

2012 Annual Report



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA



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May 2013

DEAR FRIENDS,

We are pleased to present the Schuylkill River Heritage Area's 2012 Annual Report. Please take a few moments to look through this document. You will see that we have used our resources wisely, continuing our many beneficial projects while also introducing several new initiatives, all to the betterment of the entire region.

We are particularly proud of the number of long-term goals we achieved in 2012. After years of diligent planning, we opened the new River of Revolutions Interpretive Center in our Pottstown headquarters. The response to this engaging and interactive new visitors center has been overwhelmingly positive, and if you haven't yet visited we hope you will soon. We also fulfilled our dream of holding a cycling event on the trail when we introduced the first ride in our new Schuylkill River Trail Bike Tour Series in September. Over 100 cyclists participated in this ride, which incorporated a unique mix of history and biking. The second ride in the series will be held this fall. In addition, we kicked off a series of lectures and book signings in an effort to engage new audiences and achieve our goal of educating the public about various aspects of the region's history, culture and environment.

While we have embarked on these new ventures, we have also continued to advance our existing programs, many of which have proven popular and invaluable to the region. These include the annual Schuylkill River Sojourn, the Pedal and Paddle events, our free bike share programs, and our Scenes of the Schuylkill River Heritage Area Art Show, to name a few. In addition to those, we are always working with our partners to expand and improve the Schuylkill River Trail. We also administer three different grant programs that support conservation, heritage tourism and economic development projects throughout the region.

With a small staff of six employees and one AmeriCorps VISTA volunteer, the Schuylkill River Heritage Area works tirelessly to promote the region. We have done so despite severe cutbacks in public funding. We would like to take this opportunity to thank you for your help and support in the past, and ask that you consider making a donation in addition to your membership renewal to the organization this year. An increase in your membership donation is also appreciated.

Sincerely,

Kurt D. Zwinkl
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.

A Look Back at our 2012 Achievements



At the Schuylkill River Heritage Area, we are always working to fulfill our goals of using conservation, education, recreation, cultural and historic preservation and tourism as tools for community revitalization and economic development. Please take a moment to read about some of the projects, programs and events we organized in 2012.

RIVER OF REVOLUTIONS INTERPRETIVE CENTER.



After more than six years of planning and design and many months of construction, we held a grand opening for the River of Revolutions Interpretive Center in November. Developed as a visitors center for the entire Schuylkill River region, and located in our Pottstown headquarters, it features interactive exhibits and colorful, engaging displays about river history, recreational opportunities, historic sites, environmental awareness and more.

14TH ANNUAL SCHUYLKILL RIVER SOJOURN.



A total of 230 paddlers from five states and Canada took the journey from Schuylkill Haven to Philadelphia in June. A night of heavy rain caused serious flooding, forcing the cancellation of paddling the first day. Despite that misfortune, the rest of the trip went without a hitch. Programs on recreation along the river included presentations on trails, fishing, yoga and orienteering.

PEDAL AND PADDLE. When we introduced the Pedal and Paddle program in 2011, it proved so popular that we decided to hold one a month from June through September in 2012. Over the course of the summer, we took 60 people on a 4.5 mile ride along the Schuylkill River Trail in Pottstown, a tour of Historic Morlatton Village and a return trip via kayak.

RAILS AND RIVER TOWNS RIDE.



The inaugural ride in our three-year Schuylkill River Trail Bike Tour Series featured a unique mix of biking and history, and attracted over 100 cyclists. It included a ride along the trail from Pottstown to Birdsboro, a brief presentation on railroad history and optional walking tours of two historic villages.

BIKE POTTSTOWN/BIKE SCHUYLKILL. We've continued our commitment to our popular free bike share programs now located in Pottstown, Hamburg and Phoenixville. In 2012 we purchased 12 new yellow cruisers for Bike Pottstown, bringing to 40 the number of bikes now available there.

SCHUYLKILL RIVER TRAIL MAPS. We updated and reprinted our popular Schuylkill River Trail brochure, which includes a fold-out map showing the entire 130-mile trail's completed, proposed and on-road sections from Philadelphia to Pottsville.





HERITAGE AREA DOCUMENTARY.



The Heritage Area received national publicity this year. Two short films about the Schuylkill River Heritage Area were produced by American Milestones as part of a short-form documentary series. A one-minute film appeared on national commercial TV stations in November. A six-minute documentary has been airing throughout the year on public TV stations throughout the country, in between regular programming. You can view it on our website at www.schuylkillriver.org.

LECTURE SERIES.



We kicked off a new lecture series in December with a talk and book signing by Chari Towne, whose book *A River Again*, focused on the mid-20th century cleanup that saved the Schuylkill River. Additional lectures will be held in 2013.

9TH ANNUAL SCENES OF THE SCHUYLKILL ART SHOW.

The juried art show once again served as a showcase for regional talent that highlighted the beauty of the river valley. The show featured 76 original works, and hung in the Montgomery County Community College West Campus Gallery from Aug. 29 to Oct. 19. Ross Mitchell, executive director of the Violette de Mazia Foundation served as juror.

What we are working on in 2013

PEDAL AND PADDLE.



We've expanded our overwhelmingly popular Pedal and Paddle program with five events this year that will take people on a round-trip adventure from Pottstown to Douglassville. They will bike to Historic Morlatton Village, take a tour, and return via kayak on the Schuylkill River.

CYCLES AND CEMETERIES RIDE. The second ride in our three-year Schuylkill River Trail Bike Tour Series will be held on Saturday September 21. Like all rides in the series, it will incorporate a mix of history and cycling as participants ride the trail from Norristown to Philadelphia, stopping for programs at two historic cemeteries where Civil War generals are buried.

SCHUYLKILL RIVER HERITAGE AREA GATEWAY CENTERS.

Two new Gateway Centers will be added in Pottsville and Schuylkill Haven, bringing to 21 the number of centers now operating in well-visited locations throughout the Heritage Area. The Gateway Centers are essentially information booths intended to enlighten people about the Schuylkill River region's cultural and historic significance, and to introduce them to heritage tourism opportunities. Each contains a short video about the region, tourism brochures and wall maps highlighting attractions and recreational amenities.

TRAIL AMBASSADOR PROGRAM. We are fortunate to have AmeriCorps VISTA Volunteer Anesa Owen serving as our new Trail Sustainability Coordinator. Throughout the year she will be working to coordinate and improve volunteer efforts along the Thun and Bartram Sections of the Schuylkill River Trail.



Event Sponsors

SCHUYLKILL RIVER SOJOURN

Aqua Pennsylvania, Inc.	O'Donnell, Weiss and Mattei, P.C.
Ateeco Inc.	Pennsylvania American Water
Barwis Construction	Peter Johnston & Associates, LLC
Bird Control Services, Inc.	Pottstown Area Health & Wellness
Cabela's	Foundation
Campbell Thomas & Company	PPL Services Corp
Evans Network of Companies	Reading Blue Mountain &
Herbein + Company, Inc.	Northern R.R.
Lifetime Products, Inc. (Emotion	Russell Plywood
Kayaks)	Schuylkill County Visitors Bureau
Main Line Financial Advisors, LLC	Steve Moyer Subaru
McCormick Chiropractic Co. LLC	Candy & Bill Trace
McTish Kunkel & Associates	Vintage Connections
Middleton, Kreitz & Associates	Wade Goldstein Landau &
Miller Designworks, Inc.	Abruzzo
National Penn Bank	Wilson Consulting Group

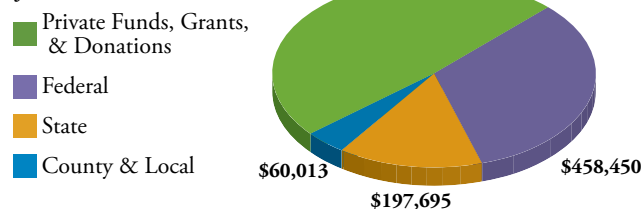
SCENES OF THE SCHUYLKILL ART SHOW

Gemini Custom Carpentry LLC	The Brick House
Carl & Sylvia Landis	The Burkhart Group, Inc.
Normandeau Associates, Inc	Vintage Connections
TE Carroll Designs	

SCHUYLKILL RIVER TRAIL BIKE TOUR SERIES

422 Commercial Realty	Lewis Environmental
B & G Glass Service, Inc.	Main Line Financial Advisors, LLC
Bosco's Department Store, LLC	Charles N. Marshall
Brentwood Industries	Montgomery County Community
Campbell Thomas & Company	College
Careplex	Sunnybrook Bike Club
Carroll Engineering Corp	Tim's Ugly Mug
Cast-Rite	Traffic Planning and Design, Inc.
Gallen Insurance, Inc.	Trans Logistics, Inc.
David G. Garner, Esquire	Universal Machine Co.
William & Beverly Knight	

Sources of funds as a percentage of total investment.



Fiscal Year 2012

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 Park Service (funds spent)	\$ 458,450
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STATE FUNDING

DCNR Community Conservation Partnership Program (C2P2)	\$ 1,305
DCNR C2P2 – Conservation Landscape Initiative	\$ 110,505
DCNR Heritage Parks Program	\$ 83,886
PA Dept. of Transportation	\$ 1,999

COUNTY & LOCAL FUNDING

Chester County	\$ 10,000
Montgomery County	\$ 4,500
Schuylkill County	\$ 5,771
Philadelphia Water Department	\$ 39,742

PRIVATE FUNDS, GRANTS, & DONATIONS

Exelon Nuclear	\$ 180,579
George & Miriam Martin Foundation	\$ 45,000
Memberships & Contributions	\$ 29,063
Merchandise Sales	\$ 2,775
PPL Services Corporation	\$ 3,000
PA Organization of Watersheds & Rivers (POWR)	\$ 6,300
Pottstown Area Health & Wellness Foundation	\$ 25,000
Sojourn & Special Events	\$ 64,817
William Penn Foundation	\$ 281,983
Interpretive Center Capital Campaign	\$ 625
Aqua Pennsylvania, Inc.	\$ 2,500
Arcadia Publishing Royalties	\$ 176
SafeCo	\$ 323
Delaware Valley Regional Planning Commission	\$ 5,063
Natural Lands Trust, Inc.	\$ 6,850
UGI	\$ 750
J. P. Mascaro & Sons	\$ 15,000
Richard & Peggy Whittaker Bench Fund	\$ 1,000

Funding Total **\$ 1,386,962**



About Our Grants

Through our grant programs we support dozens of projects and initiatives that further our goals and improve the region. In 2012 our grants helped clean up the river, encourage heritage tourism, and bolster community revitalization efforts.

SCHUYLKILL HIGHLAND CONSERVATION LANDSCAPE INITIATIVE GRANTS (CLI). A total of \$119,460 was granted to nine area tourism and conservation-based projects in two grant rounds through the Schuylkill Highlands CLI mini-grant program. Projects funded included creating programs for an environmental education center, developing a walking tour brochure, and installing riparian buffers in a park. Additional CLI grants were awarded through Natural Lands Trust. Grant funding came from the PA Department of Conservation and Natural Resources and the William Penn Foundation.

HERITAGE TOWNS AND TOURS.



SCHUYLKILL RIVER RESTORATION FUND.



In August, the Heritage Area distributed over \$200,000 in Schuylkill River Restoration Fund grants to nine projects that will improve water quality in the Schuylkill River and its tributaries. Since the Restoration Fund was established seven years ago, it has garnered \$1.9 million and funded 30 projects that have reduced stormwater run-off, agricultural pollutants and abandoned mine drainage in the watershed.

The Heritage Area awarded a total of \$99,000 in Heritage Towns and Tours Project grants to four communities for projects that will help draw users of the Schuylkill River Land and Water Trails to downtowns, businesses and attractions. In addition, three communities were given Heritage Action Planning grants to develop plans for future Heritage Towns and Tours projects. Each recipient received \$5,000 for planning consultation and \$3,000 for capacity building and related expenses.



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA
Managed by the Schuylkill River Greenway Assn.
140 College Drive
Pottstown, PA 19464

