



Lumber Heritage Region

**2021**

**End of the Year  
Report**

# The Staff

2021 was a good year for the LHR. The Diversity Study report was finalized and got a mention at the State Senate Budget Hearings by DCNR. We won the PA Route 6 2021 Heritage Tourism Award for our Lumber Heritage Trail. We are bringing in more unrestricted dollars than ever before with book sales and grant opportunities. We have nearly doubled our organizations partnerships in one year, bringing on 59 new partners.



# 2021 MAP ACCOMPLISHMENTS

## Ongoing Accomplishments 2021 Accomplishments

No.	Recommendation	Pg #	Responsible Party	Time-Frame
<b>D.1 Heritage Area Boundaries</b>				
D.1.A	Leave the boundaries as they currently exist	33	N/A	N/A
<b>D.2 Organizational Structure</b>				
D.2.A	Begin the process of board restructuring	34	LHR Board	Near Term (1yr.)
D.2.B	Look to the private sector for board membership and diversification	36	LHR Board	Near Term (1yr.)
D.2.C	Re-examine bylaws to determine what needs to be rewritten for board composition	36	LHR Executive Director	Near Term (1yr.)
D.2.D	Establish agendas with clear action items” to be voted on at each board meeting	37	LHR President & Executive Director	Near Term (1yr.)
D.2.E	Explore the use of current technology to allow board members to participate remotely	37	Executive Director	Near Term (1yr.)
<b>D.3 Interpretation: Themes, Stories &amp; Methods</b>				
D.3.A	Primary themes should expand the story context and emphasize the LHR’s national significance	38-41	LHR Staff	Mid Term (2-3 yrs.)
D.3.B	Overcome the LHR’s large size and limited staffing per this plans related recommendations.	41-43	Staff, TPAs, & partner sites	Mid Term (2-3 yrs.)
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours, and wayside exhibits	43	Staff, TPAs, & partner sites	Mid Term (2-3 yrs.)
D.3.D	Create three driving tours that feature sites with a sampling of primary interpretive themes	44-48	Staff, TPAs, & partner sites	Mid Term (2-3 yrs.)
<b>D.4 Improvements to Sites &amp; Attractions</b>				
D.4.A	Consider minimum standards to insure “tourism readiness” for partner sites and attractions	49-51	Staff, TPAs, & partner sites	Long Term (4-5 yrs.)
<b>D.5 Wayfinding</b>				
D.5.A	Install a system of wayfinding signage based upon the seven principles listed in this section	52	Staff, TPAs, & partner sites	Mid Term (2-3 yrs.)
D.5.B	Utilize the design illustrated in this plan section for the creation of highly identifiable wayfinding signage	52-53	Staff, TPAs, & partner sites	Mid Term (2-3 yrs.)
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 (2-3 yrs.)
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 (2-3 yrs.)

# 2021 MAP ACCOMPLISHMENTS

No.	Reccomendation	Pg #	Responsible Party	Time-Frame
D.6	Marketing and Promotion			
D.6.A	Update the 2001 MAP's inventory of sites, attractions and events	54	LHR STAFF	LONG TERM (4-5 YRS)
D.6.B	Categorize sites, attractions and events as "tourist Ready" and "Emerging" per this plans criteria.	54-55	LHR STAFF	LONG TERM (4-5 YRS)
D.6.C	The prioritized "tourist ready" sites should be mapped and integrated into tourist itineraries	55	LHR STAFF	LONG TERM (4-5 YRS)
D.6.D	Put "Emerging" sites/activities on a Project Priority list for funding, planning, and development	55	LHR Staff	LONG TERM (4-5 YRS)
D.6.E	Developing content (brochure, maps, itineraries, etc.) should be an important objective	55	LHR staff & Graphic designers	Mid Term (2-3 yrs.)
D.6.F	Strengthen relationships with organizations representing today's lumber industry and promote it	55-56	LHR Staff & Lumber Industry	Near Term (1-2 yrs)
D.6.G	Pursue lumber industry projects (sustainable promo, content, best practices showcase, etc.)	56-58	LHR Staff & Lumber Industry	LONG TERM (4-5 YRS)
D.6.H	The LHR should play a more active role in promoting the region's makers and manufacturers	59	LHR Staff & Lumber Industry	Near Term (1-2 yrs)
D.6.I	Implement a complete overhaul of the current website to better advance the LHR Mission	59-60	LHR Staff and Website developer	LONG TERM (4-5 YRS)
D.7.	Funding			
D.7.A	The LHR must raise funds beyond those from DCNR		LHR Board & Director	Near Term (1-2 yrs)
D.7.B	If not already completed, file with the PA Bureau of Charitable Organizations	63	LHR STAFF	Near Term (1-2 yrs)
D.7.C	Pursue funding from corps, foundations and other public sources per a three-pronged approach	64	LHR Board & Director	Near Term (1-2 yrs)
D.7.D	Begin to solicit individual donations	64	LHR Board and Staff	Mid Term (2-3 yrs)
D.7.E	Develop a program so that board members donate annually at a meaningful level	64-65	LHR Board	Near Term (1-2 yrs)
D.7.F	Create a membership program for the LHR	65	LHR Staff	Mid Term (2-3 yrs.)
D.8	PARTNERSHIPS AND RESPONSIBILITIES			
D.8.A	Strengthen existing partnerships (particularly those with financial support) and seek new ones	66-67	LHR staff & Partners	Near Term (1-2 yrs.)
D.8.B	Clarify the distinct roles of the board and staff, and determine how to interact in an optimum way	68	LHR Board and Director	Near Term (1-2 yrs.)
D.8.C	Develop a volunteer program to maximize the LHR's productivity per a set of guidelines	68	LHR Staff	Mid Term (2-3 Yrs)

# 2021 MAP ACCOMPLISHMENTS

Below are the items we were able to accomplish as part of our 2021 work plan. Many of the items on the current MAP have been accomplished in preceding years. This chart represents the items we tackled this year. Many of the items will be ongoing and revisited annually. Our work is centered around the MAP and the DCNR Partnership Grant for Heritage Areas.

**D.2.A and D.2.B – Board Restructuring-** Several new board members began to serve LHR in 2020 and 2021. Mark Humbert, Summites LLC. Clearfield County, Gary Lyons, PPG Processing; Clearfield County, Rachel Wolfel, North Central Regional Planning; Jefferson County, Colleen Hanson, Visit Potter Tioga, Tioga County. We lost three long serving board members; Jeremy Morey, Jodi Foster and Candi Hand and are thankful for their service.

**D.3.A – Expand Story Themes –** One of our biggest projects for the year was our Diversity Study. This study has compiled the research of woman and blacks in the Forest Products Industry, allowing us to provide a more diverse story of the work done to build America. The full report can be found on our website under Discover/Woman and Blacks in the Forest Products Industry. A tour of Lumber Barons and industry leaders was done by interns from Lycoming College. The PDF's will be on our website once compiled.

**D.3.B – Overcoming Large Size –** In October 2020 Jennifer Swatsworth was brought on as a Project Manager. Jennifer has brought on 59 new partners in her tenure. We have been able to utilize these partners to help LHR tell their stories and promote the LHR through the 15-county region.

**D.3.C - Wayfinding -** Our first phase of the Lumber Heritage Trail was completed with signs at Rock Run Recreation in Cambria County, and the Susquehanna River Walk in Lycoming County. Rock Run and the Simler House are new attractions that LHR had not been promoting.

**D.5.A, D.5.C, D.6.E– Wayfinding, driving tours and brochure development-** We were given PA Route 6 Heritage Tourism award for the work on the Lumber Heritage Trail. A brochure is now complete with a map of the trail and QR codes to direct visitors from one stop to another. Plans for expansion on this project will continue with a strong heritage component.

**D.6.H - Promoting Makers and Manufacturers -** The LHR has brought on several industry partners this year. We have been promoting these partners on our social media and in our newsletters. Some of these include: Woodrich in Williamsport, RJ Swatsworth and Sons Lumbering and Logging in Curwensville, A&R Tree Removal and Trimming in DuBois, and J&C workshop in Tionesta.

**D.7.A - Funds outside of DCNR -** Fundraising efforts have increased over the last year with more shops selling the Wood Hicks and Bark Peeler Books, Personal Donations, Grants, and events. As of November we have brought in over \$9300 in outside revenue. Completed a financial Plan to show revenue and plans for future fundraising.

**D.7.F , D.8.A– Create a membership –** As we did not create a paid membership structure, we have developed a strong partnership program. This program will allow us to collect funds in the way of cooperative funding, as well as, partner sales and event sponsors. As covid has kept some of these from moving forward we now have a strong base and can push forward with the plans.

# MORE 2021 ACCOMPLISHMENTS

## OUTREACH

### Boards\Councils\Committees

- CCAAA Advisory Board President
- Curwensville/Pike Historical Society
- PWPT/Natural Resources/Community Development
- TPAC
- CEDS
- PREP
- Clearfield County Penn State Extension
- CCCTC Advisory
- Heritage PA Treasurer
- Western PA Conservancy Advisory
- Heritage PA Marketing/Communications



**January** – Worked with Tom Perotti on a possible trail grant for the Kane Lutheran Home. This trail is on the property of Sybil Kane a relative of General Kane and would connect the residents of the Lutheran home to the Knox and Kane trail. Hung the arrows on the LHT sign at the Mt. Jewett to Kinzua Trail. Connected Bear Hill Logging with Cameron Products for a series on Kaleidoscope with Fox News. Had an interview with Sunny 106 radio about the LHR and what we do. Met with the Cameron County Commissioners about LHR's Partnership and to have the office space donated.

**February** – The Centre County Wayfinding sign was delivered and installed at the Simler House in Philipsburg. Had a meeting with the Sonshine Distillery and route 6 about LHR's involvement in the project. Met with the Clinton County Tourism Director and the Director of KWPA. We discussed collaborative projects. We received a notice board from KWPA to use at events and meetings. Created a one sheet of partner benefits to put in new partner packets. Compiled a SOP for partnerships to LHR and created a Partnership power point presentation highlight benefits of LHR Partnership. Rebranded the Wayfinding Selfie Trail as the Lumber Heritage Trail. Created new marketing assets for the Lumber Heritage Trail.

**March** – A Credit Card Policy was created for all employees. Outreach to the newly elected leaders in our counties was done via phone. Completed a partnership grant for DCNR round 27. Worked on the design of the Lumber Heritage Trail brochure and Trail Map. Attended Heritage PA Communications/Marketing subcommittee meeting.

**April** - Toured Rock Run Recreation and picked a spot for the wayfinding sign. Partner outreach in Cameron County. Finalized the partnership Standard Operating Procedure manual. Spent the day in Lycoming County to advocate for the LHT sign to be at Brandon Park, met with student interns at Wildwood Cemetery and networked and met with partners.

**May** – Assisted the Workforce development in the PA Six website work by submitting photos and setting up interviewees. Spent the day in Cambria County meeting partners, touring assets and meeting with representatives. Completed a Dementia Friendly Training. Set up a booth at the Curwensville Area School District Logs to Lumber Event and the Clearfield County Chain Saw Carvers event. Participated in a meeting about tourism with Penn State DuBois and Visit

# MORE 2021 ACCOMPLISHMENTS

Clearfield County. Did a partnership training for 3 partners at the DuBois Chamber of commerce. Sent out press releases for Simler House and Rock Run wayfinding signs, Diversity Study, and mini grant projects. Created Marketing plan for Diversity study promotion

**June** – Did a presentation to the 3rd and 4th grade students from Curwensville High School. Displayed the wood on glass photos, promoted and networked at the Kane Logger Safety meeting. Attended the social media summit in Kane and set up a booth. Attended Heritage PA Communications/Marketing subcommittee meeting

**July** – Toured the Serenity Glass Park, took photos and did a press release on the update to the displays. Visited the mini grant project in Mt. Jewett and heard story about the mural. Visited the Warren County Chamber of Commerce, Forest County Historical Society, and Penn Brad Oil Museum.

**August** – Helped mentor PA Route 6 Director on closing out a DCNR grant. Attended a CCC presentation at Poe Valley State Park. Attended a climate change summit at the Elk Visitor Center. Spent the day touring Renovo and Clinton County Assets and doing partnership visits. Did a press release for the Mt. Jewett to Kinzua interpretive signage mini grant project.

**September** – Closed out a grant to the Lycoming County Visitors Bureau for the sign project. Attended the Greater Renovo Heritage Area Diner, Toured Williamsport to gain new partners. Toured the Smicksburg Heritage Museum. While in Williamsport we met with Partner New Trial to plan our joint November fundraising event. We toured the Woodrich, Trees for Life, sawmill and show room in Williamsport. Attended Heritage PA Communications/Marketing subcommittee meeting. Applied for a Pennsylvania Humanities Council Grant for more diversity work (have not been notified). Applied for a grant through the Petroleum Institute (received \$100 towards the Oil/Lumber Presentations, plus an individual donation of \$50). Presented the diversity study to a Professional Women in Business group.

**October** – Created ads for the Shop LHR page and scheduled promotions. Did a press release for the Oil/Lumber Boom series. Worked on the close out for the round 24 DCNR Partnership grant. Volunteered at the Reality fair for the Clearfield County Career and Technology Center. Attended the KWPA Annual Dinner.

**November** – Attended the PALMA meeting and received our Route 6 Award. Attended our first fundraising event at New Trail Brewery, we raised \$300 for projects. Attended the Victorian Christmas event at Wildwood Cemetery. Attended a Climate Change meeting with county Conservation Teams and PA Wilds Conservation Committee.



# 2021 Partners

The Management Action Plan calls for the LHR to overcome the large size of the region and the limited staffing. One way we are doing this is to bring in new partners to assist us with spreading our messaging. We have seen many successes this year. Many regional partners are sharing our successes and stories. We are being tagged in posts that we never had before. One of our new partners held an event that helped us raise unrestricted funds. We now have our Wood Hicks and Bark Peeler's books in 6 partner locations. Our partners have been a valuable new asset to the LHR's over goals of making the region more manageable. Jennifer has done a great job in making our organization relevant to existing regional businesses.

## 2021 PARTNERS

Kane Manor Inn	RJ Swatsworth & Sons Logging and Lumber
Rustic Memories Photography	Rock Run Recreational Area
Ice House Cafe	DuBois Historical Society
Centerline Golf	A&R Tree Removal and Trimming
The Lutheran Home at Kane	Vort Media
Susquehanna Greenway Partnership	Crystal City Ranch
Larry's BBQ	Art in the Wilds
Centre County Historical Society	New Trial Brewery
Printing Plus	Local Historia
Keystone Wood Products Association	Clinton County Visitors Bureau
Kane Lawn & Garden	Thing-a-Majig
Wilds Sonshine Factory	The Station Gallery - Clinton Co Arts Council
Blue moon Media & Marketing	LH Jams Jazz & Arts Festival
Wisor Photography	Broken Axe Brew House
Philipsburg Revilization Group	Clinton County Historical Society
Sweet Dreams Snack Shack Food Truck	Fastidious Detialing, LLC
Wine in the Wilds	Restless Oaks Family Restaurant
Castanea Rail Road Station	Ridgway Chamber of Commerce
Poorman Gallery	Little Red Barn Farm
Piper Aviation Museum	Clinton County Visitors Bureau
The Avenue Bed & Breakfast and Catering	Jordan's Chalk Couture
Angry Goat	Real Taste Taqueria & Catering
Woodrich Trees for Life	Jordan's Chalk Couture
Super 322 Drive Inn Theatre	Real Taste Taqueria & Catering
Hampton Inn Williamsport - Downtown	Mud Bird Studio
Derone's Dynamite Dogs	The Hatchet House
KM Jewelry	



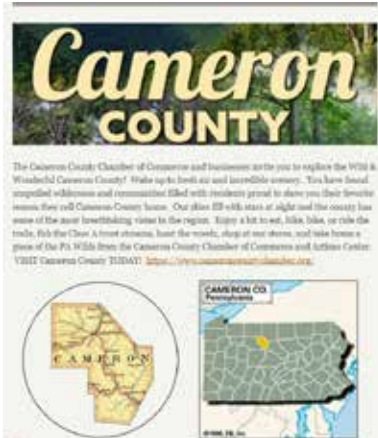
# BEING CONNECTED

## Newsletter

### WHAT YOU'LL FIND

- Notes from our director or Meet our Board of Directors
- Themed articles or stories based on monthly topics
- Partners section
- Fun Facts

## OUR MOST POPULAR 2021 NEWSLETTERS



May 2021



August 2021

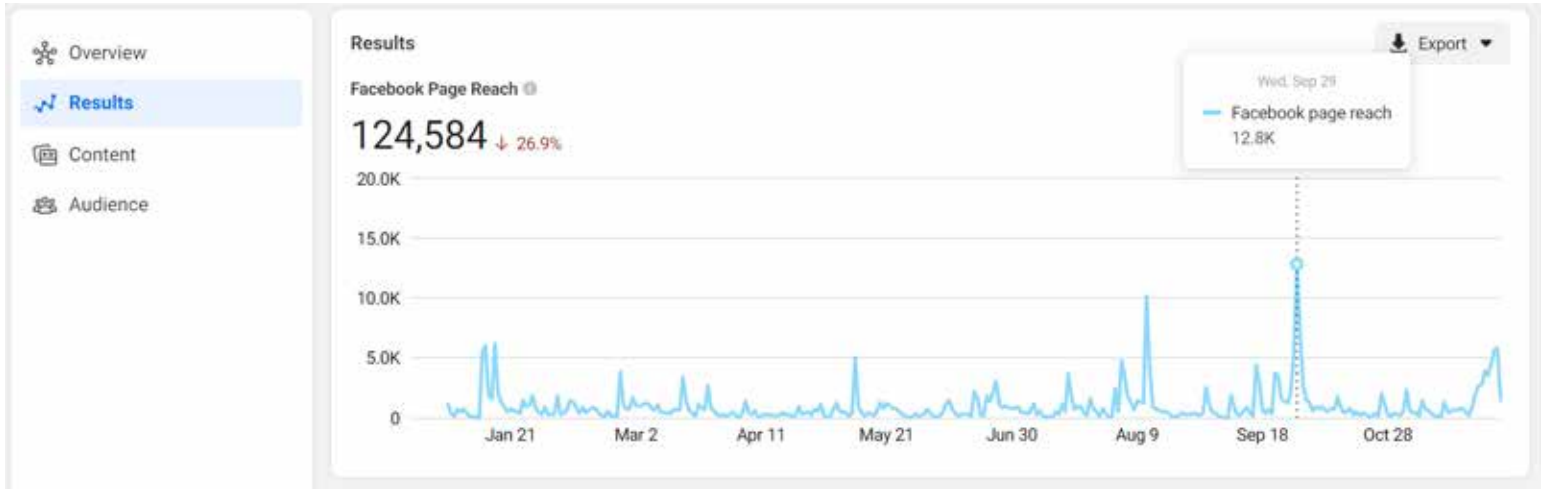


September 2021

MONTH	RECIPIENTS	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
JANUARY	300	19%	56	1.4%	4
FEBRUARY	303	21.1%	63	3%	15
MARCH	379	16.6%	64	1.1%	4
APRIL	319	23.9%	75	2.9%	9
MAY	358	24.5%	87	4.8%	17
JUNE	358	22.6%	80	3.7%	13
JULY	376	22.9%	85	2.7%	10
AUGUST	375	27%	100	4.6%	17
SEPTEMBER	384	24.9%	94	3.4%	13
OCTOBER	384	17.9%	68	2.6%	10
NOVEMBER	303	21.1%	64	1.1%	4
DECEMBER	0	0	0	0	0
<b>2020 AVERAGE</b>	<b>268.3</b>	<b>23.55%</b>	<b>61.8</b>	<b>5.64%</b>	<b>14.8</b>
<b>INDUSTRY AVE.</b>		<b>25.17%</b>		<b>2.79%</b>	
<b>2021 AVERAGE</b>	<b>349</b>	<b>21.9%</b>	<b>76</b>	<b>2.8%</b>	<b>10.5</b>

# BEING CONNECTED

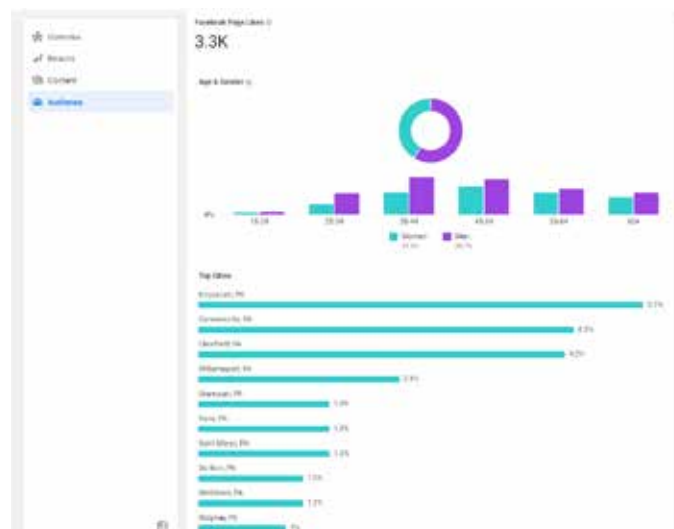
## Facebook



## OUR MOST POPULAR POSTS

Recent content	Type	Reach	Likes and reactions	Comments	Shares	Results	Cost per result	Link clicks
Join the LHR... Tue Sep 28, 8:5...	Post	26K	566	266	147	--	--	2.9K
Looking for a... Wed Nov 24, 12...	Post	15.2K	277	15	42	--	--	767
Last week, th... Thu Jul 29, 7:30...	Post	13.6K	128	9	24	--	--	545
DID YOU KNO... Wed Sep 22, 8:2...	Post	9.2K	370	24	32	--	--	633
How did woo... Wed Jan 13, 1:4...	Post	7.1K	186	7	23	--	--	477

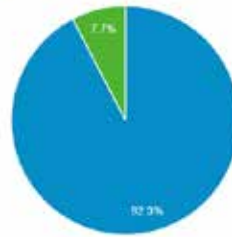
## WHO'S LOOKING & WHERE THEY'RE FROM



# WEBSITE AT WORK



■ New Visitor ■ Returning Visitor



Our website continues to work for us. Although the users are down from last year, the audience is consistent and are staying on the site longer. As our social media becomes more powerful our website use continues to decrease. We are looking to refresh our website and modernize it to make it more diverse and user friendly for all.

While most people land on our site directly, we have some that are generating views for us. We have a good Google audience which is important in the eyes of the world wide web. Other sites that send people to the LHR are Facebook, Moshannon Falls and the Lumber Museum. Outside of our advertising and promotions, most people are looking for information about the river and river maps.

Source	All Sessions			All Users		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,190 % of Total: 100.00% (7,190)	7,129 % of Total: 100.01% (7,128)	8,937 % of Total: 100.00% (8,937)	64.59% Avg for View: 64.59% (0.00%)	2.25 Avg for View: 2.25 (0.00%)	00:01:38 Avg for View: 00:01:38 (0.00%)
1. (direct)	3,342 (46.48%)	3,338 (46.82%)	3,541 (39.62%)	75.63%	2.02	00:00:54
2. google	1,928 (26.83%)	1,866 (26.17%)	2,511 (28.10%)	53.88%	2.35	00:01:55
3. m.facebook.com	428 (5.94%)	422 (5.92%)	452 (5.06%)	74.12%	1.60	00:00:33
4. moshannonfalls.com	222 (3.09%)	203 (2.85%)	256 (2.86%)	51.56%	3.26	00:01:44
5. baidu	190 (2.64%)	188 (2.64%)	190 (2.13%)	99.47%	1.01	00:00:01
6. bing	172 (2.39%)	157 (2.20%)	264 (2.95%)	56.82%	2.91	00:02:36
7. facebook.com	172 (2.39%)	163 (2.29%)	176 (1.97%)	89.20%	1.24	00:00:18
8. lumbermuseum.org	170 (2.32%)	167 (2.34%)	181 (2.03%)	51.38%	2.97	00:02:09
9. l.facebook.com	129 (1.78%)	107 (1.50%)	312 (3.49%)	44.87%	2.71	00:03:10
10. yahoo	50 (0.68%)	49 (0.69%)	54 (0.60%)	68.52%	2.00	00:02:04

Page	Pageviews	% Pageviews
1. /	4,411	21.89%
2. /shop/	1,106	5.49%
3. /visit/	867	4.30%
4. /about-us/	777	3.86%
5. /discover/	684	3.40%
6. /visit/selfie-trail/	625	3.10%
7. /watertrailmap1.htm	436	2.16%
8. /grants/	382	1.90%
9. /discover/roots/	372	1.85%
10. /discover/millionaires-row/	358	1.78%

Our analytics show that people are going to our website for what we want them to. The highest numbers fall with the shopping page, and we have been selling more items. There are more people looking for things to do than would be expected, but we get a lot of traffic on our discover page as well.

# WHAT'S NEXT

## **Diversity Study**

Although the work on the diversity study for the round 24 grant is complete, this project is considered ongoing. Now that we have the research, we need to continue to push it out to the communities. The LHR is groundbreaking on its diversity research throughout the state as they are using our report as a guide to future projects. We are waiting for a response on a grant through the Humanities Council that would allow us to further educate communities on the diversity of the industry and how to assist in celebrating it. We will also be developing messaging for interpretive signs and educational classes throughout the region.

## **Oil and Lumber Presentation**

The Oil Region Alliance and the Lumber Heritage Region are working collaboratively to deliver educational presentations across the region and beyond. In partnership with the Oil Region Alliance, we have created four presentations that will educate the public on boom heritage and its importance in building America. In January, we will look at the two state museums, the Drake Well Museum and the PA Lumber Museum to learn about tools and artifacts from that period. February will be presentations by reenactors for each industry as they take us back to the heydays of the industries. March is Women's month and will be a series of the work of women in the industries. April is Earth Day, and we will be presenting the environmental impacts and how they have been improved.

## **Video Project**

Recording the data from the lumbermen past and present is especially important. The LHR is working to collect this historic information in a way it can outlast generations. We will be working with Eric Stashak to document stories of 5 chosen lumber families. The families we are currently hoping to work with are the Hickmans, Rora-baugh, Matsons, Bingaman, and Kojancics. Once these are compiled, they will be shared with visitors' bureaus, museums, and other organizations as an educational piece on the industry.

## **West Branch Susquehanna Education**

The LHR is partnering with the Susquehanna Greenway partnership to identify and mark lumber sites along the West Branch Susquehanna River. These sites will be marked on an online mapping system that allows visitors to locate specific points along the river. We also have provided text that will be included in the new maps developed by the SGP.

## **Marketing Plan**

For round 26 we will be developing a marketing plan. The goal is to bring partners and stakeholders together to develop a 3-year plan to market LHR and its relevancy as a region. We will set up an advisory committee and have regional meetings to gather ideas from all aspects of the region. We will look at our brand and our website and other marketing materials. We will develop a strong marketing focus for the 15-county region.

## **Thomas Taber Reprint**

The reprinting of the Thomas Taber book series has been a long sought-after project from the board of directors. The plan is to take the 12 books currently on the market and reprint them in one or two larger books. These books will then be for sale by the LHR to maintain a source of unrestricted revenue.

## **Partnership**

Round 24 the LHR created a Partnership SOP and Welcome to the LHR Partnership Packet which helped to gain and retain Partners. Since November 2020, the LHR has grown our Partnership base by bringing on 54 new Partners. We are continuing to grow our Partner base, as well as, maintaining our existing partnerships with engagement and opportunities. In the Spring will be hosting LHR Partnership 101 webinars for new and existing partners to learn more about the LHR, our mission and the benefits of being an LHR Partner.