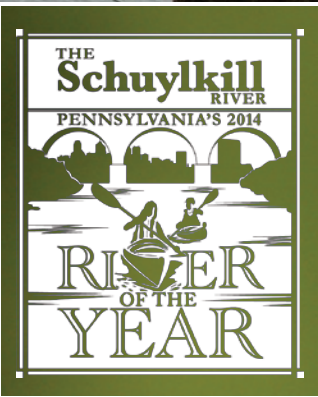




SCHUYLKILL RIVER

NATIONAL & STATE HERITAGE AREA



Conservation

Education

Recreation

Preservation

Tourism

OUR FRIENDS

2014 Congressional Delegation

United States Senators

Robert P. Casey
Patrick Toomey

United States Representatives

Robert Brady	Charlie Dent
Chaka Fattah	James Gerlach
Matthew Cartwright	Joseph R. Pitts
Allyson Schwartz	Patrick Meehan

Commonwealth of Pennsylvania

Governor Thomas Corbett

PA Department of Conservation and Natural Resources

Ellen Ferretti, Secretary

Staff

Executive Director Kurt D. Zwikl

Dolores Bauman	Tim Fenchel
Laura Catalano	Cindy Kott
Robert Folwell	Victoria Garrick (VISTA)

Consulting Engineer Dwight R. Powell, P.E.

Trail Volunteer Coordinators Greg Marshall
Jason Stoudt

Solicitor Carl J. Engleman, Jr., Esq

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Edward G. Schmid, Rep. Gerlach's Office

DCNR Liaisons

Drew Gilchrist	Jeffrey Knowles
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NPS Liaison

Eddie Shean-Hammond



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA

June 2015

Dear Friends,

We are pleased to present the Schuylkill River Heritage Area's 2014 Annual Report. Please take a few moments to look through this document. You will see 2014 was another successful year for us, filled with cycling and paddling events, Schuylkill River Trail projects, book signings, educational programs, grant awards and more. We invest a great deal of time and energy into these projects and programs because we know that the Schuylkill River is important. It provides drinking water to 1.5 million people; its scenic waterfronts bolster the economies of river communities, and its greenways, trails and waters are recreational destinations. The river is a shared commons that links us to our nation's history, and joins together 3.2 million people across five counties who live in its watershed.

With a small staff of six employees and one AmeriCorps VISTA volunteer, the Schuylkill River Heritage Area works tirelessly to promote the region. As you read through our annual report keep in mind that all the programs we manage—the bike rides, the art show, the paddling events, the trail projects—are carefully designed to encourage stewardship of our environment and make this region a better place for everyone who lives and works here.

Sincerely,

Handwritten signature of Kurt D. Zwikl in black ink.

Kurt D. Zwikl
Executive Director

Handwritten signature of Carl V. Raring in black ink.

Carl V. Raring
President, Board of Directors

A scenic photograph of a river flowing through a lush green forest. The water is calm, reflecting the surrounding trees and sky. The image is used as a background for the dedication text.

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.

OUR MEMBERS

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USN (Ret)
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Paul Krepto
Laura Kruse
Rob Kuhlman
Mr. & Mrs. Rodney Kuhns
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Nancy Lawson
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Gerry Lenfest
Mark Leschik
Kenneth Levan
David Lewis
Richard Lewis
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Mr. & Mrs. John Lysaght
Dr. & Mrs. Gerald Malick
Dr. Glen Marino
Charles N. Marshall
Mr. & Mrs. Greg Marshall
Peter David Maynard
Joseph McCormick
Edward McLaughlin

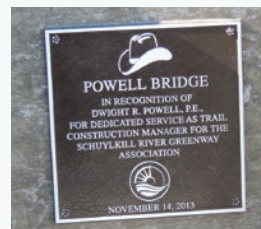
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Ms. Eugenia Sowicz and Mr.
George Schanzenbach
David Specht
Pete Stanson
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Mr. Ben Warrington & Ms.
Katherine Gajewski
Jill Warrington
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Agnes Wiedmann
Karen S. Williamson
Mr. & Mrs. Donald J.
Witman
Rob Wolf
Bret Wrigley
Allen J. Zimmerman



A LOOK BACK ON THE SCHUYLKILL RIVER HERITAGE AREA'S 2014 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. In this report, we've compiled a brief overview of some of the major projects and programs we engaged in for 2014.

Pedaled Through Our National Parks.



In September, we held the Pedaling Through Our National Parks Ride, the third ride in our Schuylkill River Trail Bike Tour Series. This terrific two-day event incorporated a mix of on-road and Schuylkill River Trail cycling with visits to three national parks: Hopewell National Historic

Site, Valley Forge National Historical Park, and Independence National Historical Park. Nearly 100 cyclists participated, pedaling about 30 miles per day and learning about each of the parks through tours and special programs. Like all rides in the Bike Tour Series, Pedaling Through Our National Parks highlights connections that can be made from the Schuylkill River Trail to historic sites and visitor attractions.

Led our 16th Annual Schuylkill River Sojourn.



Over 200 paddlers from 10 states and France participated in the 16th Annual Schuylkill River Sojourn, and 64 of them made the full 112-mile, seven-day journey from Schuylkill Haven to Philadelphia. Programs at all lunch and evening stops celebrated the Schuylkill as Pennsylvania's 2014 River of the Year, with presentations on the river's history, environment and recreational opportunities. Over the years the popularity of our annual

Schuylkill River Sojourn has steadily increased. To date, the sojourn has introduced more than 3,000 registrants from 23 states, Canada and France to paddling the river.

Distributed Grants to Improve River Water Quality.

We distributed over \$337,000 in Schuylkill River Restoration Fund grants to seven projects aimed at improving water quality in the Schuylkill River watershed. Since being established in 2006 through a public/private partnership, more than \$2 million has been granted to 62 projects targeting stormwater, agricultural run-off and abandoned mine drainage. The 2014 grant announcement took place at the Cook Wissahickon School in Roxborough, site of a grant-funded meadow project at that reduces stormwater run-off.

Expanded the Schuylkill River Trail.

We cut the ribbon on a new section of trail in Leesport that will eventually connect to the larger Schuylkill River Trail. The 1,843-foot long, gravel trail segment connects with a signed on-

road route that leads to another off-road segment that was built last year. Upon the future completion of another short section, the on and off-road trail will total 2.2 miles, and run from Ontelaunee Township, through Leesport to Bern Township. It is one of the first pieces built along the Schuylkill River Trail's critical 20-mile Reading to Hamburg gap.

Introduced a Unique Traveling Exhibit of Revolutionary War Illustrations.



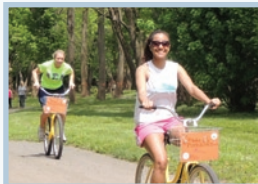
Bringing the War of Independence to Life: 19th Century Illustrations of the American Revolution is a unique exhibit featuring 42 illustrations from the private collection of Heritage Area Executive Director Kurt Zwickl.

All of the illustrations feature images of leaders, battles and key moments of the Revolutionary War. The exhibit was displayed at Valley Forge National Historical Park from February through April, and was moved to Morristown National Historical Park where it hung from June through August.

Expanded our Educational Program for At-Risk Students.

Last year, our VISTA volunteer developed the Schuylkill Outdoor Leadership Odyssey (SOLO), a 10-week program that connects at-risk urban 9th and 10th graders to the outdoors and environmental careers. This year, our new VISTA worker, Victoria Garrick, expanded (SOLO) to three schools in Reading, Womelsdorf, and Pottstown. SOLO engages students who have behavioral and learning impediments and works to introduce them to careers in the environmental sciences and to fostering a sense of stewardship for the Schuylkill River Watershed. The mentor-based program is highlighted by a kayak trip on the river.

Pedaled and Paddled.



Our Pedal and Paddle biking/kayaking adventures continue to be among our most popular events. In 2014, we held four Pedal and Paddles, taking 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. This program advances our goal of connecting people to the river and the region through recreation.



Held Our 11th Annual Art Show.



For 11 years, the Annual Scenes of the Schuylkill River Heritage Area art show has served as a showcase for regional talent while drawing attention to the beauty and unique character of the river and the region. The 2014 show featured 82 original works, including Best of Show pastel (left) by artist Susan Williamson. The month-long exhibit was held at the Montgomery County Community College West Campus Gallery where it was open to students and the general public. Over 100 people attended the opening reception.

Fostered Outdoor Recreation with Community Bike Shares.



Bike Pottstown and Bike Schuylkill are free bike share programs that we have made available in Pottstown, Phoenixville and Hamburg. In 2014, the bikes were shared more than 1,200 times for recreation and transportation. Bike Pottstown was initiated in 2008 by the non-profit Preservation Pottstown with 30 yellow bikes that were purchased with funds from the Pottstown Health and Wellness Foundation. The Schuylkill River Heritage Area took ownership of the program in 2010 and later expanded it to Phoenixville and Hamburg as Bike Schuylkill.

Encouraged Tourism with Our Interpretive Center and Gateway Centers.



Since opening in 2012, the River of Revolutions Interpretive Center has introduced hundreds of visitors to the region's history, environment, and recreational opportunities. Located in our Pottstown offices, it serves as a visitors' center for the entire Schuylkill River region. We also added two new Gateway Centers in Schuylkill County—one at the Schuylkill County Visitor Center in Pottsville, and the other at the Walk In Art Center in Schuylkill Haven.

Executive Director Search.

In October Schuylkill River Heritage Area Executive Director Kurt Zwikl officially announced his plan to retire at the end of June 2015. Zwikl has led the Heritage Area since 2003. The board of directors for the Schuylkill River Greenway Association, which manages the Heritage Area, formed a search committee and contracted with executive search firm Leadership Recruiters to conduct the search for a new executive director. An extensive search got underway leading to the selection of Silas A. Chamberlin, who joined the Heritage Area in May 2015.

WHAT WE ARE WORKING ON IN 2015

First Annual Dinner.

Reviving an old tradition of the Heritage Area, we are holding a dinner at Historic Morlatton Village that serves as a fundraiser for our organization and also introduces our members to a valuable regional historic site. We hope to make the dinner an annual event that will be held at different locations in the Heritage Area.

The River Walk.

We are constructing a new loop trail through a wooded area in Pottstown's Riverfront Park. It will include interpretive signs about various river-related topics such as recreation, wildlife and river history.

Increased Educational Programming.

The Heritage Area will add a part-time, seasonal Educational Coordinator to its staff in the summer to oversee the River of Revolutions Interpretive Center on weekends and to coordinate outreach to local schools and community groups.

SRT Spree.



Sly Fox Brewing Co. has partnered with us in developing SRT Ale, a new seasonal beer that is dubbed an "Ale for the Trail." A portion of the proceeds from the sale of the beer benefits our organization in support of the Schuylkill River Trail. It will be launched in April during the SRT Spree, a six-day event during which

Sly Fox representatives travel by kayak, bike, horse and on foot along the trail, bearing flags announcing the new ale. Five trail cleanups, coordinated by Heritage Area staff, are being held in conjunction with the SRT Spree.

New Water Trail Guide.

The Schuylkill River Water Trail Guides and Maps make the river more accessible and safer for recreational boaters. We are currently working to create a new guide with more details, updated maps and information that account for new access points and removed dams.



RIVER OF THE YEAR

The Schuylkill was named Pennsylvania's 2014 River of the Year after an online public vote overseen by the Pennsylvania Organization of Rivers and Watersheds. As the winning applicant, we received a \$10,000 leadership grant to fund a year-long celebration. The money supported River of the Year activities up and down the entire 128-mile waterway.

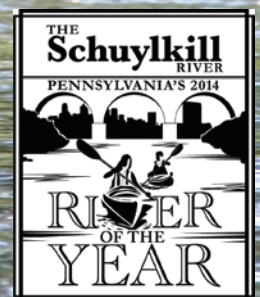
Here's How We Celebrated

Five Special River of the Year Programs: Our goal was to host informative programs in various communities along the river. In Schuylkill Haven, author Chari Towne spoke about the Schuylkill River Desilting Project. At Valley Forge National Historical Park, two reenactors offered a campfire presentation about the river's role in the Revolutionary War. In Reading, we held a free community screening of the documentary *DamNation*, about the environmental impact of dams. In Philadelphia and Pottstown, author Beth Kephart gave two inspiring talks about river recovery.

The 16th Annual Schuylkill River Sojourn featured a special River of the Year logo and programming that focused on river environment, recreation and conservation topics.

We Also Gave Out Posters (more than 500!) designed for us by POWR. And we shared our \$10,000 with Schuylkill River Development Corp. and Montgomery County to help spread the River of the Year message throughout the region.

We Accepted Resolutions recognizing the River of the Year from Berks, Schuylkill, Montgomery and Chester County Commissioners. And Gov. Tom Corbett kayaked on the river and visited our offices, delivering four Governor's Oak seedlings from a tree at the Governor's mansion in Harrisburg. We presented them to Manayunk, Pottstown, Reading and Schuylkill Haven to plant along the river.



FISCAL YEAR 2014

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) \$ 612,155

State Funding

DCNR Community Conservation Partnership Program (C2P2) \$ 57,173
 DCNR C2P2 – Conservation Landscape Initiative \$ 87,465
 Dept. of Transportation (DOT) \$ 1,025

County & Local Funding

Chester County \$ 10,000
 Schuylkill County \$ 5,771
 Philadelphia Water Department \$ 198,861
 Phoenixville Borough \$ 48,826

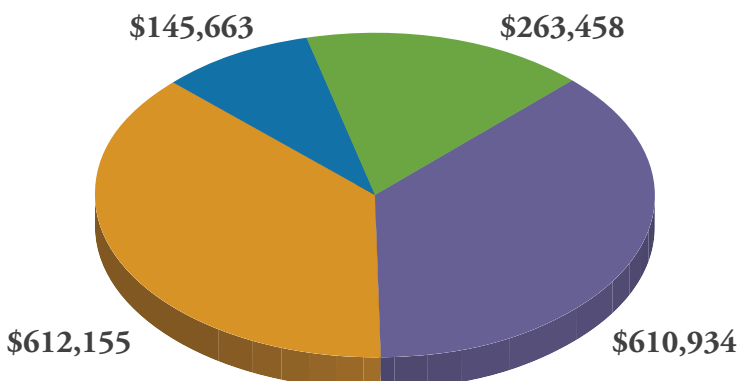
Private Funds, Grants, & Donations

Exelon Nuclear \$ 215,880
 Memberships & Contributions \$ 34,686
 Merchandise Sales \$ 2,643
 PPL Services Corporation \$ 3,000
 PA Organization of Watersheds & Rivers (POWR) \$ 10,000
 Pottstown Area Health & Wellness Foundation \$ 62,007
 Sojourn & Special Events \$ 92,826
 William Penn Foundation \$ 89,496
 Aqua Pennsylvania, Inc. \$ 5,000
 Arcadia Publishing Royalties \$ 60
 Delaware Valley Regional Planning Commission \$ 78,836
 J. P. Mascaro & Sons \$ 15,000
 Sloan Valve \$ 1,500

Funding Total \$ 1,464,362

Sources Of Funds As A Percentage Of Total Investment

- Federal Appropriations
- State Funding
- County & Local Funding
- Private Funds, Grants, & Donations



EVENT SPONSORS

Schuylkill River Sojourn

Ateeco Inc.	Pennsylvania American Water
Barwis Construction	Peter Johnston & Associates, LLC
Bill and Candy Trace	Pottstown Area Health and Wellness Foundation
Bird Control Services, Inc. (Allen Zimmerman)	PPL Services Corp
Cabela's	Reading Blue Mountain & Northern R.R.
Campbell Thomas & Co.	Reinhart & Co
Delaware River Basin Commission	Schuylkill County Visitors Bureau
Evans Delivery Co., Inc.	POWR
First Niagara Bank	TE Carroll Designs
Global Advanced Metals USA Inc.	The Greater Philadelphia Chamber of Commerce Regional Foundation
McTish, Kunkel & Associates	The Swisher Studio
Middleton, Kreitz & Associates	Traffic Planning and Design, Inc.
National Penn Bank	Video Ray
O'Donnell, Weiss, & Mattei, P.C.	Wrigley's Office Supply
PACD (Pennsylvania Association of Conservation Districts, Inc.)	

Scenes of the Schuylkill Art Show

Exelon	Pottstown Area Artists Guild
National Penn Bancshares, Inc.	Sager & Sager Associates

Schuylkill River Trail Bike Tour Series

422 Commercial Realty	David G. Garner
Barrs Bikes and Boards LLC	Maillie LLP
Barwis Construction	Montgomery County Community College
Brentwood Industries, Inc.	Pottstown Hospital Company LLC
Campbell Thomas & Company	Traffic Planning and Design, Inc.
Charles N. Marshall	Trans Logistics, Inc.
Chris & Jane Degruchy (Cast Rite Metal Co)	
Exelon	



Schuylkill River Heritage Area
Managed by the Schuylkill River Greenway Assn.
140 College Drive • Pottstown, PA 19464
484-945-0200 • Fax 484-945-0204
www.schuylkillriver.org



SCHUYLKILL RIVER

NATIONAL & STATE HERITAGE AREA

Managed by the Schuylkill River Greenway Assn.

140 College Drive

Pottstown, PA 19464



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DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES