



LHR

Lumber Heritage Region

MARKETING PLAN 2023



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ACKNOWLEDGEMENTS

ACKNOWLEDGEMENTS

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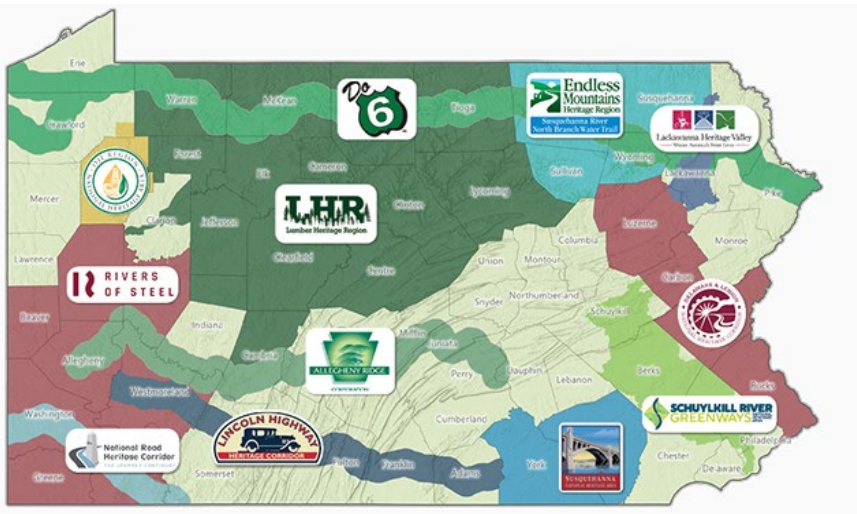
OUR ORGANIZATION



The Lumber Heritage Region is a 15-county region in North West/North Central Pennsylvania that accentuates the importance of the lumber industry for the past, present and future. The goal of the heritage region is to market its assets to potential visitors, to serve as a resource to the PA hardwood industry, and to keep the economic impact of the region in the forefront. LHR is a 501C3 organization that is dedicated to helping the region make an impact internationally. It is our mission to serve the region with technical, educational, and financial assistance through coordination of networking and communication initiatives.

The Lumber Heritage Region is one of Pennsylvania's 12 State-Designated Heritage Areas. The Pennsylvania Heritage Area Program is a multi-region asset-based economic development program rooted in the commonwealth's rich natural, cultural, and industrial history. DCNR's Bureau of Recreation and Conservation administers the Pennsylvania Heritage Areas Program. Heritage Areas create cross-sector partnerships that enhance a region's "sense of place" and strengthen regional economies. These partnerships create vibrant livable communities that attract private investment and house the products and places that drive Pennsylvania's tourism industry. Pennsylvania's Heritage Areas operate in 57 of 67 counties throughout the commonwealth.

Each of Pennsylvania's 12 state-designated Heritage Areas is independently established and managed. They are as unique as the history they preserve, the resources they enhance, and the communities they support and grow. Pennsylvania's Heritage Areas Program was established in 1989.



The LHR is dedicated to promoting the Heritage of Pennsylvania's internationally significant forest region and recognizing its value as a sustainable asset. The LHR promises to work throughout the 15-county region utilizing the past to create a better place to live, work and play. The LHR is an internationally recognized forest community with a sense of pride in our people, our quality of life, and the traditions of our rural heritage; preserving, relating, and enhancing the history and heritage of the people and their relationship with the forests or rural Pennsylvania.

The Lumber Heritage Region covers the following 15 Pennsylvania counties; Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Elk, Forest, Indiana, Jefferson, Lycoming, McKean, Potter, Tioga, Warren



LHR MISSION STATEMENT

The Lumber Heritage Region of Pennsylvania is a partnership dedicated to promoting the heritage of Pennsylvania's internationally significant forest region and recognizing its value as a sustainable asset. The LHR promises to work throughout the 15-county region utilizing the past to create a better place to live, work and play.

LHR VISION STATEMENT

The Lumber Heritage Region of Pennsylvania is an internationally recognized forest community with a sense of pride in our people, our quality of life, and the traditions of our rural heritage; preserving, relating, and enhancing the history and heritage of the people and their relationship with the forests or rural Pennsylvania, linking forests, parks, historical resources, and communities allow residents and visitors to explore our vibrant culture and contribute to a vital economy.

EXECUTIVE SUMMARY

Early in the plan development process, the plan leadership team identified six priority areas to serve as the foundation for action. These priorities capture the current challenges and opportunities and offer recommendations for supporting outdoor recreation for all Pennsylvanians. The Lumber Heritage Region Marketing Plan aims to promote and preserve the rich cultural and historical significance of the Lumber Heritage Region as a designated heritage area. This executive summary provides an overview of the key elements and strategies outlined in the comprehensive marketing plan.

- Enhancing Awareness
- Promoting Heritage Stories & Themes
- Emphasizing Outdoor Recreation
- Strengthening Partnerships
- Visitor Engagement & Education
- Education & Outreach

The Lumber Heritage Region, boasts a vibrant history deeply rooted in the lumber industry, which played a pivotal role in the region's development. With its unique heritage sites, natural landscapes, and diverse recreational opportunities, the Lumber Heritage Region has tremendous potential to attract tourists and stimulate economic growth.



Enhancing Awareness

The plan aims to increase awareness of the Lumber Heritage Region among potential visitors, residents, and businesses, highlighting its historical significance, cultural heritage, and outdoor recreational offerings. Through targeted marketing campaigns, partnerships with tourism entities, and the utilization of various digital platforms, the plan aims to reach a wider audience.



Promoting Heritage Stories & Themes

The Lumber Heritage refers to the rich history and cultural significance of the lumber industry in Pennsylvania. Promoting stories and themes related to the lumber heritage can help preserve and celebrate this heritage, educate the public, and create a sense of pride and connection to the local community. Promoting these stories and themes can be achieved through various means, including exhibitions, museums, historical tours, educational programs, publications, documentaries, and community events. By highlighting the lumber heritage, communities can preserve their history, educate future generations, and foster a deeper appreciation for the industry's contributions to their region. The marketing plan includes initiatives to promote these stories & themes, such as developing engaging interpretive materials, using digital media to tell the stories, creating itineraries and trails, and collaborating with local communities to participate in heritage-themed events.



Emphasizing Outdoor Recreation

The Lumber Heritage Region is blessed with natural beauty, including forests, rivers, and scenic trails, providing ample opportunities for outdoor recreation. The marketing plan emphasizes the region's recreational offerings by promoting activities such as hiking, biking, fishing, camping, and kayaking. By highlighting the region's diverse outdoor experiences, the plan aims to attract adventure seekers, nature lovers, and outdoor enthusiasts.



Strengthening Partnerships

The marketing plan recognizes the importance of collaboration with local businesses, organizations, and communities. By fostering partnerships, the plan aims to develop joint marketing initiatives, cross-promotion strategies, and the creation of heritage-related products and services. These collaborations will enhance the overall visitor experience while supporting the economic development of the region.



Visitor Engagement & Education

The marketing plan emphasizes visitor engagement and education through interactive experiences and educational programs. This includes the development of digital applications, itineraries, trails, and interpretive signage that provide historical context and engage visitors in immersive learning experiences. By fostering a deeper connection between visitors and the region's heritage, the plan aims to create lasting memories and generate repeat visits.



Education and Outreach

The plan emphasizes the importance of engaging local communities in the Lumber Heritage Region. Outreach efforts will involve collaborating with community organizations, historical societies, and local schools to raise awareness about the region's heritage. By involving the community, the plan seeks to foster a sense of pride and ownership among residents and promote stewardship of the region's cultural and natural resources. Education and outreach efforts will highlight the economic benefits of preserving and promoting the region's lumber heritage.

PRIORITY RECOMMENDATIONS & ACTIONS

Priorities at a Glance



Enhancing Awareness

- Develop a brand identity that reflects the region's unique history and culture
- Use digital marketing channels such as social media, search engine optimization, and email marketing to reach potential visitors.
- Attend tourism trade shows and events to promote the region to travel industry professionals and potential visitors.
- Develop partnerships with other tourism organizations, such as hotels, restaurants, and local businesses to create joint marketing campaigns and promotional packages. This can help to increase the value proposition for visitors and generate more revenue for local businesses.



Promoting Heritage Stories & Themes

- Develop engaging content that educates our audience about the historical significance of the lumber industry.
- Leverage social media platforms to share stories, historical facts, or behind-the-scenes glimpses into your brand's connection with the lumber heritage.
- Develop informative content that educates our audience about the history, significance, and environmental impact of the lumber industry. Create blog posts, videos, or social media campaigns that share interesting facts, behind-the-scenes glimpses, or interviews with industry experts.
- Collaborate with local organizations, museums, or historical societies dedicated to preserving the lumber heritage. Sponsor events, exhibitions, or educational programs that celebrate the industry's legacy. By aligning with these entities, you can strengthen your brand's connection to the community and the heritage.



Emphasizing Outdoor Recreation

- Emphasize the various outdoor activities that can be enjoyed in the area. Leverage the natural beauty of the surrounding landscapes, such as forests, rivers, or lakes, and promote activities like hiking, camping, fishing, kayaking, wildlife spotting, experiences.
- Partner with local businesses to offer exclusive deals or packages that combine outdoor activities with the lumber heritage experience.
- Emphasize the educational aspect of outdoor recreation by incorporating information about the lumber heritage, its history, and the importance of sustainable forestry practices.
- Highlight any outdoor events or festivals happening in the lumber heritage area. Use social media, local event listings, and targeted advertisements to create awareness and attract visitors interested in outdoor activities.



Strengthening Partnerships

- Holding Partner Education and Networking events to help build value, brand awareness and connection's with our partners.
- Identifying key stakeholders who have a vested interest in the lumber heritage organization. This may include local businesses, tourism organizations, historical societies, environmental groups, educational institutions, government agencies, and community leaders.
- Offer co-branding opportunities with partners to enhance the perceived value of the lumber heritage. Co-branded efforts help establish credibility and can attract a wider audience.
- Engage with the local community through partnerships and collaborations. Involve community organizations, in planning events, festivals, or exhibitions related to lumber heritage.



Visitor Engagement & Education

- Develop interactive exhibits, that showcase the history and processes of the lumber industry. Incorporate multimedia elements, such as videos, audio guides, and virtual reality experiences, to engage visitors and provide them with an immersive learning experience.
- Develop educational programs tailored for different age groups, including school field trips and educational outreach initiatives. Collaborate with local schools and educational institutions to incorporate lumber heritage into their curricula.
- Encourage local residents to share their personal stories and memorabilia related to the industry, fostering a sense of pride and involvement in preserving the heritage.
- Establish partnerships with local museums, historical societies, conservation organizations, or universities to enhance the visitor experience and expand educational opportunities. Collaborative efforts can lead to joint exhibitions, research projects, or the development of educational materials.



Education & Outreach

- Collaborate on joint initiatives, sponsor relevant events, or support educational programs related to lumber heritage.
- Develop educational materials, such as articles, blog posts, videos, and infographics, that highlight the significance of lumber heritage. Make the content easily accessible through your website, social media platforms, and offline materials like brochures or pamphlets.
- Organize workshops and seminars aimed at various target audiences, including students, professionals, and community members. Collaborate with experts, local historians, and industry professionals to provide valuable insights.
- Arrange guided tours of historical lumber sites, sawmills, or forests to give participants a firsthand experience of lumber heritage. Educate visitors about the lumber industry's past, the tools and machinery used, and the challenges faced. If possible, involve local lumber experts or historians to provide in-depth knowledge and storytelling during the tours.

OVERVIEW

Implementing the Lumber Heritage Marketing plan is essential for several reasons:

Economic Impact: The marketing plan aims to attract visitors to the lumber heritage area, which in turn generates economic benefits for the local businesses, communities, and stakeholders. Increased tourism brings in revenue through visitor spending on accommodations, dining, shopping, outdoor equipment, and other services, leading to job creation and economic growth.

Preservation of Heritage: The lumber heritage marketing plan helps preserve and promote the unique cultural and historical significance of the area. By sharing heritage stories, educating visitors, and fostering a deeper appreciation for the region's lumber heritage, the plan ensures that these valuable assets are celebrated, protected, and passed on to future generations.

Sustainable Tourism Development: The marketing plan emphasizes the importance of sustainable tourism practices. By highlighting outdoor recreation and partnering with local organizations, the plan encourages responsible use of natural resources, promotes conservation efforts, and supports sustainable forestry practices. This approach ensures that tourism development in the lumber heritage area is environmentally friendly and preserves the area's natural beauty for years to come.

Community Engagement: The implementation of the marketing plan fosters community engagement and pride. By involving local businesses, organizations, and residents in promotional activities and partnerships, the plan strengthens community ties and encourages active participation in preserving and showcasing the lumber heritage. This collaboration creates a sense of ownership and fosters a sustainable tourism ecosystem that benefits both visitors and the local community.

Increased Awareness and Visitations: Implementing the marketing plan helps raise awareness about the lumber heritage area and its unique offerings. Through targeted advertising, partnerships, social media campaigns, and educational outreach, the plan ensures that potential visitors are informed about the area's attractions and opportunities. Increased awareness leads to higher visitation rates, attracting a diverse range of tourists who are interested in the lumber heritage, outdoor activities, and cultural experiences.

Enhanced Visitor Experience: The marketing plan focuses on visitor engagement, education, and the development of outdoor recreation opportunities. By providing immersive experiences, educational resources, and interactive activities, the plan enriches the visitor experience and creates lasting memories. This positive experience encourages visitors to recommend the lumber heritage area to others, leading to repeat visits and positive word-of-mouth promotion.

In summary, implementing the lumber heritage marketing plan is crucial for economic growth, heritage preservation, sustainable tourism development, community engagement, increased awareness, and enhanced visitor experiences. By effectively promoting the area's unique attributes and creating a comprehensive destination marketing strategy, the plan ensures the long-term success and sustainability of the lumber heritage area.

PENNSYLVANIA TOURISM & PARTICIPATION TRENDS

Economic Impact of Travel and Tourism in PA

To view full report visit:

https://www.visitpa.com/sites/default/files/pdfs/2021_Economic_Impact_of_Tourism_in_Pennsylvania_FINAL_ES.pdf





ECONOMIC IMPACTS

KEY FINDINGS

DIRECT VISITOR SPENDING

Visitor activity increased significantly in 2021. With the pandemic's effects waning, businesses and venues reopening, and traveler confidence rising, the number of visitors to Pennsylvania grew to nearly 180 million visitors in 2021, an increase of more than 28 million visitors. The spending by these visitors grew \$9.1 billion in 2021 to reach \$38.0 billion spent at hotels, restaurants, retailers and other businesses that support the visitor experience in Pennsylvania. Visitor spending rebounded back to 83% of 2019 levels.

 **179.8 MILLION**
Total Visitors to Pennsylvania in 2021

 **28.3 MILLION**
Increase in Visitors to Pennsylvania in 2021





 **\$23.2B** +  **\$14.8B** =  **\$38.0B**
Spending by Overnight Visitors Spending by Day Visitors Direct Visitor Spending

TOTAL ECONOMIC IMPACT

The direct visitor spending of \$38 billion generated a total economic impact of \$66.3 billion in Pennsylvania in 2021 including indirect and induced impacts. This total economic impact sustained more than 450,000 jobs and generated \$4.2 billion in state and local tax revenues in 2021.

 **\$66.3 BILLION**
Total Economic Impact of Tourism in Pennsylvania in 2021

SUMMARY ECONOMIC IMPACTS Pennsylvania Tourism (2021)

			
\$38.0B	\$66.3B	452,885	\$4.2B
Direct Visitor Spending	Total Economic Impact	Total Jobs Supported	State & Local Taxes Generated



VISITS & VISITOR SPENDING

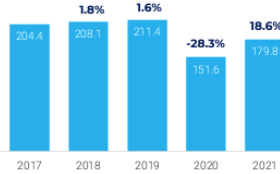
Pennsylvania tourism rebounded in 2021. With pandemic effects moderating and attractions and events reopening in 2021, travelers returned. Rising consumer confidence in travel pushed visitation and visitor spending to impressive growth rates in 2021. However, the recovery remained uneven and unfinished in 2021 as both international and business and event-related travel remained suppressed. Strength in leisure travel drove visitation and visitor spending to historical growth rates.

VISITOR VOLUME

Rebound in 2021

In 2021, travel confidence rebounded with easing restrictions and available vaccines. As a result, visitor volume growth was strong, registering a gain of 19% in 2021, with levels recovering to 85% of pre-pandemic levels.

Pennsylvania visitor volume
Amounts in millions



Sources: Longwoods International, Tourism Economics

VISITOR SPENDING

Visitor spending in 2021 in Pennsylvania rebounded to 83% of 2019 levels.

With trips rebounding strongly, visitor spending jumped 32% in 2021 to \$38 billion. This growth has brought spending levels to 83% of 2019 levels.

Transportation spending, including the value of the airport to the state's economy, remains the largest spending category in 2021 with 29% of each visitor dollar dedicated to transportation costs.

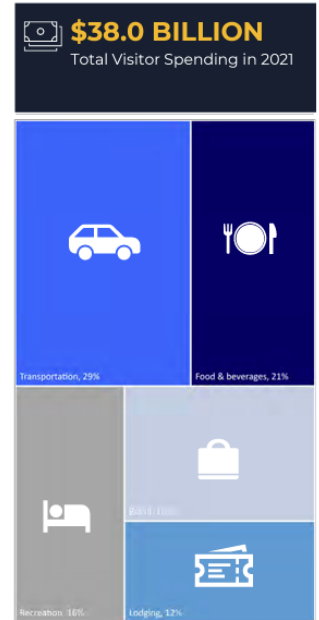
Visitors \$8.3 billion spent on food & beverages in 2021 – at businesses from restaurants to grocery stores – is 21% of the average visitor dollar.

Sixteen percent of each visitor dollar spent in Pennsylvania went to recreational activities with retail and lodging spending capturing the remaining 28% of each visitor dollar spent in Pennsylvania in 2021.

Pennsylvania visitor spending
Amounts in \$ billions



Sources: Longwoods International, Tourism Economics



Source: Tourism Economics

Note: Lodging spending includes dollars spent on second homes. Transport includes both air and local transportation.

Participation Trends

Taken from the 2020-2024 PENNSYLVANIA OUTDOOR RECREATION PLAN

Full document can be viewed at

<https://elibrary.dcnr.pa.gov/GetDocument?docId=3223603&DocName=PASCORP2020-2024Final.pdf>

Participation Trends

According to the Outdoor Foundation's 2019 Outdoor Participation Report, a little more than half of the U.S. population participated in outdoor recreation at least once in 2018. This is a 3.1 percent increase from 2017 to 2018, which continued a three-year streak of modest growth in outdoor participation rates. The number of outdoor participants also slightly increased. However, the report noted some concerning trends: the moderate participation rate—participation about once a month—has declined by nearly two percent over the past decade. Overall outdoor outings declined by an average of 7.4 outings per participant over the past year, and youth outdoor outings have dropped by 1.4 percent over the past three years.¹

Although the Foundation's report did not provide a state breakdown, Pennsylvania's 2019 Spring Lion Poll points to higher participation rates in Pennsylvania. Nine out of 10 Pennsylvanians said they participated in at least some outdoor recreation activity in the past year. More than 20 percent of respondents indicated they participated in outdoor recreation two or more times a week.

88.4% of Pennsylvania's outdoor enthusiasts said that outdoor recreation is an essential part of their lives. **80.7%** said they would like to participate more in outdoor activities.

(Public Survey)

Age was one of the stronger predictors of outdoor recreation use. Over 93 percent of Pennsylvanians between the ages of 18 and 34 used

some type of outdoor recreation area in the last year. By contrast, more than 70 percent of Pennsylvanians over age 65 did so. (2019 Spring Lion Poll)

Ethnicity

In Pennsylvania's surveys gauging frequency of participation, analysis showed no significant association between race/ethnicity and outdoor recreation.

When analyzing where people go for recreation, ethnicity differences emerged at the state and federal levels. While visitation to local and county facilities was the same among all ethnicities, visitation to state recreation areas was highest among White and Asian/Pacific

Islander respondents, with Black/African American respondents reporting the lowest visitation. These trends may pose a challenge for Pennsylvania state parks and forests and may suggest a need to further reach out to communities of color to see what programs and activities would appeal to them.

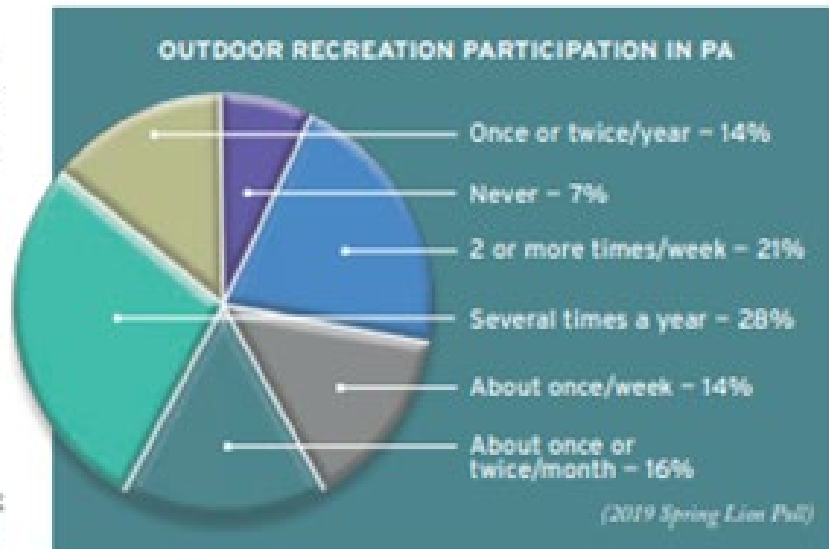
When broken down by ethnicity, some differences emerge in respondents' favorite outdoor recreation activities. Among Black/African American respondents, playing basketball was the most frequently mentioned



Participation Trends

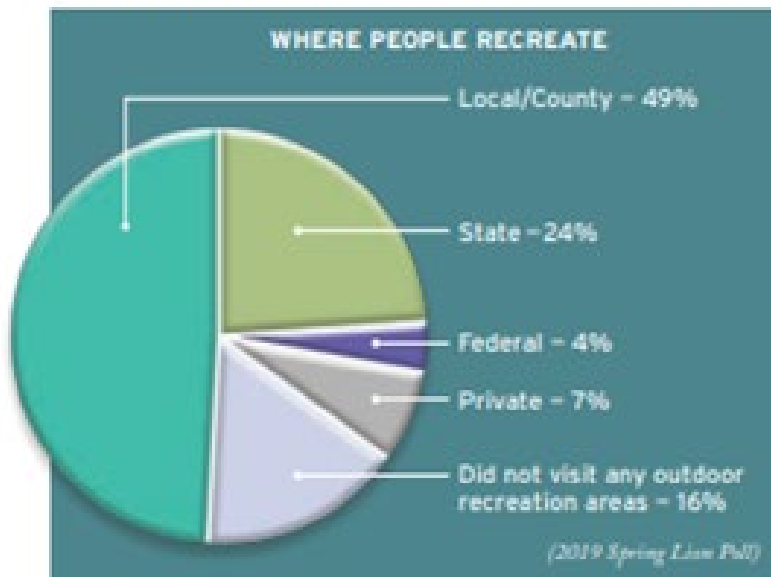
favorite outdoor activity. All ethnicity groups except Black/African American respondents identified hiking as one of the top outdoor activities. Walking was popular across groups. Swimming and fishing were also frequently mentioned among some groups. (PSU ethnic panel of PA State Park survey, Appendix F)

Nationally, a special report on fishing commissioned by the Recreational Boating & Fishing Foundation in partnership with the Outdoor Foundation shows that more women and Hispanics are fishing than ever before, highlighting record-breaking diversity for America's anglers. And according to the 2018 North American Camping Report, the percentage of new non-White campers outpaced the percentage of new Caucasian campers in 2018. These could represent growth areas for Pennsylvania.



Places

Nationally, of outdoor participants, 63 percent report they recreate within 10 miles of their home, according to the Outdoor Foundation Report. Similarly in Pennsylvania, nearly half of Pennsylvanians visited a local, municipal or county park, trail, public pool, or recreation area most often in the past year, and about one-quarter visited state parks, forests, or game lands. Pennsylvanians with minor children living in a household visited local parks most often in the past year (60 percent). Those who live in the northern tier and central part of the state visit state parks and forests most often. (2019 Spring Lion Poll)



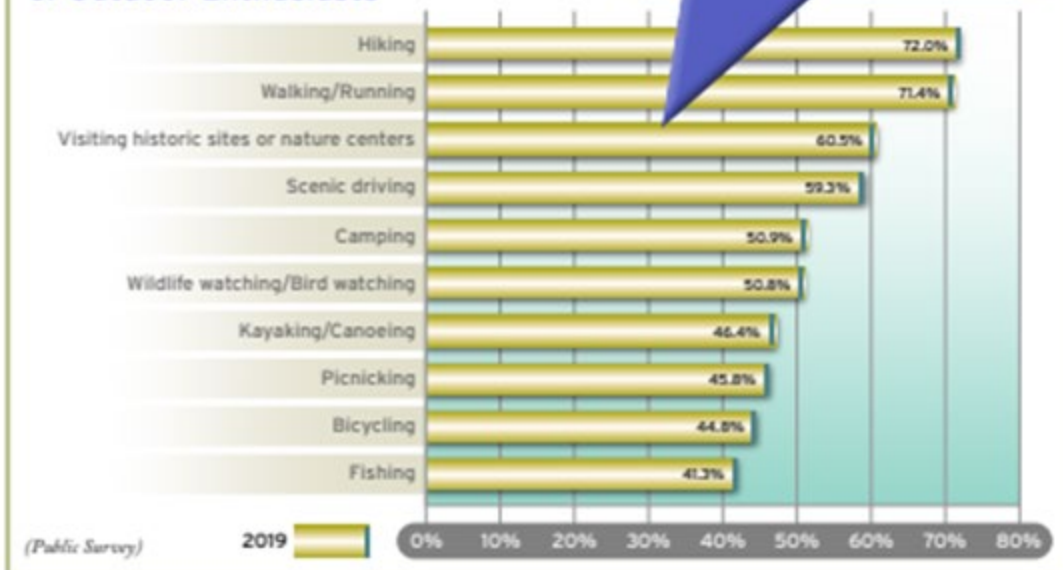
Participation Trends



or canoeing, rock climbing, motorized trail use, stand-up paddle boarding, bicycling, cross country skiing or snowshoeing, fishing, camping, ziplining, backpacking, hunting, and hiking. The single activity mentioned more frequently than any other activity was kayaking. (Public Survey)

More traditional outdoor activities like hiking, camping, paddling, bicycling, and fishing did not show up in the top 10 activities in the 2014 survey of Pennsylvania's general population, while walking, visiting historic sites and nature centers, scenic driving, picnicking and wildlife watching were activities that appeared in the top 10 of both surveys.

2019 Top Ten Activity List of Outdoor Enthusiasts



Sources:

¹ Outdoor Foundation. 2019 Outdoor Participation Report. Available at: <https://outdoorindustry.org/resources/2019-outdoor-participation-report/>



TOURISM ACTIVITIES IN THE REGION

Tourism plays a vital role in the economic structure in the LHR. The vast 15-county region has many natural and man made attractions. The largest pull within the LHR is Outdoor recreation. Our Heritage and History is another focus when people come into the region.

Below is a list of some of the major activities, attractions and assets that can be enjoyed throughout the Lumber Heritage Region.



OUTDOOR RECREATION IN THE REGION

Hunting	Sled Riding
Fishing	Camping/Tenting/RV
Hiking	Horseback riding
Biking	Waterfalls
Boating	Elk viewing
Swimming	Wineries/Breweries
Canoeing	Photography
Snow Shoeing	Water Trails
Cross Country Skiing	Motorcycle Trails
Geocaching	Driving Trails
Bird watching	Biking Trails
Snowmobiling	Artisan Trails
Dark Skies Viewing	History
ATVing	Heritage
Ice Skating	Golfing
Kayaking	Mountain Biking
Festivals	Fairs



KEY ATTRACTIONS

Marienville ATV /Bike Trail	Trail
Billy Lewis ATV Trail	Trail
PA Route 6	Trail
Rock Run Recreation Area	Trail
Rocky Gap ATV Trail	Trail
Timberline ATV Trail	Trail
Whiskey Springs ATV Trail	Trail
Willow Creek ATV Trail	Trail
West Branch Susquehanna Byway	trail
Lumber Heritage Trail	Trail

Attraction	Category
Allegheny Riverstone Center For The Arts	Arts/Retail
Appalachian Art Studio	Arts/Retail
Lisa's Sew Crafty	Arts/Retail
Bradford Creative Performing Arts Center	Arts/Retail
Cameron County Artisan Center	Arts/Retail
Potter County Artisan Center	Arts/Retail
Clearfield Arts Studio Theatre	Arts/Retail
Cook Forest Sawmill Center for the Arts	Arts/Retail
The Strawberry Tree	Arts/Retail
Elk County Council on the Arts	Arts/Retail
Winkler Gallery of Fine Art	Arts/Retail

Allegheny Reservoir	Waterways
Allegheny River	Waterways
Little Pine Lake	Waterways
Nessmuk Lake	Waterways
Pine Creek	Waterways
Chapman Lake	Waterways
Clarion River	Waterways
Cloe Lake	Waterways
Sinnemahoning Creek	Waterways
Curwensville Lake	Waterways
Curwensville Lake	Waterways
Tionesta Lake	Waterways
East Branch Lake	Waterways
George B. Stevenson Reservoir	Waterways
Wykoff Run Natural Area	Waterways
West Branch Susquehanna river	Waterways
Allegheny River	Waterways

Allegheny Cellars Winery	Libations
Laurel Mountain Vineyard	Libations
Bee Kind Winery	Libations
Benezette Wines	Libations
Blackbird Distillery	Libations
Oregon Hill Wine Company	Libations
Bullfrog Brewery	Libations
CJ Spirits	Libations
Clarion River Brewing Company	Libations
Shadow Vineyard and Winery	Libations
Starr Hill Vineyard & Brewery	Libations
Straub Brewery	Libations
Wapiti Ridge Wine Cellars	Libations
Elk Mountain Winery	Libations
Flickerwood Wine Cellars & Lounge	Libations
Winery at Wilcox	Libations
Four Friends Winery	Libations

Kinzua Bridge	Attraction
Kinzua Dam	Attraction
Austin Dam	Attraction
McGees Mills Covered Bridge	Attraction
Bilgers Rocks	Attraction
Millionaires Row – Williamsport	Attraction
Mount Assisi Gardens	Attraction
Boal Mansion	Attraction
Columbus Chapel	Attraction
Bucktail Monument	Attraction
Serenity Glass Park	Attraction
Smethport Mansion District	Attraction
Cook Forest Fire Tower	Attraction
Depot at Doolittles	Attraction
Wildwoods Cemetery	Attraction
Gobblers Knob	Attraction
Greater Renovo Heritage Park	Attraction
Allegheny National Forest	Attraction

Grice Museum	Museum
Jimmy Stewart Museum	Museum
Allegheny Portage Railroad	Museum
Kane Railroad Depot & Museum	Museum
Little League Museum	Museum
Beech Creek Watershed Heritage Museum	Museum
PA Lumber Museum	Museum
Penn Brad Oil Museum	Museum
Peter Herdic Transportation Museum	Museum
Cameron County Historical Society	Museum
Cameron County Little Museum	Museum
Piper Aviation Museum	Museum
Red Hill Fossil Museum	Museum
Clinton E Wilder Museum	Museum
Coalport Area Coal Museum	Museum
Thomas Tabor Museum	Museum
Woolrich Museum of Rich Family	Museum
Zippo/Case Museum	Museum



UNIVERSITIES, COLLEGES & TRADE SCHOOLS

Butler County Community College /Brockway
Clarion University (Penn West Clarion)
Clearfield County Career & Technology Center
Indiana University of Pennsylvania – Main Campus
Indiana University of Pennsylvania – Punxsy
JeffTech
Lock Haven University – Clearfield Campus
Lock Haven University of Pennsylvania
Lycoming College
Mansfield University of Pennsylvania
Northern PA Regional College
Penn College
Penn State University – Dubois Campus
Penn State University – Main Campus
Triangle Tech
University of Pittsburgh at Bradford



HISTORICAL SOCIETIES

Bloomington Grove Historical Society
Bradford Landmark Society
Brockway Area Historical Society
Cambria County Historical Society
Centre County Historical Society
Clarion County Historical Society
Clearfield County Historical Society
Clinton County Historical Society
Cameron County Historical Society
St. Marys Historical Society
E.O. Austin Historical Society
East Lycoming Historical Society
Elk County Historical Society
Forest County Historical Society

Historical and Genealogical Society of Indiana County
Jefferson County Historical Society
Jersey Shore Historical Society
Lycoming County Historical Society
McKean County Historical Society & Museum
Muncy Historical Society & Museum
Osceola Mills Community Historical Society
Potter County Historical Society
Dubois Area Historical Society
Austin Dam Memorial Association
Sugar Valley Historical Society
The Punxsutawney Historical & Genealogical Website
Tioga County Historical Society
Warren County Historical Society/Wilder Museum



STATE / NATIONAL PARKS & FORESTS (in the LHR)

Allegheny Portage Railroad	Lyman Run State Park
Allegheny National Forest	McCalls Dam State Park
Bald Eagle State Park	Moshannon State Forest
Bald Eagle State Forest	Ole Bull State Park
Bendigo State Park	Parker Dam State Park
Black Moshannon State Park	Patterson State Park
Bucktail State Park Natural Area	Prince Gallitzin State Park
Chapman State Park	Prouty Place State Park
Cherry Springs State Park	Quehanna Wildlife Area
Clear Creek State Forest	Raymond B. Winter State Park
Colton Point State Park	Ravensburg State Park
Cook Forest State Park	Simon B. Elliott State Park
Cornplanter State Forest	Sinnemahoning State Park
Denton Hill State Park	Sizerville State Park
Elk State Forest	Sproul State Forest
Hills Creek State Park	Susquehanna State Park
Hyner Run State Park	Susquehannock State Forest
Hyner View State Park	Tiadaghton State Forest
Kettle Creek State Park	Tioga State Forest
Kinzua Bridge State Park	Upper Pine Bottom State Park
Leonard Harrison State Park	Wildlife Center at Sinnemahoning State Park
Little Pine State Park	



RIVERS & LARGE TRIBUTARIES IN THE LHR

North & West Branch of the Susquehanna River
Allegheny River
Tioga River
Conwanesque River
Pine Creek
Sinnemahoning Creek
Kettle Creek
Lycoming Creek



LHR PARTNERS

With a vast 15-county region the LHR supports local businesses and organizations by offering partnerships opportunities. Our partners serve as an extension of our organization for awareness, economic development & opportunities. There is NO OBLIGATION to become a LHR Partner. As a partner of LHR you will have access to the following free or low-cost resources:

- Free Business Listing on the LHR website including a link to your website
- Free PR exposure through the LHR Newsletter and LHR Social Media outlets
- Opportunity to Share your News & Stories with the LHR audience
- Subscription to our monthly Newsletter
- Help Marketing your business to the LHR Audience
- Co-op Advertising & Marketing opportunities exclusive to our Partners
- Funding sources – Mini-grant and other funding opportunities
- Presentations about the Lumber Heritage Region – Let us present to your group
- Tax credits or tax benefits from contributions of labor, supplies, or monetary donations
- Access to state & local government officials through relationship-building efforts
- New Partner Orientation & Welcome Kit- Learn about the Benefits of being a LHR Partner
- Access for the business and its employees to gain greater exposure in the community
- Business to Business networking opportunities
- Featured Monthly Partner Spotlight in the LHR Newsletter and Website
- Free Business Resources
- One on one assistance through onsite visits
- Help Marketing your open job positions

PARTNERSHIP STANDARD OPERATING PROCEDURE

In 2022 the LHR created a Standard Operation Procedure for LHR Partners. The SOP was created to define the process and procedures for the Lumber Heritage Region Partnership Program. This includes prospecting for new LHR Partners, onboarding new Partners and engaging existing Partners to endure Partnership longevity.

Click the link to review the LHR Partnership SOP

<file:///C:/Users/Steve/Documents/LHR%20PARTNER/SOP/Standard%20Operating%20Procedure%20for%20LHR%20Partnership%202022.pdf>

Supporting Documents can be found in the LHR Google Drive. Documents include New Partner Welcome Letter, Benefits Letter, New Partner Orientation PowerPoint, Spreadsheet for Social Media Account Logins etc. at https://drive.google.com/drive/u/1/folders/1Jyq5HH2LFIYWy-Dnnoh9E_WEWXT69Jnb

LHR PARTNER LIST

A current list of our partners can be found at :

https://docs.google.com/spreadsheets/d/1WWAqYbmvXEAkVQDsM0GjIWaeO_Wmlks/edit?usp=sharing&ouid=106858971626361175296&rtpof=true&sd=true

LHR PARTNERING ORGANIZATIONS

PA Route 6

Allegheny Hardwood Utilization Group

Keystone Wood Products Association

North Central PA Regional Planning and Development Commission

Pennsylvania Hardwoods Council

SEDA-COG

North West Region Planning Commission

The PA Wilds

Kane Area Logging Safety Committee

Susquehanna Greenway Partnership

Community Education Council

Community Education Council of Elk & Cameron Counties

National Ruffed Grouse Society

North Central Workforce Development

LUMBER HERITAGE REGIONS TARGET AUDIENCE



TARGET AUDIENCE

When developing a marketing plan for enhancing awareness, promoting heritage stories and themes, emphasizing outdoor recreation, strengthening partnerships, visitor engagement and education, and education and outreach in the lumber heritage regions, it is essential to identify the target audience. While the specific demographics may vary depending on the region and the goals of the marketing plan, here are some key target audiences:

Local Community: Engaging the local community is crucial as they can serve as ambassadors for the lumber heritage regions. This audience may include residents, local businesses, historical societies, and civic organizations. By fostering a sense of pride and ownership, you can encourage them to promote the heritage stories, support local businesses, and participate in educational activities.

Tourists and Travelers: Targeting tourists and travelers interested in history, cultural heritage, and outdoor recreation can help attract visitors to the lumber heritage regions. This audience could include domestic and international tourists, nature enthusiasts, history buffs, and adventure seekers. Highlight the unique heritage

experiences, outdoor activities such as hiking, fishing, and camping, and the authenticity of the lumber heritage regions.

Educational Institutions: Collaborating with schools, colleges, and universities can help in reaching students and educators interested in history, forestry, environmental studies, and related fields. Develop educational programs, field trips, and resource materials to incorporate lumber heritage into their curriculum and inspire the next generation of stewards for the industry.

Outdoor Enthusiasts: Targeting outdoor enthusiasts who are passionate about activities like hiking, birdwatching, fishing, or kayaking can help position the lumber heritage regions as desirable destinations. Emphasize the region's natural beauty, trails, water bodies, and recreational opportunities to attract this audience.

Heritage and History Enthusiasts: Engage with individuals interested in heritage preservation, local history, and cultural experiences. This audience appreciates storytelling, historical sites, museums, and hands-on experiences. Showcase the rich history, heritage sites, artifacts, and immersive activities related to the lumber industry to capture their interest.

Industry Professionals: Strengthen partnerships by targeting professionals from the forestry, woodworking, and related industries. This audience may include forest managers, sawmill operators, artisans, and architects. Collaborate on initiatives that promote sustainable practices, highlight innovative technologies, or provide networking opportunities.

Environmental and Conservation Organizations: Connect with organizations focused on environmental stewardship, sustainable forestry, and conservation. They can be valuable partners in promoting responsible practices and emphasizing the ecological significance of the lumber heritage regions.

It's important to segment and prioritize these target audiences based on the specific goals of the marketing plan, the resources available, and the unique characteristics of the lumber heritage regions. Tailor your messaging, channels, and activities to resonate with each audience, ensuring that the marketing efforts effectively reach and engage them.

BUDGET



MARKETING BUDGET

The Lumber Heritage Region is one of 12 Pennsylvania Heritage areas. The Heritage area program has a line item in the DCNR budget. The current line item is 2.5 million in which 1/12th of the total budget is designated to each Heritage area for operating and administrative expenses. LHR competes for additional funds through the DCNR Partnership grant program. Other funding comes from co-op advertising, merchandise sales, non DCNR grants and donations. Our fiscal year runs from July 1st to June 30th.

The funds for marketing vary annually depending on numerous factors. A copy of the Marketing budget is kept in LHRs permanent records. The average marketing budget at any given year can range from \$25,000 to \$50,000.

The Lumber Heritage Region's marketing budget can vary depending on the specific marketing activities, the target audience, and the available resources. However, some possible line items for the marketing budget could include:

Digital marketing: The Lumber Heritage Region can allocate a portion of its marketing budget for digital marketing activities, such as website development and maintenance, social media advertising, email marketing, and search engine optimization.

Print materials: The region can allocate funds for producing and distributing print materials, such as brochures, maps, posters, and flyers, to promote the region's attractions, events, and activities.

Advertising: The Lumber Heritage Region can allocate a portion of its budget for advertising in regional or national media outlets, such as newspapers, magazines, or travel guides, to reach a wider audience.

Events and festivals: The region can allocate funds for organizing and promoting events and festivals that highlight the region's unique heritage and culture. This can include costs such as venue rentals, equipment rentals, performers' fees, and marketing materials.

Partnerships and sponsorships: The Lumber Heritage Region can allocate a portion of its marketing budget for partnerships and sponsorships with local businesses, non-profits, and events that align with the region's branding and messaging.

Trade shows and travel fairs: The region can allocate funds for attending tourism trade shows and travel fairs to promote the region to travel industry professionals and potential visitors. This can include costs such as booth rentals, travel expenses, and marketing materials.

The exact budget for each line item will depend on the specific activities, the target audience, and the available resources. It's important for the Lumber Heritage Region to prioritize the most effective marketing activities based on their goals, target audience, and budget constraints.



RAISING FUNDS FOR MARKETING

The Lumber Heritage Region can raise money for marketing through a variety of sources. Some possible ways to raise funds for marketing include:

Grants: The region can apply for grants from government agencies, private foundations, and non-profit organizations that support heritage tourism and economic development. These grants can provide funding for specific marketing projects or ongoing marketing activities.

Corporate sponsorships: The Lumber Heritage Region can seek corporate sponsorships from local businesses and organizations that share the region's values and goals. These sponsorships can provide funding for marketing activities in exchange for branding and marketing opportunities.

Partnership programs: The region can develop partnership program that allows individuals and businesses to support the region's marketing efforts through annual membership dues or donations. In exchange, members can receive benefits such as exclusive access to events, discounts on merchandise, or recognition on the region's website and marketing materials.

Collaborate on Marketing Campaigns: Work closely with co-op partners to develop joint marketing campaigns that align with the lumber heritage region's messaging and goals. Collaborate on content creation, social media promotions, events, and other marketing activities. Encourage co-op partners to share the marketing materials through their own networks and channels to maximize exposure.

Partnership with businesses: The region can partner with local businesses to raise funds for marketing. For example, the region can ask businesses to donate a portion of their sales during a specific promotion period to the region's marketing efforts.

Overall, the Lumber Heritage Region can use a combination of these fundraising methods to raise money for marketing. It's important for the region to develop a sustainable funding strategy that aligns with its goals and priorities, and to communicate the value of its marketing efforts to potential donors and partners.

MARKETING GOALS

PRIORITY AREAS



Enhancing Awareness



Promoting Heritage Stories & Themes



Emphasizing Outdoor Recreation



Strengthening Partnerships



Visitor Engagement & Education



Education & Outreach



GOALS

The goals of the lumber heritage region marketing plan for each aspect are as follows:



Enhancing Awareness:

Increase visibility and recognition of the Lumber Heritage Region, by growing our brand, branding the LHR as a unique and appealing destination.

- Expand the reach of marketing efforts through targeted advertising campaigns, social media presence, and collaboration with tourism organizations.
- Increase website traffic by 5% over the next 3 years. This can be achieved through search engine optimization, content marketing, and online advertising campaigns.
- Increase Social media engagement by 5% over the next 3 years to increase likes, shares, comments, and followers on Facebook and create compelling posts to attract a wider audience.
- Increase media coverage by targeting local, regional, and national media outlets. Set a goal to secure a certain number of news stories, features, or interviews about the Lumber Heritage Region within a specified period. Monitor media mentions and track the reach and impact of these articles.
- Establish partnerships and collaborations with local businesses, tourism organizations, and community groups to enhance awareness of the Lumber Heritage Region. Set a goal to secure a specific number of collaborations or joint promotional activities, such as hosting joint events, cross-promoting content, or co-branding initiatives.



Promoting Heritage Stories & Themes:

Celebrate and preserve the cultural and historical significance of the Lumber Heritage Region by creating several stories and themes that tell the story of the Lumber Heritage Regions rich history.

- Share compelling heritage stories that captivate visitors and create a connection to the area's past.
- Develop interactive exhibits, tours itineraries, and educational materials that engage visitors and deepen their understanding and appreciation of the heritage.
- Create additional Stories and Themes that highlight the region's lumber heritage adding to the content we currently have. Can include diversity, indigenous, CCC, impacts of technology etc..

- Enhance educational programming by developing and implementing educational programs that highlight the region's lumber heritage, partnering with local schools to integrate lumber heritage themes into the curriculum, organizing field trips, or offering educational resources. Goal is to increase participants in these programs by reaching more schools, universities and trade schools.
- Develop interpretive materials by creating and distributing interpretive materials, such as brochures, maps, signage, and audio guides, that provide historical context and narratives at key heritage sites.



Emphasizing Outdoor Recreation:

Showcase the natural beauty and recreational opportunities available in the Lumber Heritage Region.

- Highlight hiking trails, biking routes, fishing spots, camping sites, and other outdoor activities that align with the region's resources.
- Position the area as a premier destination for outdoor enthusiasts and adventure seekers. Increase visitor participation in outdoor recreational activities by 10% within the Lumber Heritage Region within the next three years.
- Develop and implement a marketing campaign to promote the outdoor recreational opportunities in the Lumber Heritage Region, targeting both local residents and tourists, within the next year.
- Establish partnerships with local businesses and service providers to offer discounts or special offers for outdoor recreational activities within the Lumber Heritage Region within the next year.
- Increase the number of educational programs and workshops focused on outdoor recreation and environmental conservation within the Lumber Heritage Region by 25% within the next year. This could include joint marketing campaigns, shared events, or joint grant applications.



Strengthening Partnerships:

Foster collaborations with local businesses, organizations, and stakeholders to leverage resources and expertise.

- Develop joint marketing campaigns, events, and packages that enhance the visitor experience.
- Create synergies among partners to maximize promotional efforts and reach a broader audience.
- Expand the partner network to increase the number of partner organizations within the LHR by 25 each year for the next three years. This could involve reaching out to new stakeholders, such as local businesses, community organizations, educational institutions, or government agencies, to join the LHR partnership. We will measure the number of new partners acquired within a specified time frame.

- Enhance communication and information sharing: Establish a goal to improve communication channels and information sharing among LHR partners. This could involve creating a shared online platform, organizing regular partner meetings, or implementing a newsletter or email updates. Measure the frequency and quality of communication and information sharing activities.
- Increase collaborative and Co-op marketing efforts to promote the LHR as a tourism destination. This could involve joint advertising campaigns, co-branding opportunities, or coordinated social media efforts. Will measure the impact of marketing efforts, such as increased website traffic, social media engagement, or visitor counts.



Visitor Engagement & Education:

Create immersive and interactive experiences that actively engage visitors in the Lumber Heritage Region.

- Increase the number of visitors participating by 10% Y.O.Y in educational programs offered by the Lumber Heritage Region. This can include webinars, educational series, workshops, program education, demonstrations, and hands-on activities.
- Enhance interpretive signage and exhibits: Develop a plan to improve the interpretive signage and exhibits within the Lumber Heritage Region. This can involve updating outdated signage, incorporating interactive elements, and providing clear and engaging information about the region's lumber heritage. Aim to complete the updates within a specific timeframe, such as within six months or a year.
- Plan and execute special events and themed programs with LHR Partners and Partner organizations that focus on specific aspects of the lumber heritage. For example, organize a logging camp reenactment, a historical lumber industry exhibition, or a guest speaker series.
- Develop educational materials and resources, such as interpretive panels, brochures, pamphlets, and activity booklets, that visitors can take home or access online. Provide educational resources, interpretive signage, and tour itineraries to deepen visitors' knowledge and connection to the area. We will ensure these resources provide valuable information about the Lumber Heritage Region's history, ecology, and sustainable practices.
- Implement a volunteer program: Establish a volunteer program that allows interested individuals to contribute to visitor engagement and education efforts. Recruit and train volunteers to assist with guided tours, educational workshops, and other related activities. Goal is to recruit and train a minimum of 3 volunteers within a year.



Education & Outreach:

Focus on telling the story of the region's rich lumber history to raise awareness, preserve the heritage, and engage the community in learning about the significant role lumber played in shaping the region's past.

- Educational programs: Develop and implement a specific number of educational programs focused on the lumber history of the region. We aim to establish partnerships with local schools and educational institutions to offer tailored educational resources and activities related to the Lumber Heritage Region. Increase the number of workshops, lectures, or guided tours the LHR conducts, each year.
- Organize and participate in outreach events such as fairs, festivals, or community gatherings to share the story of the lumber history. Set a goal to participate in a certain number of events each year and measure the success by tracking the number of attendees, engagement levels, or feedback received from event participants.
- Collaboration with community organizations: Foster collaborations with local community organizations, such as museums, historical societies, and conservation groups, to expand the reach of educational efforts. Will measure success by the number of partnerships established and joint initiatives implemented.
- Diversify target audience: Set goals to expand outreach efforts beyond the traditional visitor demographic. Develop specific initiatives to engage underserved communities, minorities, and youth. Track the diversity of program participants and monitor feedback from these groups to ensure inclusivity and cultural sensitivity.
- Develop educational resources: Create a range of educational materials, including brochures, lesson plans, videos, and interactive online content, to support learning about the Lumber Heritage Region. Set targets for the creation and distribution of these resources, and measure their usage and impact on audience engagement and understanding.

By achieving these goals, the lumber heritage region marketing plan aims to attract visitors, promote the area's unique heritage, showcase outdoor recreation opportunities, strengthen partnerships, engage and educate visitors, and foster a sense of responsibility and pride among the local community.

CHALLENGES/OPPORTUNITIES



CHALLENGES/OPPORTUNITIES

The LHR has a few obstacles facing the tourism/marketing efforts. One of the biggest is geography. Our Region covers 15 counties of a large landmass with a dividing river and mountain region. Here is a list of our obstacle with potential resolutions

Geography- covering the vast landmass of 15-counties

- Continue to expand our Partnership program
- Set up region in section and appoint a liaison for each
- Break the region up and plan scheduled visits
- Partner with other similar organizations

Lack of major destination

- Promote the forest and outdoor recreation as the destination
- Work with County EDC to secure a major attraction

Wayfinding signage

- Design a program of wayfinding signs
- encourage attractions, assets and tourism authorities to develop wayfinding for their destination

Lack of LHR physical presence

- Continue to attend events and represent the LHR

Local Awareness (people whom live here are not accepting of tourism or familiar)

- Continue to promote the region and its assets and attractions

Regional/State recognition

- Do a better job promoting ourselves to the local legislation.

Wi-Fi /Cell Service accessibility throughout the region

- Be proactive in the broadband expansion
- Work with North Central Regional Development Commission on the expansion

Parking & Restroom facilities

- Work with establishments to encourage providing these amenities
- Work with establishments to put up signs to support visitor amenities

Lack of funding opportunities

- Finding non DCNR grants to apply for
- How do we tap into unrestricted funding

We share our destination with other similar organizations how do we stand out

- Branding the LHR
- Continue our mission

LUMBER HERITAGE REGIONS CURRENT INITIATIVES

LHR CURRENT MARKETING INITIATIVES

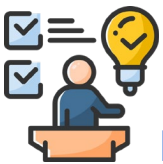
Click the link to view the current Marketing initiatives of the Lumber Heritage Region:
<https://docs.google.com/document/d/17OR6VuZnASKoHPAu5R01t6UutZ41Uulf/edit?usp=sharing&oid=106858971626361175296&rtpof=true&sd=true>

LUMBER HERITAGE CURRENT INITIATIVES 2023-2024

To view our current initiatives, please click the link:

<https://docs.google.com/document/d/1j7YI5rbMUFTS9EAeTqf4fHiSVgoGqnuk/edit?usp=sharing&oid=106858971626361175296&rtpof=true&sd=true>

CONCLUSION



IN CONCLUSION

In conclusion, the comprehensive lumber heritage marketing plan encompasses various strategies to maximize the potential of the area and attract a diverse range of visitors. By focusing on enhancing awareness, promoting heritage stories and themes, emphasizing outdoor recreation, strengthening partnerships, and fostering visitor engagement, education, and outreach, the plan aims to create a vibrant and sustainable destination.

Enhancing awareness is crucial to the success of the marketing plan. By implementing targeted advertising campaigns, utilizing social media platforms, and collaborating with local and regional tourism organizations, the plan seeks to increase visibility and capture the attention of potential visitors who may be interested in the unique heritage and outdoor experiences offered by the lumber heritage area.

Promoting heritage stories and themes is an integral part of the plan, as it allows visitors to connect with the rich history of the area. Through storytelling, interactive exhibits, and guided tours, visitors will be immersed in the captivating tales of lumber heritage, fostering a deeper appreciation and understanding of the region's cultural significance.

Emphasizing outdoor recreation leverages the natural beauty and resources of the lumber heritage area. By identifying outdoor attractions, creating themed packages, collaborating with local outdoor organizations, and organizing outdoor events, the plan encourages visitors to explore and engage in activities such as hiking,

fishing, camping, and more. This not only enriches their experience but also showcases the diverse recreational opportunities available.

Strengthening partnerships is a key strategy to leverage the collective strengths and resources of local businesses, organizations, and communities. Collaborating with outdoor gear shops, tour operators, adventure sports providers, and other relevant stakeholders helps create synergies, fosters innovation, and expands the reach of the marketing efforts, ultimately enhancing the overall visitor experience.

Visitor engagement and education play vital roles in the marketing plan. By providing interactive experiences, educational materials, and interpretive signage, visitors are encouraged to actively participate in the lumber heritage story. Workshops, demonstrations, and hands-on activities further enhance visitor engagement, ensuring a memorable and immersive experience that leaves a lasting impression.

Education and outreach efforts target both visitors and the local community. By offering educational programs, workshops, and outreach initiatives, the plan aims to promote sustainable forestry practices, conservation efforts, and environmental stewardship. This creates a sense of responsibility and ownership, fostering a community that values and protects the natural and cultural heritage of the lumber heritage area.

In conclusion, the lumber heritage marketing plan's comprehensive approach, encompassing enhancing awareness, promoting heritage stories and themes, emphasizing outdoor recreation, strengthening partnerships, and fostering visitor engagement, education, and outreach, seeks to establish the lumber heritage area as a premier destination. By showcasing its unique blend of history, outdoor adventures, and educational opportunities, the plan ensures a vibrant and sustainable future for the area, while also enriching the lives of its visitors and fostering a sense of pride and connection among the local community.

This Plan has been funded in part by a grant from the Heritage Area Program, under the administration of the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation.