



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA

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September 2004

Dear Business and Community Leaders:

On behalf of the Schuylkill River National and State Heritage Area, I am pleased to submit to you the findings of the Heritage Area's Outdoor Recreation Business Study.

With the goals of greater recreational opportunities, increased heritage tourism, and revitalized communities, the study's purpose is to explore options for encouraging the private sector to provide outdoor recreation services for the Schuylkill River Heritage Area's visitors and residents. Tourist dollars pumped into the regional economy will stimulate business expansion, create new business opportunities, and result in the formation of public/private partnerships designed to create new jobs and help to strengthen our communities.

With these objectives in mind, the Schuylkill River Heritage Area retained the services of Dr. James R. Ogden and Dr. Roger D. Hibbs of Kutztown University and Dr. Denise T. Ogden of Penn State University's Berks and Lehigh Valley Campus to study the five-county Schuylkill River Heritage Area. Their findings support the premise that there is a lack of recreational businesses in the region and the potential exists for new recreational businesses to thrive.

From canoeing to kayaking the Schuylkill River to hiking and biking the region's trails, we hope that chambers of commerce, economic development organizations, elected officials, and entrepreneurs alike will take full advantage of what this region has to offer.

A handwritten signature in black ink that reads "Kurt D. Zwinkl".

Kurt D. Zwinkl
Executive Director