



2022

End of the Year

Report

The Staff

2022 has been a prosperous year for Executive Director, Holly Komonczki and Project Manager Jennifer Swatsworth. We continue to grow our organization through partnerships and financial contributions. This report will give you a closer look at our accomplishment over the last twelve months. We would like to thank the Board of Directors, our partners and our volunteers for all the support.

We would also like to recognize the 2022 passing of two very important people to the Lumber Heritage Region, **Volunteer and LHR Champion Thad Meckley AND Historian and Author Thomas Taber III.**

Thad S. Meckley

August 15, 1965 ~ May 22, 2022

In this photo Thad was giving us a presentation about the work the interns did for the Wildwood Cemetery Tour, developed in 2021. Thad introduced himself to the LHR through Facebook. The first time we met we spent the day touring Williamsport and learning the history of the town through his eyes.



Thomas T. "Tom" Taber III

May 22, 1929 - August 13, 2022

Tom spent over an hour sharing his experiences in writing the Lumber Series Books. He was excited that a reprint was going to be done. We are saddened he won't be able to enjoy the finished product.



Jennifer Swatsworth

Holly Komonczki

2022 LHR Staff

2022 MAP ACCOMPLISHMENTS

Completed and Ongoing Accomplishments 2022 Accomplishments

No.	Recommendation	Pg #	Responsible Party	Time-Frame
D.1 Heritage Area Boundaries				
D.1.A	Leave the boundaries as they currently exist	33	N/A	N/A
D.2 Organizational Structure				
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.)
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 (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.)
D.4 Improvements to Sites & Attractions				
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.)
D.5 Wayfinding				
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.)

2022 MAP ACCOMPLISHMENTS

No.	Recommendation	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)

MORE 2022 ACCOMPLISHMENTS

OUTREACH

Boards\Councils\Committees

- CCAA 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 – A great deal of work was put into the Build Back Better Application for the PA Wilds in January and February. They did not get the grant. Had our first Boom Heritage presentation, An Insider's Look at the Drake Well (Curator, Sue Beates) and Lumber Museum (Curator, Josh Fox). Had a tour with Ken Burkett at the Brookville Historical Museum. Met with the Punxsutawney Groundhog Club about partnering and opportunities. Met with leaders in Ridgway about the Clarion Little Toby Trail extension and possible signage. Sold several Woodhick books during the holidays. Met with Rich Wycoff and others from the Greater Renovo Area about rafting in that region. Worked on the lumbering section of the West Branch Water Trail Map.

February – Completed our first Legends of Lumber Interview by interviewing Max Bingaman. Wrote board bios for several board members to include in the newsletter. The February Boom Heritage Presentation was tales of a Roust-about and woodhick by Van Wagner and William Stumph. Created a YouTube channel for the boom heritage presentations.

March – Attended an empowering women seminar in St. Mary's. Volunteered at a school career/finance day. Completed Mark Humbert's Board Bio for newsletter. Attended the We Conserve PA Conference in Gettysburg. Attended the Women in Timber Luncheon. Submitted closeout for round 24 grant. Visited Tioga County Partners including the Knoxville and Elkland Public Libraries. Attended Lycoming County afterhours and made partner visits in the county during overnight trip. Attended a marketing seminar through Bull Moose Marketing. March's Boom Heritage Presentation was on Women in the Industries.

April - Finished Round 28 Grant and submitted it to DCNR (awarded the top score and all but \$6.00 that we asked for) Attended the Coalport Senior Center Grand opening and offered to present on Lumber Heritage. Created a new One Sheet for LHR Partner packets and informational meetings. Completed all the work for the Mini Grant program and sent out announcements. April's Boom Heritage was Conservation, Now and Then. Attended the PA Wilds Planning meeting in Sinnemahoning. Attended the Chainsaw Carver's Rendezvous. Made partner visits and attended Chamber afterhours in Warren County.

May – Attended the CEDS meeting in Ridgeway. Worked the Lumber Jack Festival at the Clearfield County Fair Grounds. Wrote board bio for Josh Fox for newsletter. Fam tour for DCNR across three heritage regions, Lumber, Oil and Route 6. Legends of Lumbering interviews with Roger Rorabaugh and the Hickman Family. Wrote and filmed an intro to the Legends of Lumbering. Did presentations to students in both Warren County and Curwensville Area School District (over 400 kids reached). Attended the Logs to Lumber event at the Curwensville School District (reached over 1000 kids). Attended the DuBois Area Chamber of Commerce Networking event and PSU presentation. Partner visits in Smethport and Bradford with an overnight trip.

June – Met with Cameron County Leaders about partnering on future projects. Closed out Round 25 grant. Released the Legends of Lumbering series and made a YouTube channel for it. Set up and executed a multi county meeting for the LHR marketing plan. Restocked several trail sign brochure holders for busy 4th of July weekend. Created a flyer for Forest County Historical Museum Tuesday Talks and for the Legends in Lumbering Series.

MORE 2022 ACCOMPLISHMENTS

July – Attended the Clinton County Economic Development Partnership meeting in Lock Haven. Inhouse Staff Training for DCNR Portal. Worked at the Bark Peelers Event at the Lumber Museum. Took Mark Humbert to Lumber Museum to begin ideas for fire tower restoration. Worked on Mini Grant items per DCNR’s lengthy process.

August – Had a ribbon cutting for the Driftwood Visitor Center. Attended the Ag Progress Days luncheon. Announced the 2022/2023 LHR Mini Grant Winners. Attended Project Learning Tree Training. Worked the Woodsman Show in Galeton. Attended in person Heritage PA Meeting. Attended the Gilson Summer Snow Days Event with KWPA. Attended the GRAHP Annual Dinner. Worked the Williamsport Welcomes the World Event with KWPA.

September – Attended the Route 6 annual meeting. Had a follow-up meeting for the LHR Marketing Plan. Did a presentation for the Clearfield Rotarians. Created and uploaded an RFP’s for the management action plan update and application development. Attended the Cambria County Heritage Festival. Partner Presentation to Pheasants Forever.

October – Partner meetings in Elk County including Northern Regional College. Presented to Elk County 3rd and 4th Graders (reached about 500 kids). Partner meetings in Centre County. Compiled a grant application for the Additional DCNR grant round (Cameron County Dark Sky Park). Meeting with PA Wilds Cooperative Manager Libby. Presented at the Clinton County Commissioners meeting. Met with Representative Borowicz Staff about potential Diversity recognition. Met with Ridgeway Township about a grant project for a bike trail. Presented to the Kane Rotary.

November – Met with Representative Clint Owlett. Had project meeting with Visit Tioga, Tioga Planning and Develop Tioga. Worked a fundraiser event at New Trail Brewery in Williamsport. Met with McKean County Visitors Bureau for potential Grant projects. Proof read digital transfer of Thomas Taber Book Series. Partner visits in Elk and Cameron Counties. Meeting with Forever Media about internet marketing. Attended DIY Tourism Marketing Meeting in North Carolina.

December – Meeting with Route 6 about potential Grant Project for cross promotion of Maple Sugaring. Proof Reading of Thomas Taber Books. Clearfield County Agency on Aging Annual Dinner. Met with Lumber Museum on Potential 2023 projects and to review Thomas Taber Books. Worked on Marketing Plan.



New 2022 Partners

4M Hay & Beef
Aaron Rowles Logging
Animal Graphics & Signs
Beech Creek/March Creek Watershed Heritage Museum
Curry Racing Team
Dream Makers Event Planning and Bartending
Fast Track Repair
Full Circle Ranch Equine Haven
Heart of the Earth Crystals & Jewelry
Holiday Inn Express & Suites Williamsport
Holiday Inn Williamsport
Holly's Crafty Cakes
Knoxville Public Library & Historical Museum
McKean County Historical Society
Muncy Historical Society
Narrow-Beam LLC
North Central PA Pheasants Forever Chapter 630
Northern PA Regional College
Pennsylvania Grain Processing
Pennsylvania Hickory Syrup
Punxsutawney Area Community Foundation
QWIK Rock
Ruffed Grouse Society & American Woodcock Society
Schlesinger Communications
Scripture Rocks Heritage Park
The James Restaurant
Warren County Historical Society
Western Pennsylvania Conservancy
Wilder Museum of Warren County
WBLF
WBPZ
WSQV

BEING CONNECTED

Newsletter

WHAT YOU'LL FIND

- Stories by county based on the LHT
- Themed articles and stories on one of our 15-counties
- Partners section
- Fun Facts



August 2022



October 2022



November 2022

MONTH	RECIPIENTS	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
JANUARY	389	28.5%	287	5.2%	50
FEBRUARY	389	26.9%	478	2.6%	39
MARCH	395	33.8%	207	4.1%	67
APRIL	402	24.3%	180	4.8%	17
MAY	522	30.4%	265	5.8%	205
JUNE	523	28.3%	263	6.4%	202
JULY	518	28.6%	281	5.0%	223
AUGUST	519	30.0%	288	6.0%	199
SEPTEMBER	517	27.1%	247	3.5%	38
OCTOBER	516	30.6%	315	5.9%	118
NOVEMBER	507	31.5%	254	2.8%	25
DECEMBER	504	34.4%	279	1.4%	12
2022 AVERAGE	475	27.3%	287	4.45%	81
INDUSTRY AVE.		21.33%		2.6%	
2021 AVERAGE	349	21.9%	76	2.8%	11.5

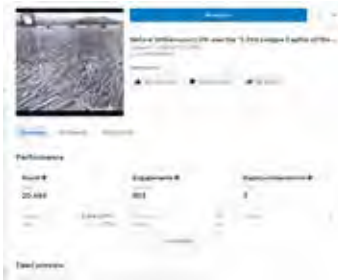
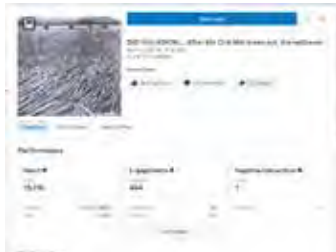
BEING CONNECTED

Facebook



Our Social Media is working for us. We have good engagement and continue to grow our platform.

OUR MOST POPULAR POSTS



WHO'S LOOKING & WHERE THEY'RE FROM



WEBSITE AT WORK



This image is comparing 2021 to 2022. You can see that our site is performing significantly better this year compared to last. One thing that stands out is that people are coming to our site and leaving immediately or staying several minutes. We need to find ways to improve our bounce rate for the site. We should be able to keep more people on our site.

This chart shows where people found our website. It is interesting that two of the sites are women's sites (femanin and gosocial). This tells me people are seeing our diversity work. Going through the data we learned that people mostly landed on the millionaire's row page as well as the shop and grant pages. It is also impressive that a significant amount of users are researching the industry. The Boom Heritage presentations were also a big driver to our website.

Source	Jan 1, 2022 - Jan 4, 2022	Dec 28, 2020 - Dec 31, 2021	% Change		
Search engines	351 (6.8%)	325 (6.4%)	336 (6.5%)	95.24%	1.08
Direct	0 (0.0%)	0 (0.0%)	0 (0.0%)	0.00%	0.00
Referrals	260 (5.0%)	186 (3.6%)	220 (4.2%)	60.70%	2.57
Social media	253 (4.9%)	213 (4.2%)	269 (5.1%)	51.67%	3.24
Partners	189 (3.6%)	159 (3.1%)	191 (3.6%)	92.15%	1.10
Referrals (continued)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0.00%	0.00
Referrals (continued)	163 (3.1%)	155 (3.0%)	185 (3.5%)	56.76%	2.77
Referrals (continued)	181 (3.5%)	177 (3.4%)	190 (3.5%)	50.25%	2.04
Referrals (continued)	162 (3.1%)	168 (3.2%)	177 (3.3%)	75.58%	1.82
Referrals (continued)	5 (0.1%)	5 (0.1%)	6 (0.1%)	60.00%	1.40

Location	Count	% of Total	Avg. Session Duration	Avg. Page Views
1. (not set)	15	25.42%	71.43%	2.64
2. Clevefield	8	13.11%	62.50%	2.12
3. Kane	3	4.84%	40.00%	2.60
4. Postville	3	4.84%	100.00%	1.00
5. Coudersport	2	3.27%	0.00%	3.00
6. Mansfield	2	3.27%	66.67%	1.67
7. Port Allegany	2	3.27%	100.00%	1.00
8. State College	2	3.27%	50.00%	1.50
9. Williamsport	2	3.27%	100.00%	1.00
10. Park Forest Village	2	3.27%	100.00%	1.00

This image shows where people from PA are coming from that are looking at our website. It is reassuring that most are within our region. A less intricate view of our audience shows that most are US English speaking and come from the USA. Our top users from out of state are from Buffalo, Baltimore, and Cleveland; while our top out of county users come from Canada, China, and the Netherlands.

WHAT'S NEXT

The LHR staff is currently working to finish up work on several projects. The Thomas Taber Book Series has proven to be quite the daunting task. Converting 1970's work digitally has been a challenge and more than we expected. The Diversity phase II and the Marketing plan is coming along as scheduled but will take quite a bit more work from the staff. Once these are wrapped up, along with the day to day stuff we do, we can move on to the new grant projects.

Management Action Plan Update

Work has begun on the updating of the Management action plan. We have chosen Mackin and Associates to do the work for the plan. The next step is to give them access to our current projects and completed tasks and set up a timeline for completion of the project. This project will depend heavily on our partners, board members, stakeholders, government leaders and friends. Once everyone is able to give input into our future direction we will have a new plan to follow for future projects. Holly is the lead for this project.

Stories and Themes Mobile Ap

An RFP has gone out for this project and we are nearing the selection phase of the process. It won't be hard as we only got one proposal. The goal of this project is to do a talking (live) history app that people can download and listen to the history of the region based around our Lumber Heritage Trail. The work for this will be extensive as we will need to secure speakers and a solid story from each. This project is another phase of our wayfinding/ education goals for the LHR. Jennifer will be the lead for this project.

Mini Grant

The mini grant program is well underway. Awardees have been designated and project work has begun. We opened this project early to allow awardees time to get complete their projects. The awardees are as follows:

PA Forest Products Ass/AHUG- Forest Health and Sustainability interpretive signage

Cameron County - Dark Sky Programing

Centre County HS - Explorers Passport and Interpretive Programing

DuBois Historical Society - Interpretive Panel on the DuBois Tannery

Lycoming Co. VB- Brochures

McKean County HS- Reconstruction of the fire tower to include living history

Muncy HS- Trail Kiosk and Panels

Ongoing Work and Round 28 Grant Projects

As with every year work will also be done for education and outreach. We are planning to place several interpretive panels throughout the region. Some of these panels will have a diversity message, others will be about Forest Products Careers and Sustaining a Healthy Forest. We also continuously market the LHR, our partners and the industry. This is being done annually. Building new partnerships is an ongoing way for us to close the gaps that occur from having such a large region. We will also begin work on the next grant round throughout the year. These projects include a mini grant program (this will open up later in 2023), the restoration of a fire tower at the Pennsylvania Lumber Museum, and display cases in targeted areas for visitors to gain a better knowledge of the LHR.

We thank you for your ongoing support and ask that you keep LHR in your annual plans and help us ton build and grow the communities that we live and work in.