



Lumber Heritage Region

2019
End of the Year
Report

WHERE HAVE WE BEEN



Day in Cambria County visiting assets



Close as we get to a smile in Renovo



Just before boarding the Hiawatha



Muncy Heritage Park



SMICKSBURG HISTORICAL SOCIETY



Vale Dairy, Cambria County

2019 MAP ACCOMPLISHMENTS

2019 MAP TRACKER

No.	Recommendation	Pg. #	Responsible Party	Time-Frame
D.1	Heritage Area Boundaries			
D.1.A	Leave the boundaries as they currently exist.	33	NA	NA
D.2	Organizational Structure			
D.2.A	Begin the process of board restructuring.	34	LHR Board	Near Term (Yr. 1)
D.2.B	Look to the private sector for board membership and diversification of talents and skills.	35	LHR Board	Near Term (Yr. 1)
D.2.C	Re-examine bylaws to determine what needs to be rewritten for board composition.	36	LHR Executive Director	Near Term (Yr. 1)
D.2.D	Establish agendas with clear "action items" to be voted on at each board meeting.	37	LHR President & Executive Director	Near Term (Yr. 1)
D.2.E	Explore the use of current technology to allow board members to participate remotely.	37	LHR Executive Director	Near Term (Yr. 1)
D.3	Interpretation: Themes, Stories & Methods			
D.3.A	Primary themes should expand the story context and emphasize the LHR's national significance.	38-41	LHR Staff	Mid Term (Yrs. 2-3)
D.3.B	Overcome the LHR's large size and limited staffing per this plan's related recommendations.	41-43	LHR Staff, universities, DCNR & partners	Mid Term (Yrs. 2-3)
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours, and wayside exhibits.	43	LHR Staff, TPAs & partner sites	Mid Term (Yrs. 2-3)
D.3.D	Create three driving tours that feature sites with a sampling of primary interpretives themes.	44-48	LHR Staff, TPAs & partner sites	Mid Term (Yrs. 2-3)
D.4	Improvements to Sites & Attractions			
D.4.A	Consider minimum standards to insure "tourism readiness" for partner sites and attractions.	49-51	LHR Staff, TPAs & partner sites	Long Term (Yr. 4-5)
D.5	Wayfinding			
D.5.A	Install a system of wayfinding signage based upon the seven principles listed in this plan section.	52	LHR Staff, TPAs & partner sites	Mid Term (Yrs. 2-3)
D.5.B	Utilize the design illustrated in this plan section for the creation of highly-identifiable wayfinding.	52-53	LHR Staff, TPAs & partner sites	Mid Term (Yrs. 2-3)
D.5.C	Create and provide on the LHR website a driving brochure to highlight key sites and tour routes.	53	LHR Staff	Mid Term (Yrs. 2-3)
D.5.D	Create a web app and consider a mobile app to combat the lack of cell service in some areas.	53	LHR Staff	Mid Term (Yrs. 2-3)
D.6	Marketing & Promotion			
D.6.A	Update the 2001 MAP's inventory of sites, attractions and events.	54	LHR Staff	Long Term (Yr. 4-5)
D.6.B	Categorize sites, attractions and events as "Tourist Ready" and "Emerging" per this plan's criteria.	54-55	LHR Staff	Long Term (Yr. 4-5)
D.6.C	The prioritized "Tourist Ready" sites should be mapped and integrated into tourist itineraries.	55	LHR Staff	Long Term (Yr. 4-5)
D.6.D	Put "Emerging" sites/activities on a Project Priority List for funding, planning, and development.	55	LHR Staff	Long Term (Yr. 4-5)
D.6.E	Developing content (brochures, maps, itineraries, etc.) should be an important objective.	55	LHR Staff & graphic designer(s)	Mid Term (Yrs. 2-3)
D.6.F	Strengthen relationships with organizations representing today's lumber industry and promote it.	55-56	LHR Staff & lumber industry	Near Term (Yr. 1)
D.6.G	Pursue lumber industry projects (sustainable promo, content, best practices showcase, etc.).	56-58	LHR Staff & lumber industry	Long Term (Yr. 4-5)
D.6.H	The LHR should play a more active role in promoting the region's makers and manufacturers.	58	LHR Staff & lumber industry	Near Term (Yr. 1)
D.6.I	Implement a complete overhaul of the current website to better advance the LHR's mission.	59-60	LHR Staff & website developer	Mid Term (Yrs. 2-3)
D.7	Funding			
D.7.A	The LHR must raise funds beyond those from DCNR sources.	62-63	LHR Board & Director	Near Term (Yr. 1)
D.7.B	If not already completed, file with the Pennsylvania Bureau of Charitable Organizations.	63	LHR Staff	Near Term (Yr. 1)
D.7.C	Pursue funding from corps., foundations and other public sources per a three-pronged approach.	64	LHR Board & Director	Near Term (Yr. 1)
D.7.D	Begin to solicit individual donations.	64	LHR Board & Staff	Mid Term (Yrs. 2-3)
D.7.E	Develop a program so that Board Members donate annually at a meaningful level.	64-65	LHR Board	Near Term (Yr. 1)
D.7.F	Create a membership program for the LHR.	65	LHR Staff	Mid Term (Yrs. 2-3)
D.8	Partnerships & Responsibilities			
D.8.A	Strengthen existing partnerships (particularly those with financial support) and seek new ones.	66-67	LHR Staff & partners (existing & new)	Near Term (Yr. 1)
D.8.B	Clarify the distinct roles of the board and staff, and determine how to interact in an optimal way.	68	LHR Board & Director	Near Term (Yr. 1)
D.8.C	Develop a volunteer program to maximize the LHR's productivity per a set of guidelines.	68	LHR Staff	Mid Term (Yrs. 2-3)

2019 MAP ACCOMPLISHMENTS

D2B – Board Membership and Diversification - In January 2019 two new board members were added to our slate: Fritz Lecker, Lumber Industry Family Member and Elk County Commissioner; Mary Alyce Knauff, Forest County Historical Society. Our board also had a board retreat in July at the Lumber Museum to talk about future plans and financial stability. There were nine suggestions for financial stability and 4 board committees are slated for 2020.

D2D– Clear Concise Agendas – The LHR started working from consent agendas for all board meetings. All reports are sent to the board a week in advance and contain staff reports and other working documents. These items can then be voted on as a whole with action items being addressed through agenda items.

D3A/D3C- Primary Themes and New Interpretation- Most of the work we do on the themes is through our facebook posts and our monthly newsletters. We have also made strides to work with the Forest County Historical Museum to help us share the themes with visitors to their area. This project was confirmed with the replica lumber cabin that is now located at the Forest County Historical site. The new boat launch in Curwensville and the one on the Driftwood branch are also sites with new interpretive signs that depict the themes of LHR.

D5A/C– Wayfinding Signage – Most of 2019 was dedicated to the wayfinding program. As of today we have 11 signs in the ground. We are working on signs for Cambria, Centre and Lycoming counties. We have begun work on the selfie trail and are working on a major marketing program for the project. We introduced the program in Lycoming county with Williamsport Welcomes the World when we partnered with KWPA for the event. The totem pole wayfinding program is designed to get people moving fluidly through the region.

D6A – Inventory of Sites, Attractions, Events – Each year we expand our list of sites, events and attractions. This year we added events to our on-line calendar. Although the success was not as good as we hoped for we still use this tool for announcing big events in the region. We have added more attractions and sites to our website as well. The wayfinding program has helped us learn of attractions, sites and events we had not yet been privy to. We look to expand this even further as we start phase 2 of the wayfinding program. This is an on-going project and something we will continue to improve upon.

D6F/ D6H – Lumber Industry Relationships, Promotion – We continue to struggle with collecting data from the lumber companies and building relationships that allow us to further the companies. We have made attempts to narrow this gap with the development of a PR sheet and in-person interactions at safety meetings and PFFA events. We still seem to struggle with gaining the confidence of the industry and are looking very forward to help on this from the new director of AHUG.

2019 MAP ACCOMPLISHMENTS

D6I – Website Updates – Our website continues to be a great resource and is working hard for us. The staff routinely goes into the site to make sure everything is working properly, there are no broken links and the material is relevant. Our newest section that is under construction is the selfie trail section. There will be a map with the sites, a description of the site, and all other selfie rules etc.

D7A / D7D – Funds Beyond DCNR Sources – This is still a weak spot for the LHR. We are bringing in more funds than ever before, but have more work to do. Currently we are bringing in sales from our Woodhicks and Bark Peelers book, we have finally generated some on-line sales. With one marketing campaign we were able to sell 3 books almost paying for the ad. We have been more regularly asking for donations through social media and have gotten some response to this. We have partnered on project with other entities that are paying half the costs and the whole region is benefiting from the partnerships. These things being said the Executive Director needs to find additional project funding through grants and other awards.

D7B – File with PA Bureau of Charitable Organizations – This is one thing that has seemed impossible but is finally accomplished for us. We are OFFICIALLY registered and filed with the PA Bureau of Charitable Organizations. This will need renewed annually as part of our grant requirements.

D8A – Strengthen Partnerships – This year has been a good year for partner relations. The staff has been attending events and meetings that gives them exposure to industry partners. One of the best trips of the year was the two days spent in Williamsport holding meetings, site seeing and working on the Wayfinding program. During the trip to Williamsport LHR built a stronger relationship with KWPA and the Susquehanna Greenway Partnership. Connections to the Lumber History were also made and partnerships were strengthened. The Wayfinding project has helped us build many new and renew some old partnerships throughout the region. This is a project that will be on going as we know time is our best friend.

D8B – Board Communication– The LHR has added many new faces to its board of directors. The change in dynamics has been exceptional for the organization and has helped expand our outreach and project insight. Each month the board members receive staff reports based on open grants and work to accomplish each task. All board reports are sent to board members one week prior the upcoming quarterly meeting. The Executive Director stays in touch with the executive committee on a regular basis, with questions, comments and concerns.

View a full copy of the LHR Management Action Plan here: <https://lumberheritage.org/wp-content/uploads/2017/06/LHR-Management-Action-Plan-2016.pdf>

2019 LHR/DCNR FUNDED PROJECTS

Cameron County Youth Outdoor Activities

Construction of a 30' X 60' pavilion to be used as an outdoor classroom **\$5000 Grant/\$51800 Total Project**

North Clarion County School District

Reconstruct and reestablish a nature trail on the District campus. Construct tree, plant, and habitat identification system along the trail. Install educational signage on the trail. **\$5000 Grant/\$10000 Total Project**

Allegheny Hardwoods Utilization Group

The project would consist of two videos. The first would be a "Forest to Home" video that follows a piece of PA Hardwood furniture on its journey from a tree in the forest, to its eventual home. The second video would be the operation of logging equipment using 'Go Pro' style filming. **\$5000 Grant/\$11000 Total Project**

Curwensville Borough

Clear an area in Irvin Park along the West Branch of the Susquehanna River for a primitive canoe/kayak launch. The existing primitive launch leads people down to the Susquehanna River along a gentle slope. When the ground becomes wet the terrain becomes very unstable and dangerous to traverse down the slope especially while carrying a canoe or kayak. **\$2600 Grant/\$5200 Total Project**

Driftwood Borough

Construct an 8 X 12 foot rustic style building using locally sourced and cut lumber to be used as a visitor center where travelers can stop and receive information on the local attractions. **\$3273 Total Project**

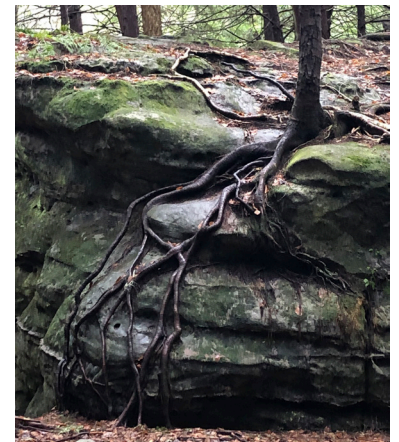
Forest County Historical Museum

Purchase a 12 x 24' shed to serve as a replica Lumber Camp. The lumber cabin has lumber items from the region as well as gives visitors an understanding of the way a Woodhick lived during the lumber boom. **\$4890 Total Project**



2019 LHR PARTNERS

1. CAMERON COUNTY CHAMBER – CAMERON COUNTY
2. GREATER RENOVO HERITAGE PARK – CLINTON COUNTY
3. PUNXSUTAWNEY GROUND HOG CLUB – JEFFERSON COUNTY
4. SMICKSBURG AREA HERITAGE SOCIETY – INDIANA COUNTY
5. PUNXSUTAWNEY BOROUGH – JEFFERSON COUNTY
6. THREE RIVERS FOREST MANAGEMENT – MULTIPLE COUNTIES
7. THE LYME TIMBER COMPANY – MULTIPLE COUNTIES
8. FOX 8 ABC 23 – MULTIPLE COUNTIES
9. EMPORIUM HARDWOODS – CAMERON COUNTY
10. THE BEAR DEN SMOKEHOUSE AND GRILL – CAMERON COUNTY
11. GALETON ROTARY – POTTER COUNTY
12. SAWMILL CENTER FOR THE ARTS – CLARION COUNTY
13. BILGERS ROCKS – CLEARFIELD COUNTY



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

Important 2019 Facts

- LHR staff traveled more than 16,000 miles in 2019 visiting all 15 of our counties.

Unrestricted Revenue

- 49 Wood Hick books totaling over \$1500
- 120 river maps totaling nearly \$1400
- The Wayfinding Program has brought in \$6000 to date
- LHR received a cash donation from a private source for \$500
- \$180 in Facebook donations

Matching Dollars

- 2019 Mini-grant program generated over \$60,000 in match dollars for over \$90,000 in projects

MORE ACCOMPLISHMENTS

OUTREACH

Boards\Councils\Committees

- CCAAA Advisory
- Curwensville/Pike Historical Society
- PWPT/Natural Resources/Community Development committees
- TPAC
- CEDS
- Clearfield County Extension
- CCCTC Advisory
- Headwaters RC&D
- Heritage PA
- Western PA Conservancy
- PALMA
- Penn State Extension
- Cameron County Action
- Partnership
- PREP Board

Meetings\Events\Presentations



JANUARY- Presentation at Penn Brad Board Meeting, Farm Show, Wayfinding meeting with Sawmill Center for the Arts, Susquehanna Greenway Partnership meeting about grant project

FEBRUARY- DCNR partnership grant meeting, New board member introduction, Potter County Commissioners, River of the Year Meeting

MARCH- DCNR meeting about wayfinding program, Heritage PA at the capital (Includes meetings with our representatives and senators), Grant workshop, Recreation unit meeting, PA Wilds-DCNR-Route 6 planning, Punxy Boro meeting, Oil Region Alliance Grant project meeting, Maple Syrup Program at Parker Dam State Park

APRIL- Kane Logger Safety Meeting, Chainsaw Carvers Rendezvous, KWPA Annual Dinner, Green Ribbon Task force Meeting, Lumber Camp Dedication, Bald Eagle HS planning meeting

MAY- Student of the Year Interviews at CCCTC, Kane Borough Manager meeting, Route 6 Annual Dinner, Rich Pauling Presentation, AHUG Annual Dinner, Forestry Strategic Planning Meeting, Logs to Lumber, Lyme Timber introduction meeting

Sign up for our Monthly Newsletter Here... <https://lumberheritage.org/>

MORE ACCOMPLISHMENTS



JUNE- Wayfinding in Smicksburg and Renovo, Forest County Historical Society presentation, Penn State Extension Youth Work Day, Penn Highlands Golf Tournament, Sinnemahoning Visitor Center meeting

JULY- Cambria County for Wayfinding, LHR Retreat, Straub Grand Opening, Williamsport Networking Trip, Smicksburg wayfinding, Bark Peelers Event

AUGUST- Cork Camp Volunteer, Williamsport Welcomes the World event, Heritage PA meeting in Easton PA (Delaware and Lehigh), Cameron County Fair

SEPTEMBER- Regional Workforce College meeting, Research Training meeting, Cambria County Heritage Event, PFFA Conference and Dinner, PREP training and meeting, Warren County network and wayfinding

OCTOBER- Route 6 meeting, tour of Perma Grain Processing Center, State College Visitor Bureau meeting, Ridgeway HS networking luncheon, Cameron County Chamber Meeting, Sizerville Festival, St. Mary's Lumber tour, Wayfinding in Renovo

NOVEMBER- Smicksburg Annual Dinner Presentation, Jamison City Tannery Tour, Interview for Sales/Marketing, IT training, CCHS presentation, Heritage PA Quarterly meeting

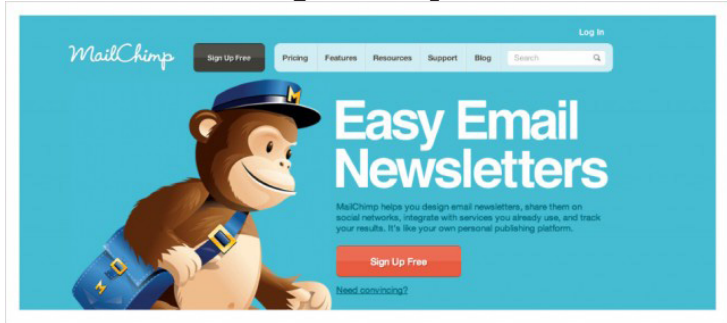
DECEMBER- Leadership Elk/Cameron County presentation



BEING CONNECTED

NEWSLETTER

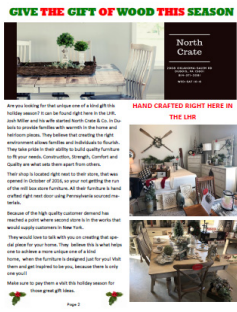
LHR chose to use MailChimp Email marketing for our newsletters, advertisements, landing pages, and automation tools to grow our partner base and keep in contact with our existing partners.



The newsletter consists of five (4) parts.

- Notes from our director
- Themed articles or stories based on the month's topic
- Partners section
- Fun Facts

Month	Recipients	Open Rate	Total Opens	Click Rate	Total Clicks
January	228	27.4%	132	31.4%	34
February	226	30.9%	218	34.8%	61
March	225	25.4%	248	24.6%	32
April	225	23.7%	268	32.1%	22
May	225	22.4%	141	22.0%	36
June	224	27.2%	120	27.9%	32
July	223	20.6%	94	45.7%	45
August	230	30.3%	108	37.7%	41
September	229	26.6%	115	27.9%	24
October	228	32.2%	156	45.2%	59
November	284	27.7%	231	30.8%	65
2018 Average	219.8	23.56%	134.5	4.14%	19.4
Industry Average		16.38%		2.63%	
2019 Average	231.5	26.8%	166.5	32.7%	41
Change	+11.7	+3.2%	+32	+28.6%	+21.6



BEING CONNECTED

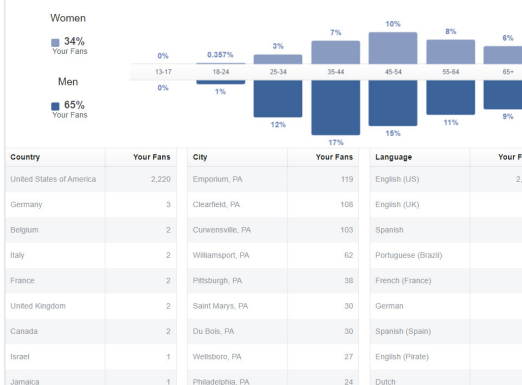
Total Page Followers as of Today: 2,314



Our Facebook followers increased by 402 people. We'd like to see 3000 by the end of 2020. If you aren't following us please do @LumberHeritageRegion

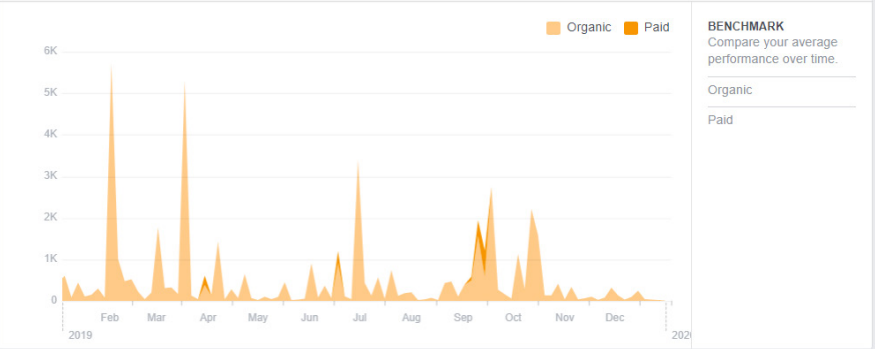
Who's looking at our posts?
Our biggest fans are men from the age of 34-54, but our most engaged viewers are in the 55-65+ age group. Not surprising the largest number of engaged viewers are from Williamsport.

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.

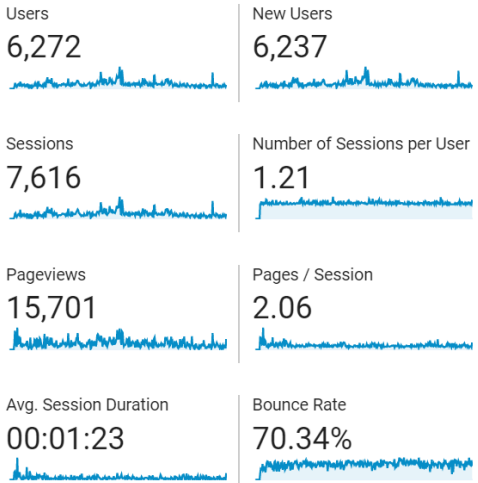


Our post reach is growing. We have seen steady growth here every year as we get better at learning our audience.

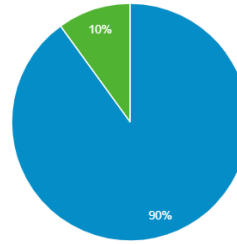
Looking back our Facebook posts were much more successful this year. Last year our best post received 3400 views, our best one for 2019 had 10,844 views. This is all organic, as we have not paid to advertise on Facebook or boost our posts.



WEBSITE AT WORK



■ New Visitor ■ Returning Visitor



Who's stopping by?

What they're looking for?

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	193 % of Total: 100.00% (193)	148 % of Total: 100.00% (148)	00:01:43 Avg for View: 00:01:43 (0.00%)	97 % of Total: 100.00% (97)	71.13% Avg for View: 71.13% (0.00%)	50.26% Avg for View: 50.26% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	32 (16.58%)	23 (15.54%)	00:02:15	23 (23.71%)	52.17%	40.62%	\$0.00 (0.00%)
2. /product/a-paddlers-map-and-guide-to-the-scenic-west-branch-susquehanna-river/	22 (11.40%)	16 (10.81%)	00:01:30	14 (14.43%)	50.00%	59.09%	\$0.00 (0.00%)
3. /grants/	14 (7.25%)	5 (3.38%)	00:00:52	2 (2.06%)	100.00%	21.43%	\$0.00 (0.00%)
4. /event/test/	10 (5.18%)	10 (6.76%)	00:00:00	10 (10.31%)	100.00%	100.00%	\$0.00 (0.00%)
5. /visit/	9 (4.66%)	6 (4.05%)	00:00:14	1 (1.03%)	100.00%	22.22%	\$0.00 (0.00%)
6. /venue/motion-control-building/	8 (4.15%)	7 (4.73%)	00:00:33	7 (7.22%)	71.43%	75.00%	\$0.00 (0.00%)
7. /venue/sinnemahoning-sportsman-club/	7 (3.63%)	6 (4.05%)	00:00:53	6 (6.19%)	83.33%	85.71%	\$0.00 (0.00%)
8. /discover/	6 (3.11%)	6 (4.05%)	00:00:22	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
9. /grants/2719-2/	6 (3.11%)	3 (2.03%)	00:00:56	0 (0.00%)	0.00%	16.67%	\$0.00 (0.00%)
10. /assets/	5 (2.59%)	3 (2.03%)	00:00:45	1 (1.03%)	0.00%	40.00%	\$0.00 (0.00%)

	6,272 % of Total: 100.00% (6,272)	6,237 % of Total: 100.00% (6,237)	7,616 % of Total: 100.00% (7,616)	70.34% Avg for View: 70.34% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:01:23 Avg for View: 00:01:23 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. (direct) / (none)	2,342 (36.11%)	2,337 (37.47%)	2,686 (35.27%)	70.92%	2.06	00:01:26	0.00%	0 (0.00%)
2. google / organic	2,163 (33.35%)	2,088 (33.48%)	2,505 (32.89%)	70.70%	2.00	00:01:14	0.00%	0 (0.00%)
3. CB / Banner	571 (8.80%)	570 (9.14%)	767 (10.07%)	93.22%	1.11	00:00:16	0.00%	0 (0.00%)
4. moshannonfalls.com / referral	272 (4.19%)	221 (3.54%)	322 (4.23%)	54.04%	2.57	00:01:40	0.00%	0 (0.00%)
5. lumbermuseum.org / referral	212 (3.27%)	205 (3.29%)	244 (3.20%)	47.95%	3.25	00:02:45	0.00%	0 (0.00%)
6. m.facebook.com / referral	206 (3.18%)	200 (3.21%)	216 (2.84%)	80.56%	1.48	00:00:33	0.00%	0 (0.00%)
7. bing / organic	90 (1.39%)	82 (1.31%)	102 (1.34%)	55.88%	3.83	00:03:12	0.00%	0 (0.00%)
8. facebook.com / referral	62 (0.96%)	57 (0.91%)	63 (0.83%)	68.25%	1.76	00:00:41	0.00%	0 (0.00%)
9. pfbc.maps.arcgis.com / referral	60 (0.93%)	45 (0.72%)	65 (0.85%)	49.23%	2.80	00:02:08	0.00%	0 (0.00%)
10. CB / Facebook	45 (0.69%)	44 (0.71%)	46 (0.60%)	89.13%	1.15	00:00:10	0.00%	0 (0.00%)

How they found us?

WAYFINDING TOTEM

A significant amount of time was spent on the wayfinding project this year. The project is still in the works and once all the sites have been assigned a marketing plan will begin. Work on a selfie and geocaching trail have begun. This project has been a great source of revenue for the LHR and we are hoping will be a great resource to generate foot traffic to the sites.



WHAT'S NEXT

- **More Wayfinding** – Currently the Wayfinding Program has Eleven signs in the ground. Twelve will be Lycoming County (Near downtown Williamsport)
 - In 2020 the LHR will be moving forward with Phase I of the wayfinding totem project.
 - Each totem will have one rack card designed with ads from around that county
 - A selfie trail will begin
 - A geocache will be designed
 - Marketing will begin
- **Mini-Grant**
 - A Mini-grant round has opened January 6, 2020
 - Applicants can apply for up to \$10,000 with a 50/50 match
 - Application deadline is in March
 - Projects must be completed by May 2021
- **Diversity Study**
 - LHR staff will be teaming up with the Pennsylvania Lumber Museum to complete a diversity study of the Lumbering industry
 - A consultant will be hired to conduct the research on these categories: Gender, Socio-Economic Status, Race & Ethnicity
 - A power point will be created with the content
- **Strengthening Partnerships and Identifying Partners**
 - The Outreach Coordinator will actively seek out new opportunities to partner with those who use wood product in creative ways through contact with current partners such as DMO's and Chamber Offices.
 - The Outreach Coordinator will be tasked with building a stronger Partnership program. By perusing lumber industry projects that showcase sustainability and best practices as is outlined in the Management Action Plan. Industry drop in visits will happen when traveling the region.
 - An extensive list of Lumber Companies and related businesses will be developed.
 - More outreach to the industry will be carried out. With an emphasis on tell their story.
- **Identifying Assets**
 - As an on-going project the LHR will continue to build a data base of LHR assets
 - Asset lists will be updated and expanded

