

PA ROUTE 6 HERITAGE CORRIDOR PA ROUTE 6 ALLIANCE 2013 GOALS & OBJECTIVES

THE GOALS FOR THE PA ROUTE 6 ALLIANCE AND THE PA ROUTE 6 HERITAGE CORRIDOR ARE:

1. RECEIVE NATIONAL SCENIC BYWAY/ ALL AMERICAN ROAD DESIGNATION

Designation as a National Scenic Byway will help us highlight the highway's importance to the history and heritage of the state and country and build awareness of the need to maintain and preserve the communities and landscape along the corridor.

This requires first to be designated a Pennsylvania Scenic Byway, which will be pursued by legislation. Simultaneously, we will be contacting municipalities, counties, and other stakeholders to ensure that all requirements for designation are met.

2. UPDATE THE MANAGEMENT ACTION PLAN TO INCLUDE ELEMENTS OF A CORRIDOR MANAGEMENT PLAN.

It has been 10 years since the Management Action Plan or PA Route 6 Heritage Corridor was developed. Over the years, we have implemented many of the tasks and projects outlined in this plan. The plan addresses our goals of community development, economic development, recreation and open space, and preservation and conservation of our landscape, history and heritage. It also includes strategies for marketing and promoting the corridor. In the next year, we will be updating the plan adding additional items as required to be designated a Byway:

- Engaging local officials and industry leaders in the development of strategies for maintaining, preserving and enhancing the intrinsic qualities of Route 6.
- Holding regional meetings to gather input from stakeholder on future goals and objectives
- Measuring and monitoring the impact of tourism on communities within the corridor
- Indentify and develop new partnerships for mutual benefits.

3. BUILD NATURE TOURISM PRODUCT

Route 6 traverse across a large amount of public land within the Commonwealth. Route 6 is a natural connector for at least 19 state parks, state forests, Allegheny National Forest and several National Park sites. By promoting the use of these public lands, we are also encouraging overnight stays and visits to small towns across the corridor which equates to more travel expenditures and economic development.

4. STRENGTHEN OUR HERITAGE COMMUNITIES

Help our network of 21 Route 6 Heritage Communities achieve their goals as established in their individual community heritage tourism workplans while providing cross corridor assistance in signage, infrastructure needs and technology. Item that have been requested by all communities is a uniformed interpretive kiosk system and signage.

5. CONTINUE ENCOURAGING ECONOMIC DEVELOPMENT ALONG ROUTE 6 THROUGH NICHE MARKETING.

The highly successful PA Route 6 Artisan Trail has helped increased visitation to galleries and studios across the Route. PA Route 6 Artisan Trail has achieved a great deal of recognition. In the last year, at least three new galleries and retail shops have been added to the Trail. This allows artisan to remain at home. The PA Route 6 Artisan Traveling Exhibit is luring patrons into new establishments and communities while drawing attention to the talented people in the northern tier.

Other areas of niche marketing are motorcyclists, RV and campers, and other specified heritage tourists.