

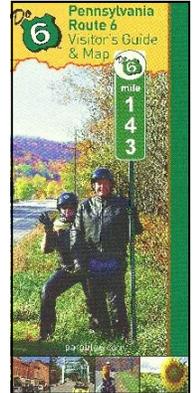


PA ROUTE 6 HERITAGE CORRIDOR UPDATE

January 1—June 30, 2011

NEW ROUTE 6 MAP AVAILABLE

What are the key sites to see when traveling Route 6? A new map of US Route 6 in Pennsylvania is now available to help guide travelers to those "don't miss" places along the 400-plus scenic highway through the northern tier of Pennsylvania. A mile marker system was placed along Route 6 in 2008. The new map uses this system to direct travelers with all sites, accommodations, and services listed by mile marker. The map also highlights the top 6 historical sites, outdoor recreational activities and scenic vistas across the highway and includes a calendar of some of the more popular events. Over 50 businesses, communities and organizations participated. Maps are available at PennDOT Welcome Centers, visitor centers along Route 6, AAA North Penn offices and through the PA Route 6 website (www.paroute6.com).



SUCCESSFUL "CAMP YOUR WAY ACROSS ROUTE 6" CAMPAIGN LAUNCHED

With an abundance of public and private campgrounds across the northern tier, Route 6 makes for the perfect traveling vacation for campers and RVer's. Taking a lead from the "Get Outdoors" campaign, ten private campgrounds joined in a promotion aimed at getting people outdoors through camping while convincing them to plan longer trips by stopping for a couple days at each of the campgrounds along Route 6. The 2011 campaign included a rack card, itineraries, ads in regional publications, camp and RV shows in York and Erie, and a special "Camp Your Way Across Route 6" section on the website. Over 50,000 brochures have been distributed to Welcome Centers, CVB Visitor Centers, camping participants, and state parks. Contact was made with Road Bear RV Sales and Rentals and Cruise America shops in PA, NY, NJ, and OH. The participating campgrounds are reporting that they saw an increase in traffic from the campaign and were able to cross promote one another. The website received over 1,000 direct hits and over 9,000 people looked at the information on www.visitpa.com.

SUCCESS STORIES FROM THE PA ROUTE 6 HERITAGE COMMUNITIES!

By the end of 2011, twenty-one (21) communities will have completed the process to become a PA Route 6 Heritage Community. This in-depth process helps local stakeholders determine the priorities and projects needed to help their town become a destination within the corridor. It builds on their strengths and stories to create a better visitor experience. Recently several communities have made great strides.

On Monday May 12, 2011, First Lady Michelle Obama sent a letter designating **Smethport**, the first PA Route 6 Community, as a Preserve America Community. According to the National Trust for Historic Preservation, Preserve America communities are designated based on a communities' commitment to protect and promote historic assets through education and heritage tourism. Mayor Ross Porter was able to demonstrate that commitment through the Smethport workplan developed during their PA Route 6 Heritage Communities process.

Other exciting outcomes of the PA Route 6 Heritage Communities process:

- Looking for a way to interpret its assets, **Wyalusing** has introduced a system using cell phones. When a visitor comes upon a historical or cultural asset in the area; a sign instructs them to call a toll-free number with their cell phone. They then hear an oral translation of the history of that particular site or attraction. Best part is that the town can track how many people use the system.
- **Austin**, through its work with the PA Route 6 Heritage Communities in Potter County, recognized a need to better tell the story of the dam disaster by linking the town to the dam ruins (over a mile north of the town) through a park concept. Several landowners have partnered with the borough to make the project feasible. A 100th Anniversary is being planned.