



PA ROUTE 6 HERITAGE CORRIDOR UPDATE

July 1—December 31, 2010

WHERE & WHEN DO YOU DO 6? PHOTO CONTEST

A photo contest, "Where and When Do You DO 6", was announced on the web and Facebook page to build awareness of the "DO 6" brand and mile markers. This was an implementation project from the recent Branding and Marketing Study, intended to engage more residents and travelers with the brand. A total of twelve entries were submitted from folks as far away as Alaska, all standing by a mile marker and describing their favorite places and activities. Some were on foot, bicycle or motorcycle. Facebook fans could then comment and "likes" the photos. These results help determine the winners. Winners will be featured in the spring issue of "Where & When" magazine and in the next PA Route 6 publication. A total of 1532 people viewed the contest entry and submission pages on the website. The top three winners are shown here.

PUBLIC INPUT GATHERED ACROSS ROUTE 6

Positive comments on applying for National Scenic Byway designation and concerns over the impact of Marcellus Shale drilling were some of the issues mentioned during a series of "Route 6: What's on the Horizon?" meetings held in October and November. Over 75 people attended the public meetings held in 7 different locations across Route 6. At the meetings, the PA Route 6 Alliance announced its name change and new structure, presented its goals and strategies for the next 5 years, and solicited public input. Attendees suggest new travel services and products like a geo-caching trail. They also discussed how to better link the communities across the corridor and how to use technology to tell the story of Route 6 and to provide travel service.

ROUTE 6 HERITAGE COMMUNITY PLANNING PROCESS HELPS TOWNS IDENTIFY AND IMPLEMENT NEW PROJECTS

Four more towns along the Corridor have completed and approved their Route 6 Heritage Community WorkPlans: Waymart, Conneaut Lake, Youngsville and Wyalusing. They join the other 6 communities who are taking steps to implement recommendations from their WorkPlans. So far the projects include: Conneaut Lake started a farmer's market this summer, Youngsville applied for and was awarded \$1 million dollars to complete their celebratory entrance and streetscape, Wyalusing held a successful seminar on "How to Start a Bed & Breakfast", Austin is completing a plan to tie the Austin Dam, Bayless Pulp Factory and town center together, Galeton and the PA Lumber Museum are developing an interpretive signage program for their overlooks that will cross promote the two locations, Smethport continues placing new interpretive signs for its Mansion District, Corry obtained an old diner car to developed into a Heritage center and Union City School District opened an artisan co-op and studio in a vacant downtown storefront. These projects were all developed out of the planning process required to become a PA Route 6 Heritage Community.



FIRST PLACE

Entry #12: Characters at Mile Marker 19N. Jerald H. of Cambridge Springs PA
"The Characters around Mile Marker 19 know they can go just down the road to Gold Star Anime when they need Manga, Comics or Games!"



THIRD PLACE - TIE

Entry # 6: Ben & Renee H. of Glassboro NJ at Mile Marker 143.
" Our group detoured from here to see Kinzua Bridge. Once used by the railroad, it was destroyed by a tornado in 2003."

SECOND PLACE

Entry #4: Mark G. D. of Erie, PA

"Four miles east of Edinboro, 22 miles from Erie, at Marker #25 is the Ski resort where I learned to ski. Now called Mountain View."



THIRD PLACE - TIE

Entry #10: Steve C. of Fairbanks, AK at Mile Marker 187"

"Wide shoulders, fall foliage, picturesque towns, reasonable lodging, make Rte 6 the perfect bike tour between rail trails on Pine Creek and the Allegheny River."