



# PA ROUTE 6 HERITAGE CORRIDOR

## 2023 ANNUAL MEETING

### BOARD OF DIRECTORS

**Dan Glotz**  
President

**Christine Tocki-Mulvey**  
Vice President

**Jason Krise**  
Secretary

**Randy Heller**  
Treasurer

**Linda Devlin**  
**Melinda Meyer**  
**Colleen Hanson**  
**John Phillips**  
**Susan Burgess**  
**Will Hunt**

**Christine Temple**  
**Robyn Cummings**

### STAFF

**Candace Hillyard**  
Executive Director

**Ralph Scherder**  
Assistant

**Abbie Pritchard**  
Bookkeeper

**Erin Morey**  
**Rachel Courtney**  
Artisan Trail Coordinators

**Vanessa Billings-Seiler**  
Facade Program Coordinator

### PA ROUTE 6 HERITAGE CORRIDOR 11 NORTHERN PENNSYLVANIA COUNTIES CONNECTED BY 1 HISTORIC HIGHWAY

The success of the PA Route 6 Heritage Corridor hinges on the teamwork of two nonprofits, the PA Route 6 Alliance and Pennsylvania Route 6 Tourist Association, which work together to: *preserve, enhance and promote the transportation heritage of one of the nation's first transcontinental highways, sustain and enhance the small rural communities linked by the highway, and preserve and enhance the natural, scenic beauty of one of America's favorite road trips.*

### 6 AREAS OF FOCUS

The PA Route 6 Alliance has the following six areas of concentration, as outlined in the Strategic Management Action Plan:

- **Partnership**
- **Education & Interpretation**
- **Open Space & Recreation**
- **Cultural Conservation**
- **Tourism Promotion**
- **Economic Development**

### PARTNERSHIP

#### PA HERITAGE AREAS

12 PA Heritage Areas work to "honor our past – build our future." Several of these areas overlap the Corridor: *Oil Region Alliance, Lumber Heritage Region, Endless Mountains Heritage Region, and the Lackawanna Heritage Valley.*

#### TOURISM PARTNERS

9 County Visitors Bureaus and Tourism Promotion Agencies make up the PA Route 6 Tourist Association which guides promotion and marketing of the Corridor:

[VisitErie.com](http://VisitErie.com)  
[VisitCrawford.org](http://VisitCrawford.org)  
Warren · [WCVB.net](http://WCVB.net)

McKean · [visitANF.com](http://visitANF.com)  
[VisitPotterTioga.com](http://VisitPotterTioga.com)  
[VisitBradfordCounty.com](http://VisitBradfordCounty.com)

[EndlessMountains.org](http://EndlessMountains.org)  
Lackawanna · [VisitNEPA.org](http://VisitNEPA.org)  
[PoconoMountains.com](http://PoconoMountains.com)

### EDUCATION & INTERPRETATION

#### PA ROUTE 6 HERITAGE COMMUNITIES

Twenty communities across the Corridor are designated "Heritage Communities" in recognition of past efforts working with the Alliance to develop and implement Heritage Community WorkPlans. These communities include:



**Conneaut Lake**  
**Edinboro**  
**Union City**  
**Corry**

**Youngsville**  
**Warren**  
**Kane**  
**Smethport**

**Coudersport**  
**Austin**  
**Galeton**  
**Mansfield**

**Wyalusing**  
**Tunkhannock**  
**Carbondale**  
**Waymart**

**Honesdale**  
**White Mills**  
**Hawley**  
**Milford**

#### PA ROUTE 6 ALLIANCE

11 W. Main St.  
PO Box 180  
Galeton, PA 16922  
814-435-7706  
[info@paroute6.com](mailto:info@paroute6.com)  
[paroute6.com](http://paroute6.com)



The PA Route 6 Heritage Corridor is funded through Pennsylvania's Heritage Areas Program administered by the Department of Conservation and Natural Resources (DCNR) Bureau of Recreation and Conservation.

# ANNUAL REPORT

2023



## EDUCATION & INTERPRETATION (CONT.)

### HERITAGE COMMUNITIES PROGRAM

- Community Heart & Soul Grant Awards: With support from DCED, DCNR, and Orton Foundation, the Alliance and Pennsylvania Humanities Council awarded \$600k in funding, training, and support to facilitate the Community Heart & Soul process in 4 communities across the Corridor: Carbondale, Youngsville, Tidioute, and Wyoming County. Received \$50,000 from DCNR Special Grant Round 28.6 to fund up to 2 new communities for the PA Heart & Soul Program.



#### Phases of the Program

- Phase One: build awareness, interest, and commitment in all segments of the community.
- Phase Two: story gathering leads to development of Heart & Soul Statements that identify what matters most and reflect what they love about their towns.
- Phase Three: develop action plans to guide future town planning based on their Heart & Soul Statements.
- Phase Four: Heart & Soul Statements adopted by town and city councils and are used to guide future policies and decisions.

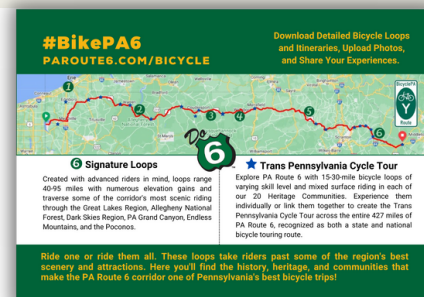
## OPEN SPACE & RECREATION

### BICYCLE TOURISM

PA Route 6 is designated as BicyclePA Route Y and U.S. Bike Route 36 (USB36). PA Route, bike tourism has been a focus for the Alliance. We have created 6 Signature Loops as well as bicycle loops in each of our 20 Heritage Communities to showcase some of the best riding across PA Route 6. Attended the Philly Bike Expo in 2021 and 2022 to promote these riding opportunities to cyclists. Worked with Amy Camp of Cycle Forward to develop a **Plan for Bike Tourism Along PA Route 6**. Partnering with Planning Commissions in the 4-county region of the PA Wilds to design and install bike racks and repair stations after receiving funding through DCNR Special Grant Round 28.6.

#### BIKE FRIENDLY BUSINESS PROGRAM -- 32 BIKE FRIENDLY BUSINESSES...AND COUNTING!

- Allegheny National Forest Visitors Bureau
- Around Town Bicycle
- Black Forest Trading Post & The Deer Park
- C S Sports, Inc
- CJ Spirits, LLC
- Crooked Creek Campground
- Gmeiner Art & Cultural Center
- Hopping Eagle Brewing Company
- Hotel Anthracite
- Inn on Maple Street Bed & Breakfast
- Kane Manor Inn
- Kane Tourist Home & Motor Inn
- Ledges Hotel
- Logyard Brewery
- Meadville Market House
- PA Suncatcher - Linda Stager
- Pepe's Pizzeria and Bistro
- Riverside Brewing Company
- Sawmill Cycles
- Sickler's Bike and Sport Shop
- Spencer House Bed & Breakfast
- Table 105
- The Corner Bar and Grill
- The Farmhouse Vacation Rentals
- The Galley Restaurant
- The Settlers Inn
- Twisted Vine Winery
- Visit Potter-Tioga
- Warren County Visitors Bureau
- WCCBI
- Wilds Sonshine Factory
- Winger and Williams



Byway designation supports the highway's historical significance and raises awareness and provide more opportunities for cultural and landscape preservation.

- Collaboration with PennDOT & Scenic America
- GIS Mapping
- Legislative meetings

### SCENIC CONSERVATION

- Support received from 32 of 34 municipalities in Warren, McKean, Potter, and Tioga counties in the PA Wilds.
- Legislative designation pending for byway designation of PA Route 6 in Warren, McKean, and Tioga counties.

# ANNUAL REPORT

2023



## CULTURAL CONSERVATION

### PA ROUTE 6 ARTISAN TRAIL

The PA Route 6 Artisan Trail promotes over 500 artisans across the Corridor each year, including art councils, art studios, galleries, theaters, craft breweries, wineries, farm-to-table dining, creative lodging, festivals, and more.

#### 2022 ARTISAN TRAIL

Culinary Delights! Regional itineraries created using Artisan Trail members as key stops along the way.

- 2022 Artisan of the Year: Highland Chocolates
- 2022 Membership: 81



#### PA ROUTE 6 PUBLIC ART & MURAL TRAIL

- Partnered with ECCOTA and Galetton on an artist-in-residence program to create a mural to honor Jim Kjelgaard, local author of the book and Disney movie Big Red.
- Hosted two community paint weekends to work on mural project.



## TOURISM PROMOTION

### DIGITAL MARKETING

#### Website · paroute6.com

- Guide, Motorcycle Loop Map available as digital downloads on website
- Artisan Trail Map available digitally and for download
- Public Art & Mural Trail available online in an interactive Google map
- Increased content on website, more articles, resources, etc.

#### Google Ad Grant for Nonprofits

- Awarded up to \$10k/month in Google Search Ads
- Spent \$117k on Google Search Ads in 2022
- Ads drive 180k+ pageviews/year

#### Email Newsletter

- Increased frequency of newsletter sends to 2 per month in 2022.
- Subscribers increased from 5k to 6k from 2022 to 2023.
- 40% open rate

#### Social Media

- Total following of 10k+
- Rotation of tourism partner promotions on Facebook

### CO-OP ADVERTISING

#### 2022 Rider Magazine

- Spring issue 3-page spread
- Fall 2-page spread
- Destination-oriented editorial available online and in print



#### VisitPA Happy Traveler and VisitPA.com Custom Content

- Featured 12 advertising partners
- 2-page spread in print magazine; distributed to 610k readers



### PUBLICATIONS

#### PA Route 6 Visitors Guide & Mpa

- 25 advertising partners
- 25k printed; distributed to advertisers, visitors bureaus, welcome centers, and online.

#### 2022 Artisan Trail Maps, Posters, & Postcards

- Distributed to members, tourism partners, and welcome centers.



### NEW WEBSITE

- Launched www.paroute6.com on a new platform.
- Travel itineraries available on the website.



### STAY CONNECTED!



@PARoute6  
@PARoute6ArtisanTrail



#PARoute6  
#Do6 #BikePA6

# ANNUAL REPORT

2023



## ECONOMIC DEVELOPMENT

### PA ROUTE 6 FAÇADE PROGRAMS

Our goal is to complete façade improvement projects in all 11 counties across the PA Route 6 Corridor. Following the success of the program in the PA Wilds, Endless Mountains Region, and Great Lakes Region, the Alliance partnered with the Lackawanna Heritage Valley National and State Heritage Area to bring the facade program to Lackawanna County. In 2023, we are bringing the program to the Pocono Mountains, which will achieve our goal of completing facade improvement projects in all 11 counties across the PA Route 6 Corridor.

The Façade Program is made possible through project funding through the PA Department of Community and Economic Development (DCED) with support from the Department of Conservation and Natural Resources (DCNR) and local business match.



**“** Façade Program funds stay local, through local contractors, construction companies, hardware stores, sign designers, etc., who also employ local residents, resulting in a cyclical effect of exponential economic benefit for the community far exceeding the amount of the initial grant.  
**”**  
Candace Hillyard, Executive Director

#### 2022-23 PROGRAM IMPACT IN THE GREAT LAKES REGION

Funding · \$103,000 DCED KCP + DCNR support

Facade and Signage Projects Funded · 26

Total Business Match · \$176,153

Total Investment in the Great Lakes Region · \$279,122

#### FAÇADE PROGRAM IMPACT ACROSS 9 COUNTIES IN THE PA WILDS REGION, ENDLESS MOUNTAINS REGION, GREAT LAKES REGION, AND LACKAWANNA COUNTY

Funding · \$489,000 DCED KCP + \$153,000 DCNR support

Façade and Signage Projects Funded · 135

Total Business Match · \$713,243

Total Investment in the Region · \$1,355,243

## THANK YOU TO THE FOLLOWING SPONSORS & PARTNERS

### OUR SPONSORS:



### FUNDING PARTNERS:

