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Arlen Specter

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Chaka Fattah James Gerlach  
Tim Holden Joseph R. Pitts  
Allyson Schwartz Joe Sestak

**Commonwealth of Pennsylvania**

Edward G. Rendell, Governor

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and Natural Resources**

Michael DiBerardinis, Secretary

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Solicitor ..... Carl J. Engleman, Jr., Esq

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

cover photo: Jenkins Arboretum, Chester County

March 2008

Dear Friends,

The Schuylkill River is the River of Revolutions. It played a vital role in the American and Industrial Revolutions, and in the 1950s it harkened in the Environmental Revolution. As a National and State Heritage Area, we strive to bring about our own minor revolution, of sorts—one that revolutionizes the way people view the region. It is our ever-present goal to build awareness of the natural, cultural and historic significance of the Schuylkill River region.

In accordance with our management plan we use five strategies to accomplish that goal—education, conservation, heritage tourism, recreation and community revitalization. This year, we made tremendous strides in all those areas.

Building the 130-mile Schuylkill River Trail, in partnership with many other organizations, allows us to touch upon all five strategies. And for the trail, 2007 was a banner year. We added several crucial pieces, including a long-awaited, 7.5-mile section in Upper Berks and Schuylkill Counties. We also began implementing a new signage system that will make the entire trail more user-friendly.

As a Heritage Area, we do not work alone. We build partnerships and stimulate projects undertaken by other organizations. To that end, we distributed \$140,000 in grants to fund eight projects that promote our goals throughout the five-county Heritage Area. Another \$250,275 from the Schuylkill River Watershed Restoration Program was distributed in August, in partnership with Exelon Nuclear, funding three projects that enhance the river's water quality.

In addition to these major projects and partnerships, 2007 saw us through a number of other accomplishments. We introduced a new tourism brochure and made it available at tourist centers throughout the area. We unveiled two new Gateway Centers in Philadelphia, and dedicated the Schuylkill County Ethnic Heritage Traveling Exhibit, which tells the story of the county's rich cultural heritage. We once again hosted the Scenes of the Schuylkill Art show, and welcomed paddlers in record numbers to the 9th Annual Schuylkill River Sojourn.

In 2008, we will persist in our efforts to revolutionize the way people view the Schuylkill River Heritage Area, undertaking projects that will benefit the region for generations to come.

Sincerely,



Kurt D. Zwikl  
Executive Director



John A. Koury, Jr.  
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.*

## 2007 At A Glance

### EVENTS

Events held in 2007 met the Heritage Area's goals by using recreation, conservation, education, historic preservation and tourism as tools for community revitalization:

- The 9th Schuylkill River Sojourn had a total of 195 participants. Evening and lunch programs during the week help educate paddlers, and the general public, about the historical and natural significance of the river and the region.
- Montgomery County Community College, SRHA and many other local organizations hosted the first annual Schuylkill River Festival at Pottstown's Riverfront Park. Visitors toured the SRHA headquarters, visited a Schuylkill River Trail information table, took kayak lessons, tried geocaching, visited the Scenes of the Schuylkill Art Show, to name a few of the many scheduled activities.
- Scenes of the Schuylkill Juried Art Show featured 23 original paintings of the Heritage Area. Twelve paintings were selected for the 2008 Scenes of the Schuylkill calendar. This year's selected entry was *Nocturne, Philadelphia*, by Arthur Ostroff.

### ENCOURAGING HERITAGE TOURISM

Several 2007 projects advanced one of the Management Plan's goals—Promote Heritage Tourism:

- The Schuylkill County Ethnic Heritage Traveling Exhibit, dedicated in May, features a 19-minute DVD of images, oral histories and music, and a 10'x 20' display board with photos and informative text.
- A full-color Schuylkill River Heritage Area tourism brochure was produced in May and placed in visitors' centers and other areas of interest throughout the five-county Schuylkill River region.



- Independence National Historical Park and Bartram's Garden in Philadelphia were sites for newly installed Schuylkill River Heritage Area Gateway Centers. Gateways consist of a kiosk that plays a 3-minute introductory video, tourism brochures and a large map of the Heritage Area. Independence NHP's Gateway Center also features the same information about the Delaware and Lehigh National Heritage Corridor.

### A BANNER YEAR FOR TRAILS

In 2007, the SRHA and many partners made tremendous headway toward completing the vision of a 130-mile hike/bike trail along the Schuylkill River. Trail developments made in 2007 include:

- Completed 7.5 miles of the Bartram section of the Schuylkill River Trail in Schuylkill County. The trail opened in September.
- Dedicated a 6/10 mile segment on the Thun Trail section of the Schuylkill River Trail from the Brentwood Trailhead, Route 10 in Reading. Brentwood Industries and the Victor Emmanuel Society partnered to complete 6.75 uninterrupted miles of trail from Reading Area Community College to Gibraltar.
- Completed a feasibility study identifying an alignment for a 20-mile section to extend the Schuylkill River Trail from Reading to Hamburg.
- Installed trail signs at the Brentwood Trailhead. Eventually, these types of signs will be placed along the entire trail.
- Removed flood debris from the Douglassville Thun trail bridge. The cleanup by Lewis Environmental exceeded \$55,000.



### FISCAL YEAR 2007 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.

STATE APPROPRIATIONS	
National Parks Service – Appropriated for 2007	\$ 550,055
STATE APPROPRIATIONS	
DCNR - Heritage Park Implementation Grant	\$ 125,000
DCNR - Heritage Park Management Grants	\$ 150,000
DCNR - Heritage Park Study Grants	\$ 40,000
DCNR - Community Conservation Partnership Program	\$ 170,500
DCED – Community & Economic Development	\$ 50,000
PennDOT	\$ 694,690
COUNTY APPROPRIATIONS	
Berks County	\$ 25,000
Schuylkill County	\$ 12,150
Montgomery County	\$ 10,000
PRIVATE FUNDS, GRANTS & SPONSORSHIPS	
Corporate sponsorships	\$ 2,300
Exelon	\$ 271,149
George & Miriam Martin Foundation	\$ 25,000
Memberships & Contributions	\$ 8,106
Merchandise Sales	\$ 6,098
PA Humanities Council	\$ 16,159
PA Organization of Watersheds and Rivers (POWR)	\$ 4,200
Pottstown Health & Wellness Foundation	\$ 30,000
Sale of Land Parcels	\$ 206,569
Sojourn & Special Events	\$ 31,734
William Penn Foundation	\$ 440,000
Wyomissing Foundation	\$ 44,834
Various Other Funds	\$ 24,713
FISCAL YEAR 2007 PROJECTS	
2007 Sojourn	\$ 43,343
Arcadia Publishing	\$ 2,494
ARDCO – Streetscape Projects	\$ 5,000
Douglassville Bridge Debris Cleanup	\$ 39,423
Gateway Center Development	\$ 36,693
Heritage Parks Programs	\$ 171,791
In-River Swimming Pool	\$ 63,137
Lancaster Avenue Bridge Construction	\$ 16,052
PBS Film Documentary	\$ 15,000
River Place Management Plan	\$ 15,000
Scenes of the Schuylkill	\$ 4,973
Schuylkill River Restoration Fund	\$ 19,541
Trails Design & Construction	\$ 933,441
Trail Signage Project	\$ 191,744
Website/Communications	\$ 25,728
Other Projects	\$ 3,656

### Schuylkill River Society Members

Donations of \$1,000 or greater received for 2007

Exelon Nuclear

Mr. & Mrs. Jack E. Gindlesperger

George & Miriam Martin Foundation

McTish, Kunkel & Associates

Mrs. Eleanor Morris

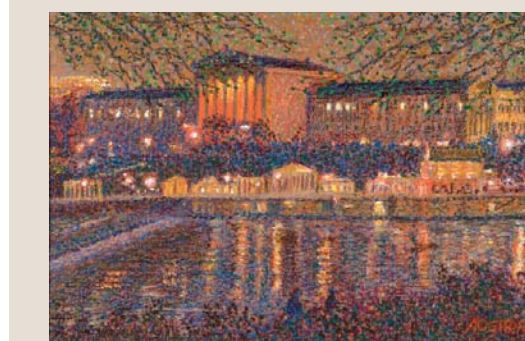
Pennsylvania American Water

Pottstown Area Health & Wellness  
Foundation

Ryan, Russell, Ogden & Seltzer, LLP

William Penn Foundation

Wyomissing Foundation



*Nocturne, Philadelphia by Arthur Ostroff, 2007's Scenes of the Schuylkill selected artwork. Arthur Ostroff will present a one man show in 2008 at MCCC's Gallery at 16 High St, Pottstown.*



**2007 PA HERITAGE PARK GRANTS**

- Walk-In Shoe Factory Cultural Arts Center Study, Borough of Schuylkill Haven
- Interpretive Center Expansion Study, Fairmount Water Works
- Gateway Entrance Study, Smith Memorial Playhouse
- "Take-A-Hike, A Doable Mile" Brochure, Jenkins Arboretum
- Centennial Exhibit, Please Touch Museum
- Railroad Display Track, Reading Company Technical & Historical Society (photo below)
- Linkages Study- Audubon Mill Grove to American Revolution Center, John James Audubon Society at Mill Grove
- Heritage Areas Pilot Documentary, Schuylkill River Greenway Association



**PENNSYLVANIA HERITAGE PARKS PROGRAM**

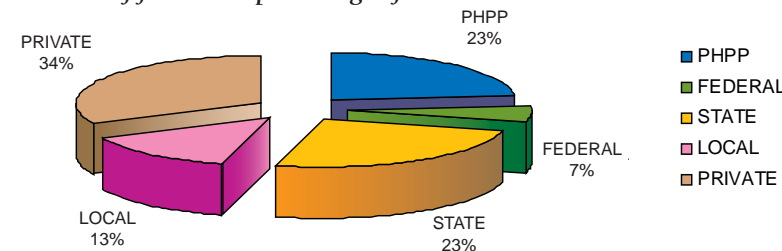
Below is a breakdown of the State Heritage Area grants program funding that represents the history of the partnership between DCNR and the Heritage Area.

**Resources leveraged by Heritage Parks Grants 1993\*-2007**

	TOTAL
PA HERITAGE PARKS GRANTS	\$ 2,914,088
FEDERAL	\$ 921,311
STATE	\$ 2,935,000
LOCAL	\$ 1,641,565
PRIVATE	\$ 4,327,856
<b>TOTAL INVESTMENT</b>	<b>\$11,713,020</b>
<b>LEVERAGED DOLLARS</b>	<b>\$ 9,825,732</b>

\*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**



**EXELON NUCLEAR GRANT PARTNERSHIP**

Once again the SRHA has partnered with Exelon Corp. and the Delaware River Basin Commission to provide grant funding for water quality improvement projects along the river corridor. In 2007 Exelon contributed over \$270,000 to the Restoration Fund which supported three grants for projects in the watershed. The SRHA will administer the grants and assist in project management for the following projects selected for 2007:

- Agriculture Best Management Practices (BMPs) for the Debra Woolf and Arthur Luft farms in Berks County—Berks County Conservancy
- Agriculture Improvements and streambank fencing along Mill Creek, Berks County—Delaware Riverkeeper Network
- Improvements and upgrades to three Acid Mine Drainage (AMD) remediation sites in Schuylkill County—Schuylkill Headwaters Association

**LOOKING AHEAD Projects Planned for 2008 and Beyond**



10th Annual Schuylkill River Sojourn, June 7-14, with a special programming partnership centering around the American Philosophical Society Museum's exhibit—*Undaunted: Five American Explorers, 1760-2007*.



Produce a PBS documentary on the Schuylkill River Heritage Area.



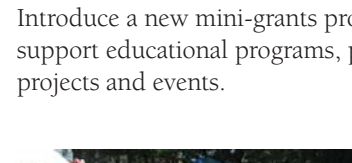
Improve the Birdsboro section of the Schuylkill River Trail and install trail blade signs on the trail from Pottstown to Reading and in Montgomery County from Philadelphia to Mont Clare.



Compile a book of historic photos, *Along the Schuylkill River*, to be printed by Arcadia Publishing.



Kick off a Capital Campaign for a Schuylkill River Heritage Area Interpretive Center planned for the SRHA headquarters in Pottstown.



Introduce a new mini-grants program offering \$1,000 grants to support educational programs, publications and other small scale projects and events.



Participate in the 2nd Annual Riverfront Festival in Pottstown, organized by the Montgomery County Community College.



Organize the Annual Scenes of the Schuylkill Juried Art Show and Competition, a partnership with MCCC's Gallery, located on 16 High Street in Pottstown.

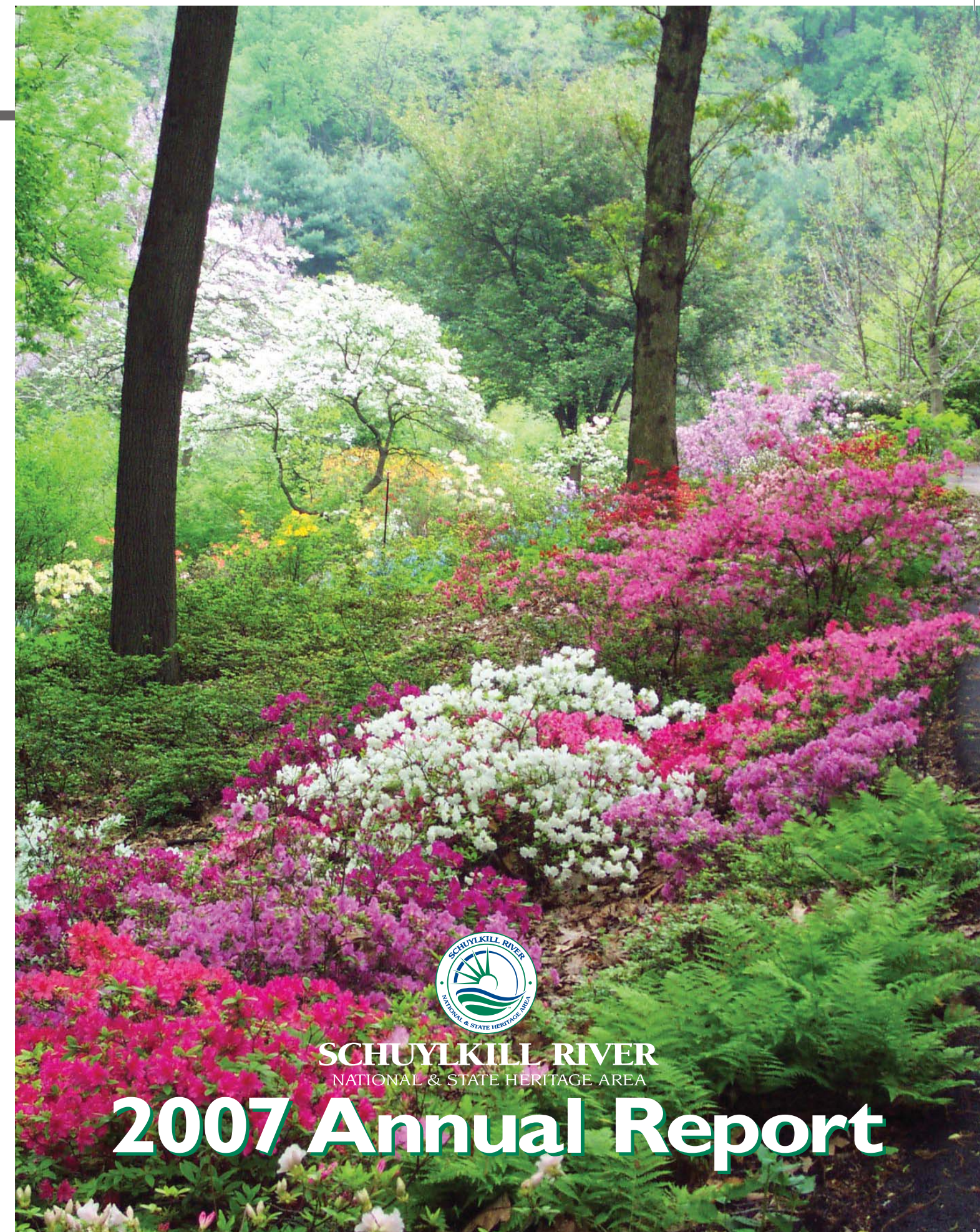


**SCHUYLKILL RIVER**  
NATIONAL & STATE HERITAGE AREA

140 College Drive  
Pottstown, PA 19464



Managed by the  
Schuylkill River Greenway Assn.



**SCHUYLKILL RIVER**  
NATIONAL & STATE HERITAGE AREA

**2007 Annual Report**