

2011 Annual Report



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA



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Schuylkill River Heritage Area
Managed by the Schuylkill River Greenway Assn.
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May 2012

DEAR FRIENDS,

We are pleased to present the Schuylkill River Heritage Area's 2011 Annual Report. As we have done for the past several years, we are sending this report via email in order to conserve resources, ensuring that more of our dollars go toward projects that support the Heritage Area's mission.

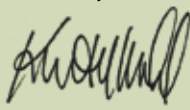
As you view the pages of this report, you will see that 2011 was a tremendously productive year for us. We worked tirelessly to fulfill our mission, using recreation, conservation, education, historic preservation and heritage tourism as tools for community revitalization and economic development. Despite funding challenges we made significant additions to the Schuylkill River Trail, held our most impressive Scenes of the Schuylkill River Heritage Area art show to date, and brought 200 paddlers down the river during the 13th annual Schuylkill River Sojourn. In addition, we embarked on a number of notable new endeavors over the past year. Those included: initiating an innovative Youth Heritage Treks program; dedicating new sections of the Schuylkill River Trail in Hamburg and Landingville; introducing an overwhelmingly successful Pedal and Paddle program; and taking ownership of and expanding the free bike share program, Bike Schuylkill.

As a Heritage Area we don't work alone. We build partnerships and stimulate projects undertaken by other organizations. Through a public/private partnership, we awarded \$400,000 in grants from the Schuylkill River Restoration Fund. We advanced tourism by administering mini-grants, in partnership with Natural Lands Trust and the Schuylkill Highlands Conservation Landscape Initiative. And we assisted nine Schuylkill River Trail communities in becoming destinations for trail users through our Heritage Towns and Tours grants.

Throughout 2012, we will continue to promote the five county Heritage Area by introducing a new annual bicycling event and continuing our work to expand and improve the Schuylkill River Trail. We are also very proud of our new River of Revolutions Interpretive Center. Please consider this your personal invitation to visit it and us at our Pottstown headquarters.

We would also like to take this opportunity to thank you for your help and support in the past. Please consider making a donation in addition to your membership renewal to the organization this year, or increasing your membership donation. Public funding has been severely cutback over the last few years but we remain dedicated to our mission and need more private funding to accomplish the goals that we and you, our membership, have set for the Schuylkill River Heritage Area.

Sincerely,


Kurt D. Zwilk
Executive Director


Carl V. Raring
President, Board of Directors

The Schuylkill River Heritage Area is dedicated to assisting communities, organizations, and citizens of the Schuylkill River region to preserve and sustain their cultural heritage and natural environment for future generations.

2011 At a Glance



In 2011, the Schuylkill River Heritage Area continued to meet its objectives through a variety of projects and programs that focus on using recreation, conservation, education, historic preservation and tourism as tools for community revitalization and economic development.

YOUTH HERITAGE TREKS.



Our new Youth Heritage Treks program, established in partnership with the National Park Service and the federal TRIO Upward Bound program at Montgomery County Community College and the Community College of Philadelphia, introduced underprivileged students from three high schools to the Schuylkill River Trail and one of the region's national parks. Three Treks events were held in the spring, incorporating bike rides along the trail and visits to Hopewell Furnace National Historic Site and Valley Forge National Historical Park.



BIKE SCHUYLKILL.

The Schuylkill River Heritage Area, in partnership with the Pottstown Health and Wealth Foundation, took over management of Pottstown's free bike share program, Bike Pottstown, and expanded it to Phoenixville and Hamburg, where it is known as Bike Schuylkill. The community bike share program has been remarkably successful—in Pottstown alone over 350 bikes are shared per month.

RIVER OF REVOLUTIONS INTERPRETIVE CENTER.

We continued developing an Interpretive Center in our headquarters that will include maps, video monitors, interactive exhibits and informational panels that tell the history of the region through the American, Industrial and Environmental Revolutions.

SCENES OF THE SCHUYLKILL RIVER HERITAGE AREA ART SHOW.



This annual exhibit attracted more highly talented regional artists in 2011 than ever before. The show, which hung at Montgomery County Community College West Campus Gallery in the fall, featured 85 original works depicting scenes of the river and the region. Mary Teeling, Curator of Education for Public Programs at the Philadelphia Museum of Art, served as juror.

PEDAL AND PADDLE.



A new Pedal and Paddle event was introduced in June in an effort to promote two important regional recreational resources: the Schuylkill River and the Schuylkill River Trail. The overwhelmingly popular program took participants on a guided, round-trip biking and kayaking adventure.



HERITAGE TOWNS AND TOURS ECONOMIC DEVELOPMENT INITIATIVE. Our Heritage Towns & Tours (HT&T) initiative is helping communities along the Schuylkill River Trail to become heritage destinations for trail users. We have created a Heritage Towns and Tours Toolkit, available on DVD, with detailed information and resources on how to develop a Heritage Action Plan. In addition, our HT&T grant program provides funds for organizations and communities wishing to create a plan or implement projects.

13TH ANNUAL SCHUYLKILL RIVER SOJOURN. Our signature event drew record support in 2011, with over 200 participants taking all or part of the seven-day, 112-mile guided paddle. The Pennsylvania Dept. of Conservation and Natural Resources was our program partner, providing evening and lunch presentations that focused on conservation. Emotion Kayaks, a major sponsor, was named the official kayak of the Schuylkill River Sojourn.



What we are working on in 2012

SCHUYLKILL RIVER TRAIL GUIDED BIKE TOURS.

We are planning a series of bike tours along the Schuylkill River Trail that will incorporate a bike ride and presentations about history. Our first ride will take place on September 22. Participants will bike 16-miles round-trip from our headquarters in Pottstown to Birdsboro and hear a presentation on the history of the railroad. Future bike tours are planned for 2013 and 2014.

The **RIVER OF REVOLUTIONS INTERPRETIVE CENTER** will open to the public at our headquarters on 140 College Drive in Pottstown this summer. It will tell the story of the role played by the Schuylkill River during the American, Industrial and Environmental Revolutions. Highlights include:

- Text, graphics, displays and videos related to the three revolutions.
- A table with a relief map of the Heritage Area and touch screen monitors with narrated tours of tourist sites.
- A large wall map detailing visitor sites, recreational opportunities, significant trails and other points of interest.



Our **PEDAL AND PADDLE** events proved popular last year. This summer, we will hold three pedal and paddle programs scheduled for June 30, July 21 and September 15. In addition a Pottstown bike program is being planned for August 25.

SCHUYLKILL RIVER RESTORATION FUND. The Heritage Area distributed nearly \$400,000 in grants to seven projects that will reduce stormwater runoff, abandoned mine drainage and agricultural pollutants in the Schuylkill River. The grants were funded by Exelon Nuclear's Limerick Generating Station, the Philadelphia Water Department, and Partnership for the Delaware Estuary. This is the sixth year the grant program has been available. To date, it has garnered over \$1 million and funded more than 20 projects.

SCHUYLKILL HIGHLANDS CONSERVATION INITIATIVE LANDSCAPE GRANTS. The Heritage Area together with Natural Lands Trust awarded \$131,000 in Schuylkill Highlands Conservation Landscape Initiative mini-grants to 11 projects that help build tourism and support conservation efforts. For the second year, two grant rounds were awarded in 2011, funding such projects as tourism brochures and signs at historic sites and walking tours.



Event Sponsors

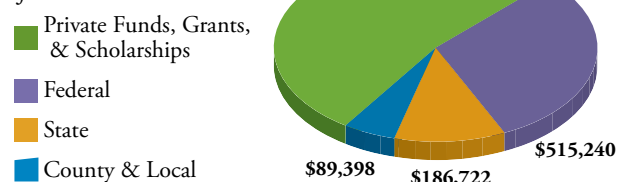
SCHUYLKILL RIVER SOJOURN

ATC Group Services, Inc.
 Ateeco Inc. (Mrs. T's Pierogies)
 Barwis Construction
 Bird Control Services, Inc.
 Campbell Thomas & Company
 Candy & Bill Trace
 Descco Design & Construction
 Emotion Kayaks
 Evans Network of Companies
 Herbein + Company, Inc.
 HRO Adventures
 J&T Technologies, Inc.
 Lou Ann Pacocha
 Main Line Financial Advisors, LLC
 McCormick Chiropractic Co. LLC
 Miller Designworks, Inc.
 National Penn Bank
 O'Donnell, Weiss and Mattei, P.C.
 Pennsylvania American Water
 Peter Johnston & Associates, LLC
 Pottstown Area Health & Wellness Foundation
 PPL
 Reading Blue Mountain & Northern R.R.
 REI
 Reinhart & Company
 Safeco
 The Law Offices of Carl Engleman, Jr. LLC
 Vintage Connections
 The Water Guy
 Wilson Consulting Group
 Wrigley's Office Supply

SCENES OF THE SCHUYLKILL ART SHOW

The Brick House
 Bursich Associates
 Campbell Thomas & Co.
 TE Carroll Designs
 National Penn Bank
 Normandeau Associates, Inc.
 Vintage Connections

Sources of funds as a percentage of total investment.



Fiscal Year 2011

APPROPRIATIONS, GRANTS, AND CONTRIBUTIONS

The Schuylkill River National and State Heritage Area, managed by the Schuylkill River Greenway Association, a non-profit 501c3 organization, is supported by federal and state appropriations and receives public and private sector grants and donations. Funding supports a variety of projects as well as administration and program development.

FEDERAL APPROPRIATIONS

National Parks Service (funds spent)	\$ 515,240
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STATE FUNDING

PA Department of Conservation and Natural Resources	\$ 24,000
PA Department of Conservation and Natural Resources Conservative Landscape Initiative	\$ 162,722

COUNTY & LOCAL FUNDING

Chester County	\$ 7,500
Montgomery County	\$ 4,750
Schuylkill County	\$ 5,771
Schuylkill County - Growing Greener	\$ 71,377

PRIVATE FUNDS, GRANTS, & SCHOLARSHIPS

Philadelphia Water Department	\$ 100,000
Exelon Nuclear	\$ 215,480
George & Miriam Martin Foundation	\$ 15,000
Memberships & Contributions	\$ 21,756
Merchandise Sales	\$ 1,605
National Penn Bank	\$ 20,000
PPL Services Corporation	\$ 3,000
PA Organization of Watersheds & Rivers (POWR)	\$ 6,300
Pottstown Area Health & Wellness Foundation	\$ 20,000
Sojourn & Special Events	\$ 68,398
William Penn Foundation	\$ 359,550
Interpretive Center Capital Campaign	\$ 20,000
J.P. Mascaro & Sons	\$ 47,341
Arcadia Publishing Royalties	\$ 171
SafeCo	\$ 9,000
Philadelphia Water Works Interpretive Center	\$ 300
Berks County Conservancy	\$ 1,854
Our Town Foundation	\$ 500
	\$ 1,701,615



Schuylkill River Trail

Developing a 130-mile trail along the length of the Schuylkill River from Philadelphia to Pottsville has been a primary goal of our organization since the Schuylkill River Greenway was founded in 1974. In 2011, we continued to work in partnership with many other organizations to improve and expand the trail, which today measures over 60 completed miles.

HAMBURG TRAIL EXTENSION.



This 1.24-mile trail extension connected the Kernsville Dam Trailhead to the downtown Hamburg trailhead, enabling people to access the trail directly from Hamburg. In addition, an on-road route takes trail users to the Reading Railroad Heritage Museum, where a new trailhead was also completed.

SRT THROUGH CHESTER COUNTY. Chester County officials unveiled a long-awaited 5.6-mile section of the Schuylkill River Trail that stretches from Cromby, just west of Phoenixville, to Parker Ford. Eventually, this important piece will be expanded to connect Pottstown with Phoenixville. The Heritage Area installed trailhead signs and trail blades.

TRAIL MAPS. In the spring we published the 2nd edition of our popular Schuylkill River Trail brochures. The updated brochure includes a fold-out map showing the trail's completed, proposed and on-road sections from Philadelphia through Pottsville.

ADOPT-A-TRAIL AND SPONSOR-A-TRAIL PROGRAMS.

These programs assist the Heritage Area with maintaining the 28 miles of trail in Berks and Schuylkill Counties. In 2011, West Brunswick Township and Penn State Schuylkill Campus both signed on to the Adopt-a-Trail program, helping with physical upkeep of specified trail areas. UGI and Safeco Insurance became Sponsor-a-Trail partners, providing funds for maintaining sections of the trail.

LANDINGVILLE BRIDGE. In December, Schuylkill County officials cut the ribbon on an extension of the Schuylkill River Trail's Bartram Section. The project included a 400-foot extension of the trail as well as repair of the former railroad bridge over Mahannon Creek. The Schuylkill River Heritage Area completed the \$210,000 project in partnership with Schuylkill County.



DID YOU KNOW? The Bartram Trail is named in honor of John B. Bartram who, along with his wife Marilyn, was an early supporter of the Greenway's efforts to establish the trail in Schuylkill County.



SCHUYLKILL RIVER

NATIONAL & STATE HERITAGE AREA

140 College Drive
Pottstown, PA 19464



pennsylvania
DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES

Managed by the Schuylkill River Greenway Assn.