

2004 Congressional Delegation
United State Senators

Rick Santorum
Arlen Specter

United State Representatives

Robert Brady
Chaka Fattah
James Gerlach
Joseph M. Hoeffel
Tim Holden
Joseph R. Pitts
Pat Toomey
Curt Weldon

Commonwealth of Pennsylvania

Edward G. Rendell, Governor

PA Department of Conservation and Natural Resources

Michael DiBerardinis, Secretary

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Schuylkill River Heritage Area
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484-945-0200 • fax 484-945-0204
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Cover Photo: Tamaqua Train Station

April 29, 2005

Dear Friends:

As leaders of the Schuylkill River National and State Area, we are pleased to submit this Annual Report to the communities, partners and citizens of the Heritage Area. 2004 proved to be a year for projects and partnerships as we completed our first year of operation under the new Living with the River management plan.

Our projects include two studies: The Outdoor Business Recreation Study published last June was designed to encourage the private sector to invest in small businesses that take advantage of the recreation opportunities offered by the river and the growing Schuylkill River Trail and, launched in October, The Schuylkill County Ethnic Heritage Study focusing on the numerous ethnic traditions which help define modern-day Schuylkill County.

We completed a master sign plan to help brand the Schuylkill River Heritage Area and to provide visitors and residents with a uniform sign system for the Schuylkill River land and water trails including interpretative and way finding signs. Also, when bids came in several hundred thousand dollars higher than funds available to construct the Lancaster Avenue Bridge on the Thun section of the Schuylkill River Trail, the contacts and fundraising skills of our staff paid off and an additional \$393,000 was raised so that ground could be broken on the long awaited bridge project.

Working with State Representative, David Argall, then the Chairman of the House Appropriations Committee and an ex-officio member of our Board of Directors, we were able to have a \$1,000,000 appropriation added to the Commonwealth's Capital Budget that, if released by the Governor, will be used to fund construction of the Riverfront Academic and Interpretative Center in partnership with Montgomery County Community College and the Borough of Pottstown at Riverfront Park. This project is the cornerstone of our partnership with Montgomery County Community College that will blend the Heritage Area's goals into a specialized curriculum for students and provide an educational interpretative center for the general public.

We have also partnered: with Kutztown University and the Kutztown University Summer Institute, that exposed the Heritage Area to art teachers; with Greater Philadelphia Tourism and Marketing Corporation to focus on Southeast Pennsylvania as an outdoor tourist destination; with the Schuylkill Action Network to help improve the water quality of the Schuylkill River watershed; and with a number of iron and steel heritage sites to develop a visitor's brochure for sites in Chester, Berks and Montgomery Counties.

Two publications were also made available to the public in 2004. J. Bennett Nolan's *The Schuylkill* was reprinted and is a history of the river that was originally published in 1951. We also teamed up with numerous partners to produce a new Schuylkill River Water Trail Map and Guide printed by the PA Fish & Boat Commission.

In addition to all of these new projects and partnerships that were introduced in 2004, we also found time: to host the 6th Annual Schuylkill River Sojourn; to conduct our annual meeting in May and our Fall Members and Partners Reception in October; to award six new Heritage Parks grants; to open four new Gateway Information Centers; and to hold two fundraisers, a 5K Race and our Annual Art Print Competition.

We believe that this aggressive agenda coupled with the continued financial support of DCNR and the National Park Service has allowed us to take positive steps to preserve and sustain the cultural heritage and natural environment of the Schuylkill River National and State Heritage Area.

Sincerely,

Kurt D. Zwilk
Executive Director

Ronald C. Downie
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.

2004 At A Glance



The new Schuylkill River Heritage Area Gateways are located at (clockwise from lower left): Valley Forge National Historical Park, Cabela's and Reading Area Community College (RACC).



FOUR SCHUYLKILL RIVER HERITAGE AREA GATEWAYS OPEN

In 2004 Schuylkill River Heritage Gateways were opened and dedicated in four different locations: Valley Forge National Historical Park, Reading Area Community College, Cabela's and Tamaqua's restored Train Station (shown on cover photo). All gateways consist of a Heritage Area map, brochure racks and a 3-minute introductory video.

Gateway partners from 2004 include: Valley Forge Visitors and Convention Bureau, Valley Forge National Historical Park, Reading Berks County Visitors' Bureau, Reading Area Community College, Cabela's, Our Town Foundation, and Tamaqua Save Our Station (SOS).

KUTZTOWN SUMMER INSTITUTE

When approached by Kutztown University Art Professor John White to work elements of the Heritage Area into his Summer Institute for art teachers, we knew this would be an exciting venture towards our goal of education.

After several planning meetings, the week-long Summer Institute exposed about 20 students and teachers to the history, sites and future plans developing in the five county Heritage Area.

Institute participants listened to Tom Hylton talk about community revitalization in Pottstown; Carl Kelemen,

ASLA and Robert Folwell, Chester County, discuss the building of Flat Rock Dam Wildlife Preserve in Chester County; toured the river from the headwaters to the confluence; hiked; biked and canoed.



The Summer Institute's final product was for everyone to develop a piece of public art using multiple senses. Another, more profound outcome, was a heightened awareness and deeper respect of the Schuylkill River and its region.



Top photo: Kutztown Summer Institute participants tour the Black Rock Waterfowl Sanctuary. Bottom photo: Gail Tomlinson, Fairmount Waterworks Interpretive Center, briefs her audience on the history of the Waterworks.

LANCASTER AVENUE BRIDGE GROUNDBREAKING

After many years of planning, the possibility of a Thun Trail bridge over Lancaster Avenue is becoming a reality.



On December 9 Michael DiBerardinis, PA Department of Conservation and Natural Resources, and Congressman Jim Gerlach offered their congratulations to officials from Berks County, the City of Reading and J.D. Eckman at a formal groundbreaking ceremony.

When this bridge is finished, it closes a major gap in the Schuylkill River Trail system. The Berks County Thun Trail is a small section of the Schuylkill River Trail, which, when completed, will connect Philadelphia to Pottsville.

FISCAL YEAR 2004 APPROPRIATIONS, GRANTS AND CONTRIBUTIONS

The Schuylkill River National and State Heritage Area is managed by the Schuylkill River Greenway Association, a non-profit 501c3 organization and 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	Fiscal year 2002		\$ 45,000
	Fiscal year 2003		\$ 175,785
	Fiscal year 2004		\$ 423,000

STATE APPROPRIATIONS			
DCNR - Heritage Park Implementation Grant			\$ 101,000
DCNR - Heritage Park Study Grants			\$ 231,000
DCNR - Heritage Park Management Grants			\$ 100,000
DCNR - C2P2 Master Sign Plan Grant			\$ 24,000
DCED - Joint Streetscapes Project Grant			\$ 17,100

COUNTY APPROPRIATIONS			
Schuylkill County			\$ 48,750
Montgomery County			\$ 10,000

PRIVATE GRANTS			
PA Organization for Watersheds & Rivers			\$ 5,250
Sovereign Bank			\$ 2,500
National Penn Bank			\$ 1,000

OTHER PRIVATE FUNDS			
Memberships & Contributions			\$ 12,281
Merchandise Sales			\$ 12,580
Sojourn & Special Events			\$ 28,407
Various Other Funds			\$ 10,227

IN-KIND CONTRIBUTIONS			
			\$ 43,526

FISCAL YEAR 2004 PROJECTS

2004 Sojourn			\$ 31,680
Art Print Promotional Program Development			\$ 6,702
Gateway Center Development			\$ 67,597
Trails Design & Construction			\$ 57,908
Heritage Parks Programs			\$ 304,660
Water Trail Guides			\$ 1,620
Streetscape Projects			\$ 65,425
Website Development/Branding/Capacity Building			\$ 4,421
Master Sign Plan			\$ 94,164
Republishing <i>The Schuylkill</i>			\$ 8,213
Lancaster Avenue Bridge Design			\$ 32,215
Felix Dam Intepretive Plan			\$ 8,000

Schuylkill River Society Members

Gifts of \$1,000 or greater received for 2004

Investing in the Future of the Schuylkill River and the Quality of Life in the Schuylkill River National and State Heritage Area

Rita & Greg Stevens
National Penn Bank
Sovereign Bank
Mrs. Eleanor Morris

George & Miriam Martin Foundation
Blue Mountain Foundation



Julia Longacre's print of the Mouns Jones House, "Footsteps to the River", was selected for 2004's art print and note card. In the photo above Julia presents a remarked print to John Hibschman, Historic Preservation Trust, carekeepers of Morlatton Village, location of the Mouns Jones house (below).





2004 PA HERITAGE PARK GRANTS

- Schuylkill River Trail Signage, Heritage Area wide
- Manayunk Reconnections Plan, Philadelphia
- Cliffside Paths Restoration, Fairmount Park Conservancy and Fairmount Park Commission, Philadelphia
- Pottstown Riverfront Academic Center Plan, Montgomery County
- Reading RiverPlace Master Plan, Berks County
- Union Township National Register District Nomination, Berks County
- Molly Maguire Education Park, Schuylkill County



Current photo of the Cliffside Paths that connect the Philadelphia Art Museum and Fairmount Waterworks. A Heritage Park Grant has been awarded to repair and rehabilitate the Victorian-era paths.

PENNSYLVANIA HERITAGE PARKS PROGRAM
CELEBRATING 10 YEARS AS A PENNSYLVANIA HERITAGE PARK

2004 marks the 10th Anniversary of the Schuylkill River's designation as a Heritage Park by the Pennsylvania General Assembly. Since that time the Commonwealth has provided planning and implementation monies for projects throughout the Heritage Area that promote resource conservation, recreation, community revitalization, education, and heritage tourism. These funds have been distributed throughout the Heritage Area in the form of grants to partner organizations who have undertaken a wide variety of projects over the years. Each of these partners has in turn leveraged the Heritage Parks grants against other public and private funds to enhance the quality of life for local residents and boost the local economy. The result of these partnerships has been over \$10.6 million dollars in investment in the region's cultural and natural heritage over the last 10 years. On average, our partners have matched every \$1 of Heritage Parks money with \$3 from other sources. To commemorate this significant milestone and celebrate that partnership between DCNR and the Heritage Area, we have compiled the figures below to show how a little investment can go a long way.

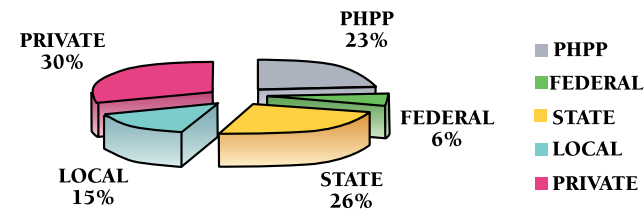
Resources leveraged by Heritage Parks Grants 1993*-2004

	TOTAL
PA HERITAGE PARKS GRANTS	\$ 2,466,192.00
FEDERAL	\$ 618,354.00
STATE	\$ 2,752,490.00
LOCAL	\$ 1,554,181.41
PRIVATE	\$ 3,285,031.51

TOTAL INVESTMENT	\$10,676,248.92
LEVERAGED DOLLARS	\$ 8,210,056.92

*Early Implementation Grants were given in 1993 and 1994. Full participation in the Heritage Parks Program did not begin until 1995.

SOURCES OF FUNDS AS A PERCENTAGE OF TOTAL INVESTMENT



SCHUYLKILL RIVER SOJOURN 2004



Sojourners hauled some interesting items out of the Schuylkill River during Schuylkill River Sojourn 2004's first river cleanup. Photo by Daniel P. Creighton.

2004's Schuylkill River Sojourn started off wet, but thankfully it was not a repeat of the previous year when the event was shortened by one day due to heavy rains and a swollen river.

Every year the number of Sojourn participants increases, and in 2004 188 different people paddled some part of the Schuylkill River Sojourn. Most Sojourners are from PA, but 11 other states have been represented since 1999: CT, DE, FL, IL, IN, MA, MD, NJ, NY, SC, WV.

This year Sojourners participated in a river clean-up of the Schuylkill River above Reading. The City of Reading provided the trash bags, and the trash removal. Reading Mayor Tom



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MacMahon personally greeted the Sojourners and thanked them for their efforts.

On this year's post Sojourn survey, questions were asked about what Sojourners spend either preparing for the Sojourn or the week of the event. Of those who shared dollar amounts, the total amount spent was over \$10,000. In addition, the cost to run the Schuylkill River Sojourn puts an additional \$35,000 into the local communities as it moves down the river.

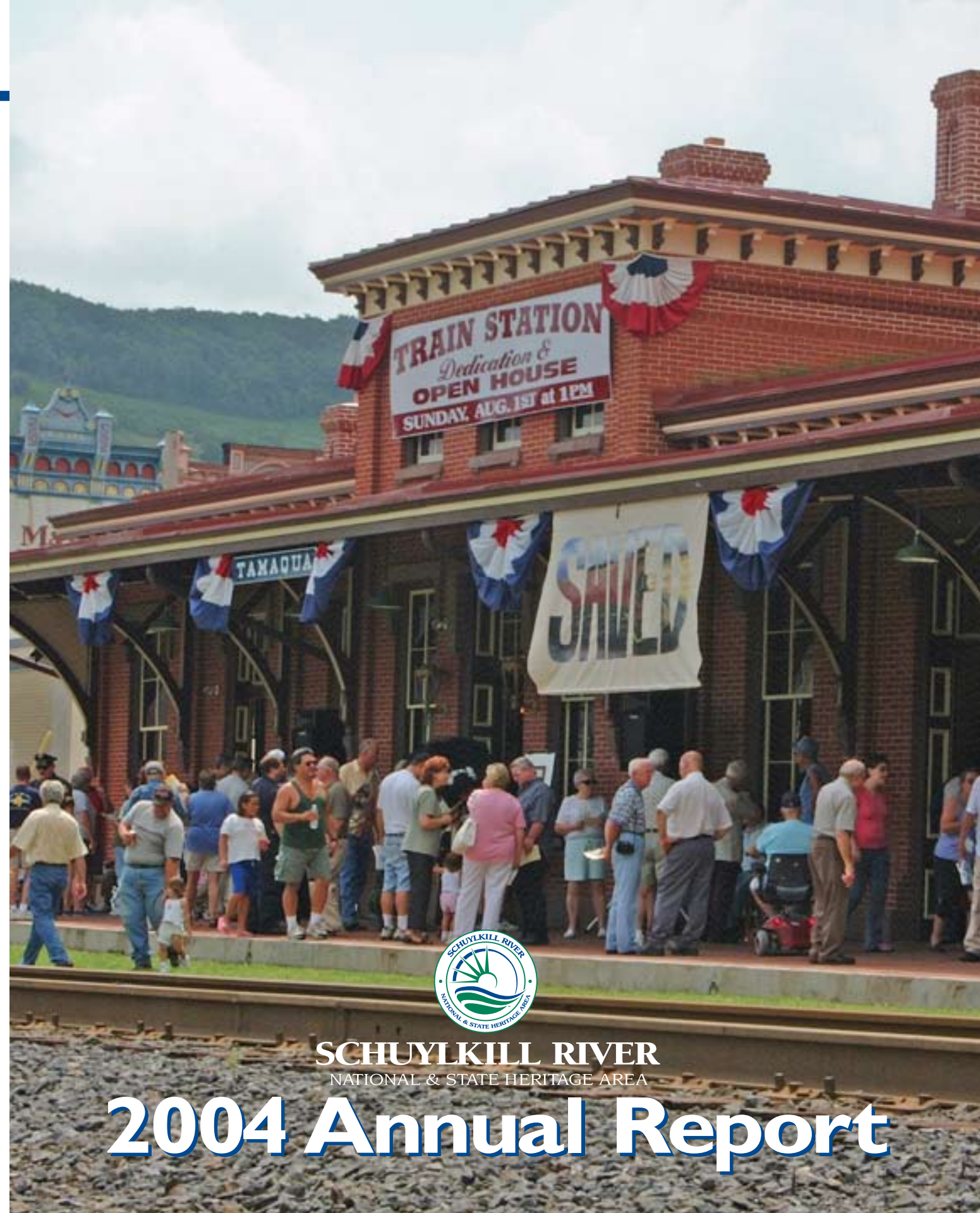
Not only does the Sojourn teach people to navigate and respect the Schuylkill River, it also brings additional recognition and dollars to the region.

Above right: Sojourners leave Poplar Neck, on their way to Pottstown. Right: Sojourn paddles into Philadelphia. Photo by Jack Gindlesperger.



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SCHUYLKILL RIVER
 NATIONAL & STATE HERITAGE AREA

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