



Lumber Heritage Region

2020

**End of the Year
Report**

The Staff Transition

2020 was a year of many challenges and changes. Covid-19 changed the way the LHR does business in many ways. Then our Outreach Coordinator, Steve Manginell, moved on in September and is now working at Emporium Hardwoods. However, we were able to hire a new person to bring her expertise to modified position. Jennifer Swatsworth was brought on as Project Manager in October. All these challenges and changes are bittersweet, and we are optimistic for the future.



2020 MAP ACCOMPLISHMENTS

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	36	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 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 plans related recommendations.	41-43	Staff, Universities, DCNR and Partners	Mid Term (Yrs. 2-3)
D.3.C	Implement new interpretive initiatives such as wayfinding, new tours, and wayside exhibits	43	Staff, TPAs & partner sites	Mid Term (Yrs. 2-3)
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 (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	Staff, TPAs & partner sties	Long Term (Yrs.4-5)
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 sties	Mid Term (Yrs. 2-3)
D.5.B	Utilize the design illustrated in this plan section for the creation of highly identifiable wayfinding signage	52-53	Staff, TPAs & partner sties	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				

2020 MAP ACCOMPLISHMENTS

D.6.A	Update the 2001 MAP's inventory of sites, attractions and events	54	LHR Staff	Long Term (Yrs.4-5)
D.6.B	Categorize sites, attractions and events as "tourist Ready" and "Emerging" per this plans criteria.	54-55	LHR Staff	Long Term (Yrs.4-5)
D.6.C	The prioritized "tourist ready" sites should be mapped and integrated into tourist itineraries	55	LHR Staff	Long Term (Yrs.4-5)
D.6.D	Put "Emerging" sites/activities on a Project Priority list for funding, planning, and development	55	LHR Staff	Long Term (Yrs.4-5)
D.6.E	Developing content (brochure, maps, itineraries, etc.) should be an important objective	55	LHR staff & Graphic designers	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 (Yrs.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 Mission	59-60	LHR Staff and Website developer	Mid Term (Yrs. 2-3)
D.7	Funding			
D.7.A	The LHR must raise funds beyond those from DCNR	62-63	LHR Board & Director	Near Term (Yr. 1)
D.7.B	If not already completed, file with the PA 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	Near Term (Yr. 1)
D.8.B	Clarify the distinct roles of the board and staff, and determine how to interact in an optimum 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)

2020 MAP ACCOMPLISHMENTS

Below are the items we were able to accomplish as part of our 2020 work plan. Many of the items on the current MAP have been accomplished in preceeding 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. Although the list is not representative of all the accomplishments, it is a good look inside what the LHR has been up to for the year.

D.2.D – Clear and concise agendas with action items - The LHR continues to have a consent agenda for staff and committee reports. Only action items are removed and discussed under the Old or New business where appropriate.

D.2.E – Technology for meetings – With the recent covid-19 outbreak LHR purchased a non-profit membership to zoom. We are not able to meet remotely as needed. This tool can be used for all committee and regular board meetings. The staff also uses it frequently for morning staff meetings and project work when we are not able to meet in person due to COVID restrictions.

D.3.B – Overcome the large size of the region – This year within the limits of covid-19 the staff has begun visiting each of the counties and meeting with officials, businesses, and other outreach entities. During these visits, we are building relationships with key people and it has helped us tremendously in completing our project goals. The wayfinding program has been crucial to building partners and making a strong regional networking system.

D.3.C – Implement new interpretive initiatives – The wayfinding totems continue to move forward; we now have 12 signs in the ground and have contracts for two others. We are actively working on locations for the remaining two counties of Cambria and Clarion. We are working diligently with several organizations within those counties to make this happen. Our diversity study is moving along well. Hilary Jebitsch has visited most of the counties at least once. She is compiling data that will allow us to move forward with interpretive panels and stories.

D.3.D – Create Driving tours that depict primary themes – This is another project that the wayfinding initiative has been beneficial. We were able to create and promote a route with our wayfinding signs that allow visitors to move freely throughout the region while learning the significance of the lumber heritage at the assets they visit.

D.5.A & D.5.B – Wayfinding signage – We have been promoting the Wayfinding Selfie Trail to help increase awareness for the signs and the assets they located nearby. This promotion has not only increased visitors to the signs, but the increased visibility has resulted in several organizations/destinations coming to us directly inquiring about purchasing a Wayfinding sign. The momentum we are building with our marketing and outreach will in turn, help us to place more signs, help to expand the knowledge of our assets in the region and help to bring awareness to LHR and our mission. We have also incorporated Geocaching to our wayfinding signs to expand the knowledge of the region even more and to help make the signs a destination.

D.6.A – Inventory of sites, attractions, and events - Students in the Business Administration class at Dubois PSU have used creating a list of assets in the region as their class project. We received a spreadsheet with the research they did and were able to use it as a start to an ongoing list of assets.

D.6.E – Developing Content – The LHR is currently building a whole new story about minorities in the Forest Products Industry. This content is something that is missing across the region and beyond. We will be using this information for educational resources. This stage is a collection, the next grant round will allow us to build out the content.

D.7.A & D.7.C – Raise funds outside of DCNR grant – The LHR continues to find ways to bring in revenue outside of the DCNR grants. In 2020 we received funding from the Lycoming County Visitors Bureau, Lyme Timber Company, and PA wilds Center. We donated the money from the PA wilds Center back for our contribution to the Media Lab project. We applied for funding from Erie Insurance, North West Bank, M&T bank. We also sent letters to all county officials asking for donations to our projects. This summer we received PPP funding that we can use as a match towards our grant projects.

2020 LHR/DCNR FUNDED PROJECTS

D.8.A- Strengthen partnerships and create new ones – The LHR staff started county visits to spread awareness of our organization and to build and solidify partnerships. The Project Manager has been working to recreate the partnership program and find ways to expand our reach. A full procedural document is being created internally to define our objective and to solidify our partnership program.

D.8.B – Clarify Board and Staff Roles - As we changed staff, it was decided to change the job description. We now have a Project Manager position. There was a complete job description written for this position and full details were provided of the tasks to be undertaken.

LHR DCNR FUNDED PROJECTS

These projects were awarded in June of 2020 and will be complete by May 2021. Each are at different stages of development and will be completed at different times.

AHUG – Allegheny Hardwoods Utilization Group - A glimpse of the Allegheny – Past and Present: This is a two-part project, part one is to produce a video that would profile the Allegheny National Forest. Part two will work with regional partners to host interactive kiosks. \$5000 award/\$10,000 total project.

PALMA – PA Lumber Museum Associates – Education in the Lumber Camp: Furnishing Project: This is a 3-part process, Re-open the bunkhouse, outfit the foreman’s residence , and equip staff and volunteers with supplies for educational demonstrations. \$2500 grant/\$5000 total project

Cameron County Chamber – Cameron County Map/Brochure – Develop a map showing outdoor recreation throughout the county. It will also contain a story about the lumber heritage in Cameron County. \$1750 grant/\$3500 total project.

Mt. Jewett to Kinzua Bridge Trail Club – Knox & Kane Interpretive Signs and Mural – Placement of 4 interpretive signs along the Knox & Kane Rail Trail. Design and paint a vibrant community mural near the M. Jewett trail entrance. \$1060 grant/\$2120 total project.

Dubois Area Historical Society – John Dubois Lumber Mill Interpretive Panel – Educational panel to highlight the significant impact that the DuBois Family and their lumber had on the City of Dubois and the surrounding area. \$900 Grant/ \$1800 total.

KWPA – Keystone Wood Products Association – Video - Production of a video two-minute video, that showcases the journey of forest products. The video will cover tree harvesting to wood product production. \$3250 grant/ \$6500 total project.

Borough of Kane – Route 6 Knox & Kane Trestle Design Project – Restoration of a historic trestle along Route 6 in the Kane Borough. It will also include interpretive panels that tell the history of the railroad as well as the lumber history. \$10,000 grant/ \$25,000 total project.

Clearfield County Historical Society – Reproduction of “Lumbering and Rafting in Clearfield County” – This project is to do a reprint of James Mitchell’s lumbering and rafting book. This book focuses on the 19th-century dominant lumber economy of Clearfield County. \$400 grant/ \$800 total project.

ANF Visitors Bureau – Allegheny National Forest Region Heritage Site Videos – this project is to create a series of short, high-quality videos highlighting the noteworthy history, natural sites, and recreational opportunities within the four counties of the Allegheny National Forest Region. \$5000 grant/ \$11,000 total project.

MORE 2020 ACCOMPLISHMENTS

OUTREACH

Boards\Councils\Committees

- CCAA Advisory Board President
- Curwensville/Pike Historical Society
- PWPT/Natural Resources/Community Development
- TPAC
- CEDS
- Clearfield County Extension
- CCCTC Advisory
- Heritage PA Treasurer
- Western PA Conservancy Advisory



January – We worked in a shared booth with the Pennsylvania Wilds where we introduced our wayfinding signs. Steve presented our wayfinding program to the Cameron County Chamber of commerce.

February – Met with Thomas Taber about reprinting the Lumber books. Helped the North Central Regional College with programing a tourism and hospitality curriculum.

March – Meeting with AHUG and PA Wilds about the media lab and tour of the lab. Met with Lumber industry folks about marketing the industry.

April - Took Classes online through Penn State Extension, “Understanding the Forest”.

May – Took a class through Penn State Extension, “Forest Taxation”

July – Warren County outreach visit. Met with commissioners, historical society, partners and attended a COG meeting. Participated in an advisory group for the Workforce Development Website recreation.

August – Tioga County visit. Met with Commissioners, tourism bureau, Tiadaghton State park. Visited Wellsboro businesses and chamber of commerce.

September – McKean County visit. Met with Commissioners, Tourism Bureau, Penn Brad Museum, and McKean county businesses. Steve left for a job at Emporium Hardwoods.

October – Hired Jennifer Swatsworth as Project Manager. Met with Josh Roth and Josh Fox at the lumber museum about upcoming projects. Got to see the new steam engine working while I was there. Met with Candi Hand about the interviews and decided on who to hire.

November – Met with the Knox and Kane Rail Trail committee to find a location for the wayfinding sign near Kinzua State Park and to discuss LHR partnerships. Met with the PA Wilds retail store at the Kinzua State Park store. Took a tour of Emporium Hardwoods.

BEING CONNECTED

Newsletter

WHAT YOU'LL FIND

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

OUR MOST POPULAR 2020 NEWSLETTERS

[CLICK HERE FOR THE REST OF THE STORY](#)

[CLICK HERE TO READ MORE](#)

Something to Think About

Wood products make up 47% of all industrial raw materials in the U.S., but consume only 4% of the total energy required to manufacture those materials. Your product choices make an impact on our environment.

[CLICK HERE FOR THE REST OF THE STORY](#)

MONTH	RECIPIENTS	OPEN RATE	TOTAL OPENS	CLICK RATE	TOTAL CLICKS
JANUARY	282	27.30%	76	6.5%	18
FEBRUARY	283	23.4%	63	5.9%	16
MARCH	262	24.1%	64	3.8%	10
APRIL	273	27.2%	72	5.7%	15
MAY	268	26.8%	70	8.4%	22
JUNE	265	20.5%	52	5.9%	15
JULY	264	22.9%	59	8.9%	23
AUGUST	263	26.5%	68	7.4%	19
SEPTEMBER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER
OCTOBER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER	NO NEWSLETTER
NOVEMBER	265	20.3%	52	3.5%	9
DECEMBER	258	16.5%	42	0.4%	1
2019 AVERAGE	219.8	23.56%	134.5	4.14%	19.4
INDUSTRY AVE.		25.17%		2.79%	
2020 AVERAGE	268.3	23.55%	61.8	5.64%	14.8

BEING CONNECTED

Facebook



OUR MOST POPULAR POSTS

LHR Lumber Heritage Region of Pennsylvania, Inc. in Emporium, Pennsylvania

Published by Holly Kormanik (1) • Facebook • April 14

Did you know... The longest recorded log slide was 8 miles long and located in the LHR, (Clearfield County)

4,142 People Reached

182 Reactions, Comments & Shares

136 Likes, 1 Love, 21 Wows, 10 Comments, 24 Shares

48 Post Clicks

0 Photo Clicks, 0 Link Clicks, 48 Other Clicks

3 Post Clicks

0 Likes, 0 Comments, 0 Shares

LHR Lumber Heritage Region of Pennsylvania, Inc. in Emporium, Pennsylvania

Published by Jennifer Dennis Sorenson (1) • Facebook • October 23

This week the Lumber Heritage Region Executive Director and Project Manager had the unique privilege of touring one of the few, state-of-the-art milling and drying facilities in the world, right here in our back yard! Emporium Hardwoods located in Emporium, Pa. produces some of the highest quality hardwoods in the country, including white oak, red oak, maple, ash and the finest cherry production in the world. Their hardwoods are sourced from Appalachian hardwood forests...

4,869 People Reached

65 Reactions, Comments & Shares

43 Likes, 1 Love, 1 Wows, 3 Comments, 14 Shares

181 Post Clicks

4 Link Clicks, 174 Other Clicks

0 Likes, 0 Comments, 0 Shares

LHR Lumber Heritage Region of Pennsylvania, Inc. in Emporium, Pennsylvania

Published by Holly Kormanik (1) • Facebook • June 17

Stop #5 - Pennsylvania Lumber Museum. This is the place to go to learn everything you want to know about the Woodlands in our 15-county region. There are plenty of outdoor exhibits if you visit and it's closed due to Covid-19.

7,951 People Reached

160 Reactions, Comments & Shares

121 Likes, 22 Loves, 99 Shares, 7 Comments, 2 Post Clicks, 1 Photo Click, 2 Link Clicks, 19 Comments, 19 Shares, 19 Shares, 18 Post Clicks, 1 Other Click

610 Post Clicks

315 Photo Clicks, 0 Link Clicks, 295 Other Clicks

0 Likes, 0 Comments, 0 Shares

WHO'S LOOKING AND WHERE THEY'RE FROM



WEBSITE AT WORK



■ New Visitor ■ Returning Visitor



We had over 2,000 more new users to our website than one year ago. We also had over 6,000 more page views and people stayed on our page 7 seconds longer. Our bounce rate was even a little lower. I would give the credit for these statistics to our marketing campaign.

The audiences that found us through bing, Lumbermuseum.org, and facebook tend to stay the longest. People who find us by accident are the quickest to leave the site and cause our bounce rate to be higher.

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	8,282 % of Total: 100.00% (8,282)	8,163 % of Total: 100.00% (8,163)	10,064 % of Total: 100.00% (10,064)	69.34% Avg for View: 69.34% (0.00%)	2.21 Avg for View: 2.21 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)
1. (direct) / (none)	2,911 (34.45%)	2,905 (35.59%)	3,324 (33.03%)	68.26%	2.41	00:01:30
2. google / organic	2,191 (25.93%)	2,117 (25.93%)	2,714 (26.97%)	64.63%	2.32	00:01:44
3. m.facebook.com / referral	998 (11.81%)	979 (11.99%)	1,112 (11.05%)	87.68%	1.32	00:00:26
4. Facebook / ppc	797 (9.43%)	756 (9.26%)	915 (9.09%)	90.16%	1.26	00:00:20
5. lumbermuseum.org / referral	165 (1.95%)	162 (1.98%)	183 (1.82%)	50.27%	3.52	00:02:56
6. bing / organic	162 (1.92%)	155 (1.90%)	260 (2.58%)	46.54%	3.52	00:03:38
7. l.facebook.com / referral	143 (1.69%)	113 (1.36%)	250 (2.48%)	50.40%	2.78	00:02:54
8. moshannonfalls.com / referral	132 (1.56%)	112 (1.37%)	155 (1.54%)	48.39%	2.95	00:01:52
9. facebook.com / referral	123 (1.46%)	109 (1.34%)	155 (1.54%)	84.52%	1.62	00:00:57



Page	Pageviews	% Pageviews
1. /	4,536	20.36%
2. /visit/selfie-trail/	1,472	6.61%
3. /visit/	1,179	5.29%
4. /about-us/	830	3.73%
5. /discover/	823	3.69%
6. /selfie-trail-contest/	650	2.92%
7. /grants/	590	2.65%
8. /shop/	509	2.28%
9. /discover/roots/	483	2.17%
10. /product/a-paddlers-map-and-guide-to-the-scenic-west-branch-susquehanna-river/	392	1.76%

Most people landed on the Selfie Trail page of our website. I would attribute that to the marketing we did for the trail. It is great to see that a good amount of our traffic is coming to learn more about lumber heritage. On the downside, we have lost a good number of visitors because we no longer have the water trail maps to sell.

WHAT'S NEXT

Wayfinding Program

Our goal is to get two more signs in the ground, one in Cambria County and one in Clarion County. We are working with two trail sites but we are struggling for solid locations since a lot of property, based around our outline, are state owned properties.

The brochure sales are on hold due to COVID restrictions. COVID has not only put restrictions on face to face meetings, travel and business restrictions, we know that COVID has effected the livelihood of a lot of our small businesses. Taking all this into consideration, we determined it would be not be ideal to sell ads or to even meet in person. This project will be revisited once the restrictions are lifted and the tourism businesses are back in the game. We are however, doing a generic brochure that can go in all the totems. This will bide us some time until the state of the world is more conducive to the project.

We have determined the geocaches for the Wayfinding trail have to be redone completely. Due to the way they were set up, several of the sites are being blocked by the geocaching reviewers. The plan at this point, is to meet with current geocacher's and redo the entire trail.

Diversity Study

Hilary Jebitsch is working diligently on the research for the diversity study. We are close to spending our cap amount on this project. She is currently working on processing the information she has collected and will be organizing it and making a story out of it.

The information, once it is written, will be used for deliverables such as interpretive panels, live and online presentations, education, and more. Once the LHR has finished utilizing the research, the IUP library has shown some interest in housing the work for the long term. (Hilary, Jennifer and I, all attended IUP)

Partner Program

Expanding our reach through the region is an important MAP project. Work has begun on strengthening our Partner program and increasing our Partners by our Project Manager. A stronger tracking system, a new partner onboarding and benefit package is currently being developed along with building and maintaining a stronger, more inclusive LHR partnership program. Jennifer has set a goal of adding 40 new partners in 2021 and is currently developing our outreach in the counties to give us a good network throughout the region. She will do this by engaging with all lumber and tourism-related businesses in the 15-county region and will be active in carrying out the mission of the LHR and working towards building a better place to live, work, and play.

Oil and Lumber Presentation

The Oil Region Alliance and the Lumber Heritage Region are working collaboratively to put together presentations to show the similarities to lumber and oil in our region. The plan includes holding several virtual presentations of various topics. We will design a series that makes historical sense and offer the series online. These presentations will be recorded and offered on our video platforms. We plan to use live presenters with varying expertise to present the materials.

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 have had several meetings with WPSU about the project and how it would be best delivered. An RFP will be issued early in 2021 so we can begin the process of recording this important history. The finished material will then be used across social media, in museums and possibly sold as a documentary for the LHR.