.
D.6.E	Developing content (brochures, maps, itineraries, etc.) an important objective	55	LHR Staff	2-3 yr.
D.6.F	Strengthen relations with organizations representing lumber industry & promote	55-56	Staff & Industry	1 yr.
D.6.G	Pursue lumber industry projects (sustainable promo, content, best practices, showcase)	56-58	Staff & Industry	4-5 yr.
D.6.H	The LHR should play a more active role in promoting the regions makers/manufactures	58	Staff & Industry	1 yr.
D.6.I	Implement a complete overhaul of the current website to advance LHR's mission	59-60	Staff & Web dev.	2-3 yr.
<b>D7</b>	<b>Funding</b>			
D.7.A	The LHR must raise funds beyond those from DCNR sources	62-63	LHR Board	1 yr.
D.7.B	If not already completed register with PA Bureau of Charitable Organizations	63	LHR Staff	1 yr.
D.7.C	Pursue funding from corps, foundations and other sources per 3 pronged approach	64	LHR Board	1 yr.
D.7.D	Begin to solicit individual donations	64	Staff & Board	2-3 yr.
D.7.E	Develop a program so that Board Members donate annually at meaningful level	64-65	LHR Board	1 yr.
D.7.F	Create a membership program for the LHR	65	LHR Staff	2-3 yr.
<b>D8</b>	<b>Partnerships &amp; Responsibilities</b>			
D.8.A	Strengthen existing partner (particularly those with financial support) & seek new ones	66-67	Staff & Partners	1 yr.
D.8.B	Clarify the distinct roles of the board, staff and interact in a minimal way	68	LHR Board	1 yr.
D.8.C	Develop a volunteer program to maximize the LHR's productivity per a set of guidelines	68	LHR Staff	2-3 yr.

# 2018 MAP ACCOMPLISHMENTS

**D2B – Board Membership and Diversification** - Since 2017, work has been done to diversify the LHR Board of Directors. Members added to the board in 2018 include: John Mailzia, Northwest Bank; Will Hunt, Potter County Planning; Emily Sosch, Potter County Conservation District; Kenny Kane, Generations Forestry. New board members to be voted on in January 2019 will include: Fritz Lecker, Lumber Industry Family Member; Mary Alyce Knauff, Forest County Historical Society.

**D3A – Expand Story Themes** – Three stand-up banners were created for LHR staff to use as story boards at presentations, shows and events. The banners are also utilized to draw attention to the new LHR logo and increase our brand recognition throughout the region. The staff also created themed and tourism-based PowerPoint presentations that have been presented around the region.

**D3C- Wayfinding, New Tours and Wayside Exhibits** - Work has begun on wayfinding and exploration of the LHR. Our new totem pole program will allow us to hit all three of these important bullets as it is developed. New wayside exhibits are also being worked on. The Lumber Camp replica in Tionesta and the Visitor Center in Driftwood are two current wayside exhibits that are funded solely by LHR.

**D3D/ D5C/ D6E – Create 3 Driving Tours** - - LHR now has five driving routes completed and active. Each route contains a detailed itinerary and serve as an online brochure for those looking to explore the region. These tours highlight assets related to the history of the region. Several more itineraries are in the works and will be completed in 2019. Our website has a virtual map with the locations of our attractions and as well as our LHR partners. Users can log on to: <http://lumberheritage.org/visit/adventure-itineraries/> for access.

**D4E – Tourism Readiness** – A committee of regional partners has been formed to identify how to address tourism readiness for sites located throughout the LHR. The committee agreed that the first step was to get people moving fluidly around the region. There have been three committee meetings to plan wayfinding strategies which has led to an exciting project listed below

**D5A/B– Wayfinding Signage** - LHR staff is very excited about the outcome of the wayfinding program. Designing the sign, picking destinations to include in the project, and fine-tuning program details has been rewarding work for LHR staff. The project proposes to have one sign in each of the 15 counties in Phase I. Additional phases will be added as the program progresses. It is projected that this project will open doors to many additional opportunities for funding and marketing.

**D6A – Inventory of Sites, Attractions, Events** – We have made great strides in pulling together assets and attractions that go hand in hand with other LHR projects we are working on. Writing a newsletter, conducting driving tours, social media outreach and partner searches is a big task to undertake in the fifteen- county LHR region, but the progress has been rewarding.

**D6F/ D6H – Lumber Industry Relationships, Promotion** - - Although we still find this the most challenging part of the job, the LHR staff has made big strides in working with the industry and promoting their work. Examples of this was attending: Safety meeting by SFI, Women in Lumber Luncheon, PFPA Annual meeting, Ag Progress Days, KWPA and AHUG annual dinners. We have toured facilities and talked in length to industry folks. We continue to promote the industry through our newsletter articles, website announcements and mobile marketing efforts.

**D6G – Pursue Lumber Industry Projects** – The Spotted Lantern Fly has affected the lumber industry and the LHR has done its part to help spread the word about the devastation it can cause to our forests. Cooperative presentations, distribution of educational materials, social media announcements and newsletter articles have helped LHR spread the word about the potential impacts this invasive species may have on the lumber industry.

# 2018 MAP ACCOMPLISHMENTS

**D7D – Funds Beyond DCNR Sources** – The LHR was able to generate almost \$3,000 in unrestricted funds through sales of the Wood Hicks and Bark Peelers’ book. We continue to find new events and locations to offer them for sale in order to increase revenue. Two grants were applied for, and although we did not receive funds for those projects, the staff has been in conversation with banks about sponsoring projects. We’ve also added a “Donate Now” link to our website, social media page and newsletter giving individuals the opportunity to donate to LHR. The wayfinding program mentioned above will be another source of matching unrestricted funds realized from the sale of the signs and the marketing opportunities that will go along with this project. LHR staff will continue these efforts in 2019.

**D7B – File with PA Bureau of Charitable Organizations** – The LHR is registered with the Bureau of Charitable Trust. Our non-profit status puts us in a separate category and we do not have to register each year.

**D8A – Strengthen and Solicit New Partnerships** – The LHR staff was able to gain 27 new partners in 2018. Our partnership program will continue to strengthen and we plan to continue growing this program with financial donations, cooperative advertising opportunities and other marketing programs that will help tell the lumber story.

**D8C – Develop a Volunteer Program** – LHR has developed a volunteer form and several volunteer projects. We will continue to solicit for volunteers as needed. We have created our tourism readiness committee and have been able to reach a larger number of interested members. We have plans to secure an intern to assist us with our data base and partner relations projects.



# 2018 COMPLETED GRANT PROJECTS

## **Pennsylvania Lumber Museum Associates**

A new wayfinding exhibit is displayed in the visitors center lobby at the Pennsylvania Lumber Museum. The exhibit is patterned on other similar maps currently located within various Pennsylvania Department of Conservation and Natural Resources partner facilities within the boundaries of the Pennsylvania Wilds and the Lumber Heritage Region.

**\$2500 Grant/\$5000 Total Project**



## **City of Lock Haven**

Purchased and installed a 60' seasonal boat dock which is positioned in the West Branch of the Susquehanna River located near the J. Doyle Corman Amphitheater.

**\$5000 Grant/\$24750 Total Project**

## **Jefferson County Historical Society**

Developed, manufactured, and installed ten (10) 18"X 24" historical interpretative panels with frames and posts at key locations in the Borough of Summerville. **\$2140 Grant/\$4280 Total Project**



## **McKean County**

Purchased a "Welcome" sign from a local sign maker in Eldred, PA. The sign is placed along the north bond lane of route 219 near the McKean/Elk County border.

**\$1250 Grant/\$2500 Total Project**

## **Penn Soil RC&D Council**

Completed the installation of a miniature replica of the famous Gateway Arch at the PA Visitor's Center located in Starbrick, PA where visitors and tourists stop often to get information regarding information on things to do and also the history of Warren, PA.

**\$1300 Grant/ \$16000 Total Project**



## **HLMA Educational, Inc.**

Created Materials that will focus on safety training, environmental and regulatory awareness that affects the industry and promotion of what SFI has to offer the region. These will be provided for use by LHR.

**\$5000 Grant/\$12000 Total Project**

# 2018 COMPLETED GRANT PROJECTS

## Cameron County Conservation District

Installed a 11000' long road from Castle Garden Bridge to the launch area by removing 6" of topsoil and placing 6" of stone over a class 4 geotextile as a stabilized road. Installed a 110' X 40' parking area to accommodate approximately 10-12 cars by removing 6" of topsoil and placing 6" of stone over class 4 geotextile. Installed a 100' X 10' launch ramp at the point where the Driftwood and Bennetts Branch meet.

**\$5000 Grant/\$20,000 Total Project**



## The Curwensville-Pike Township Historical Society

Set up a digital copy of the lumber pictures of the Curwensville Area that could be viewed in the Korb House Museum in Curwensville. Converted a small area of the museum to be used for the viewing of these old pictures on a dvd.

**\$250 Grant/\$610 Total Project**

## Western Pennsylvania Conservancy

Created signage kiosks that are installed at canoe access sites along the Bennetts Branch. Developed an online presence for public access sites, recreational opportunities, and historical/cultural information in the Bennetts Valley. **\$5000 Grant/\$10,100 Total Project**

### WPC Kiosk Magnetic Inserts Driftwood



Magnet Insert Size: 30"x48"  
Kiosk Opening on Frame: 20.875"x43.125" (see plan view)

GAS Signs 1100 Washington Pike, Bridgeville, PA 15007 412-257-9916 gasigns.com



**NEW GRANT ROUND COMING IN 2020!  
ASK US IF YOUR PROJECT IS ELIGIBLE!**



# 2018 LHR PARTNERS

1. THE HYGRADE INN  
EMPORIUM, PA
2. NORTHERN CAMBRIA COMMUNITY  
DEVELOPMENT CORP.  
NORTHERN CAMBRIA, PA
3. ST. MARYS LUMBER COMPANY  
ST. MARYS, PA
4. CAMERON COUNTY RECREATION  
EMPORIUM, PA
5. ARBOR PRO'S TREE SERVICE, LLC  
CURWENSVILLE, PA
6. MCKEAN COUNTY CONSERVATION  
DISTRICT  
SMETHPORT, PA
7. MONTOURSVILLE BOROUGH  
MONTOURSVILLE, PA
8. CLEARWATER CONSERVANCY  
STATE COLLEGE, PA
9. WILLIAMSPORT CROSSCUTTERS  
WILLIAMSPORT, PA
10. POTTER COUNTY EDUCATION COUNCIL  
COUDERSPORT, PA
11. NORTH CLARION COUNTY SCHOOL  
TIONESTA, PA
12. CURWENSVILLE PIKE TOWNSHIP  
HISTORICAL SOCIETY  
CURWENSVILLE, PA
13. PATTERSON LUMBER COMPANY INC.  
WELLSBORO, PA
14. J & C WORKSHOP  
TIONESTA, PA
15. NORTH COUNTRY CREATIONS  
OIL CITY, PA
16. PENNSYLVANIA COLLEGE OF TECHNOLOGY  
WILLIAMSPORT, PA
17. JEFFERSON COUNTY HISTORICAL SOCIETY  
BROOKVILLE, PA
18. FOREST COUNTY HISTORICAL SOCIETY  
TIONESTA, PA
19. WESTERN PENNSYLVANIA CONSERVANCY  
PITTSBURGH, PA
20. COUNTY OF CAMERON  
EMPORIUM, PA
21. BOROUGH OF DRIFTWOOD  
DRIFTWOOD, PA
22. RICH VALLEY BURNERS, LLC  
EMPORIUM, PA
23. ELKWOOD ARTS  
RIDGWAY, PA
24. CASTLE GARDEN BED AND BREAKFAST  
DRIFTWOOD, PA
25. DRIFTWOOD SALOON & GRILL  
DRIFTWOOD, PA
26. CURWENSVILLE REGIONAL DEVELOPMENT  
CORPORATION  
CURWENSVILLE, PA
27. WJAC TV  
MULTIPLE COUNTIES

**TO BECOME A PARTNER: <http://lumberheritage.org/wp-content/uploads/2017/06/LHR-partner-form.pdf>**

# MORE ACCOMPLISHMENTS

## OUTREACH



## Boards\Councils\Committees

- CCAAA Advisory
- Curwensville/Pike Historical Society
- PWPT
- TPAC
- CEDS
- Clearfield County Extension
- CCCTC Advisory
- Headwaters Charitable Trust
- Headwaters RC&D
- PALMA
- Penn State Extension
- Cameron County Action
- Partnership
- PREP Board

## Meetings\Events\Presentations

Meeting with Liz Boni • Workforce Development • Job Trainings/Volunteer Americans with Disabilities • DuBois Chamber of Commerce • PA Wilds Marketing Team Natural Resource Committee • Clearfield County Area Agency on Aging Headwater's Charitable Trust • Curwensville Historical Society Life Long Learning Institute Presentation • Parks and Recreation Conference Women in Lumber Event • Park Educators Presentation • North West Commissioners Presentation • KWPA Annual Dinner • CCCTC Job Fair • Cambria County Historical Society • Route 6 Annual Meeting • Denton Hill • Logs to Lumber Regional Planning • AHUG Annual Meeting • Forestry Meeting ANF Land Management Day • PFPA • DCNR Managers • Kane Tour Route 6 Marketing Committee • Ag Progress Day • CEDS committee Heritage PA • Penn State Extension Cameron and Clearfield PFPA Annual Dinner • Kane School Presentation • Cabinet in your Community St. Marys and Lock Haven • PA Wilds Planning Team • Forest County Historical Society Tour • PA Wilds Annual Dinner • Laurel Highlands Festival • Farm Show GT Thompson Luncheon • PWPT Community Development Committee Headwaters RC&D • Penn State Dubois w/Rebecca Pennington PALMA Lumber Museum • Eli Long - Western Pennsylvania Conservancy 98.9 The River Radio Interview • Cameron County Action Partnership Kane Annual Lumber Safety

# BEING CONNECTED

## NEWSLETTER

LHR chose to use MailChimp Email marketing for our newsletters, advertisements, landing pages, and automation tools to grow our partner base and keep in contact with our existing partners.



The newsletter consists of five (5) parts.

- Notes from our director
- Themed articles or stories based on the month's topic
- Partners section
- Online store information
- Upcoming events in the region



Month	Recipients	Open Rate	Total Opens	Click Rate	Total Clicks
January	211	30.95%	202	10.48%	101
February	211	23.81%	126	3.33%	12
March	211	26.61%	124	3.21%	8
April	221	24.09%	138	3.18%	10
May	220	29.55%	145	3.64%	11
June	219	26.03%	112	2.74%	9
July	219	21.20%	100	3.23%	7
August	217	18.60%	142	3.26%	9
September	229	23.11%	132	4.89%	14
October	225	18.67%	121	6.22%	30
November	225	16.59%	137	1.35%	3
<b>Yearly Average</b>	<b>219.8</b>	<b>23.56%</b>	<b>134.5</b>	<b>4.14%</b>	<b>19.4</b>
<b>Industry Average</b>		<b>16.38%</b>		<b>2.63%</b>	

# WEBSITE AT WORK

## Who's stopping by?



## What they're looking for?

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,682	76.68%	3,590	65.68%	2.27	00:01:31	0.00%	0	\$0.00
1. /	1,663 (35.32%)	75.29%	1,252 (34.87%)	51.71%	3.12	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /products/paddlers-map-guide-scenic-west-branch-susquehanna-river/	1,223 (26.12%)	77.43%	947 (26.38%)	79.64%	1.53	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /watertrailmap1.htm	457 (9.76%)	74.40%	340 (9.47%)	54.92%	2.46	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /itinerary/railroads-of-fetids/	93 (1.99%)	97.85%	91 (2.53%)	89.25%	1.16	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /assets/	91 (1.94%)	89.01%	81 (2.28%)	78.02%	1.76	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /about-us/	55 (1.17%)	83.64%	35 (9.7%)	29.09%	3.16	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /products/	53 (1.13%)	45.28%	24 (6.67%)	45.28%	2.34	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /grants/	41 (8.8%)	53.66%	22 (6.1%)	41.46%	2.17	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /watertrailmap.htm	41 (8.8%)	73.17%	30 (8.4%)	75.61%	1.66	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /contact/	31 (6.6%)	51.61%	16 (4.5%)	61.29%	2.03	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

## How they found us?

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,674	1,594	2,217	65.94%	2.15	00:01:20	0.00%	0	\$0.00
1. susquehannagreenway.org	857 (45.88%)	758 (47.55%)	992 (44.73%)	78.83%	1.56	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. moshannonfalls.com	317 (18.97%)	254 (15.92%)	355 (16.01%)	56.90%	2.37	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. pfbcmaps.arcgis.com	89 (4.78%)	68 (4.27%)	97 (4.38%)	65.98%	2.09	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. m.facebook.com	78 (4.18%)	77 (4.82%)	83 (3.74%)	86.75%	1.20	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. pawids.com	40 (2.14%)	30 (1.88%)	44 (1.98%)	79.55%	2.14	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. f.facebook.com	35 (1.87%)	27 (1.69%)	79 (3.56%)	31.65%	4.24	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. pinterest.com	35 (1.87%)	26 (1.63%)	36 (1.62%)	75.00%	1.64	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. facebook.com	24 (1.28%)	19 (1.19%)	40 (1.80%)	37.50%	4.58	00:05:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. lm.facebook.com	20 (1.07%)	17 (1.07%)	28 (1.26%)	21.43%	4.82	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. susquehannawatertrail.org	20 (1.07%)	15 (0.94%)	21 (0.95%)	28.57%	3.14	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

# BEING CONNECTED



We are so close to reaching 2,000 followers on our Facebook page. If you aren't following us please follow @LumberHeritageRegion

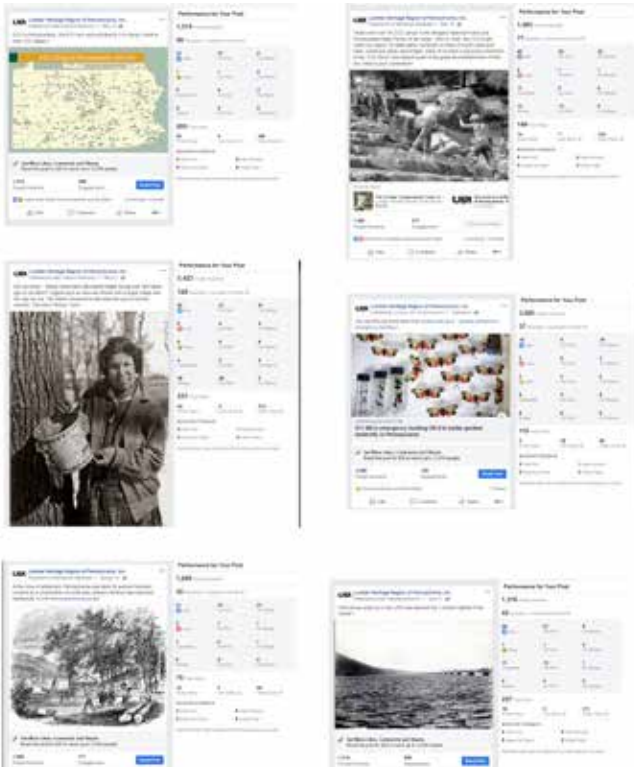
We are holding pretty steady on our reach with our facebook posts. This chart shows a spike most months when we get it right.



This photo shows the actions taken from our social media posts. It is interesting to see the clicks going out to our website from Facebook.



**These posts were some of our more successful posts throughout the year. We will use these stats when we set the themes for the 2019 PR Schedule.**



# WHAT'S NEXT?

## “Future”

NO.	Recommendation	Pg. #	Responsibility	Time
<b>D1</b>	<b>Heritage Area Boundaries</b>			
D.1.A	Leave the boundaries as currently exist	33	NA	NA
<b>D2</b>	<b>Organization Structure</b>			
D.2.A	Begin the process of board restructuring	34	LHR Board	1 yr.
D.2.B	Look to the private sector for board membership and diversification of talents and skills	36	LHR Board	1 yr.
D.2.C	Re-examine bylaws to determine what need to be rewritten for board composition.	36	LHR ED	1 yr.
D.2.D	Establish agendas with clear 'action items' to be voted on at board meetings	37	President & ED	1 yr.
D.2.E	Explore the use of current technology to allow board members to participate remotely	37	LHR ED	1 yr.
<b>D3</b>	<b>Interpretation: Themes, Stories &amp; Methods</b>			
D.3.A	Primary themes should expand the story content and emphasize LHR National significance	38-41	LHR Staff	2-3 yr.
D.3.B	Overcome the LHR's large size & limited staffing per this plan's recommendations	41-43	Staff, partners	2-3 yr.
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours & wayside exhibits	43	Staff, IPA, sites	2-3 yr.
D.3.D	Create 3 driving tours that feature sites with a sampling of primary interpretive themes	41-48	Staff, IPA, sites	2-3 yr.
<b>D4</b>	<b>Improvements to Sites &amp; Attractions</b>			
D.4.A	Consider Minimum standards to insure 'tourism readiness' for partner sites & attractions	49-51	Staff, IPA, sites	4-5 yr.
<b>D5</b>	<b>Wayfinding</b>			
D.5.A	Install a system of wayfinding signage based upon the seven principles listed in plan	52	Staff, IPA, sites	2-3 yr.
D.5.B	Utilize the design illustrated in this plan for creation of highly-identifiable wayfinding	52-53	Staff, IPA, sites	2-3 yr.
D.5.C	Create and provide on the LHR website a driving brochure to highlight key sites & tours	53	LHR Staff	2-3 yr.
D.5.D	Create a web app and consider a mobile app to combat the lack of cell service	53	LHR Staff	2-3 yr.
<b>D6</b>	<b>Marketing &amp; Promotion</b>			
D.6.A	Update the 2001 MAP's inventory of sites, attractions and events	54	LHR Staff	4-5 yr.
D.6.B	Categorize attractions and events as 'tourist ready' and 'Emerging' per this plan	54-55	LHR Staff	4-5 yr.
D.6.C	The prioritized 'Tourist Ready' sites should be mapped & integrated into tour itineraries	55	LHR Staff	4-5 yr.
D.6.D	Put 'Emerging' sites/activities on a Project Priority List for funding, planning & dev.	55	LHR Staff	4-5 yr.
D.6.E	Developing content (brochures, maps, itineraries, etc.) an important objective	55	LHR Staff	2-3 yr.
D.6.F	Strengthen relations with organizations representing lumber industry & promote	55-56	Staff & Industry	1 yr.
D.6.G	Pursue lumber industry projects (sustainable promo, content, best practices, showcase)	56-58	Staff & Industry	4-5 yr.
D.6.H	The LHR should play a more active role in promoting the regions makers/manufacturers	58	Staff & Industry	1 yr.
D.6.I	Implement a complete overhaul of the current website to advance LHR's mission	59-60	Staff & Web dev.	2-3 yr.
<b>D7</b>	<b>Funding</b>			
D.7.A	The LHR must raise funds beyond those from DCNR sources	62-63	LHR Board	1 yr.
D.7.B	If not already completed register with PA Bureau of Charitable Organizations	63	LHR Staff	1 yr.
D.7.C	Pursue funding from corps, foundations and other sources per 3 pronged approach	64	LHR Board	1 yr.
D.7.D	Begin to solicit individual donations	64	Staff & Board	2-3 yr.
D.7.E	Develop a program so that Board Members donate annually at meaningful level	64-65	LHR Board	1 yr.
D.7.F	Create a membership program for the LHR	65	LHR Staff	2-3 yr.
<b>D8</b>	<b>Partnerships &amp; Responsibilities</b>			
D.8.A	Strengthen existing partner (particularly those with financial support) & seek new ones	66-67	Staff & Partners	1 yr.
D.8.B	Clarify the distinct roles of the board, staff and interact in a minimal way	68	LHR Board	1 yr.
D.8.C	Develop a volunteer program to maximize the LHR's productivity per a set of guidelines	68	LHR Staff	2-3 yr.