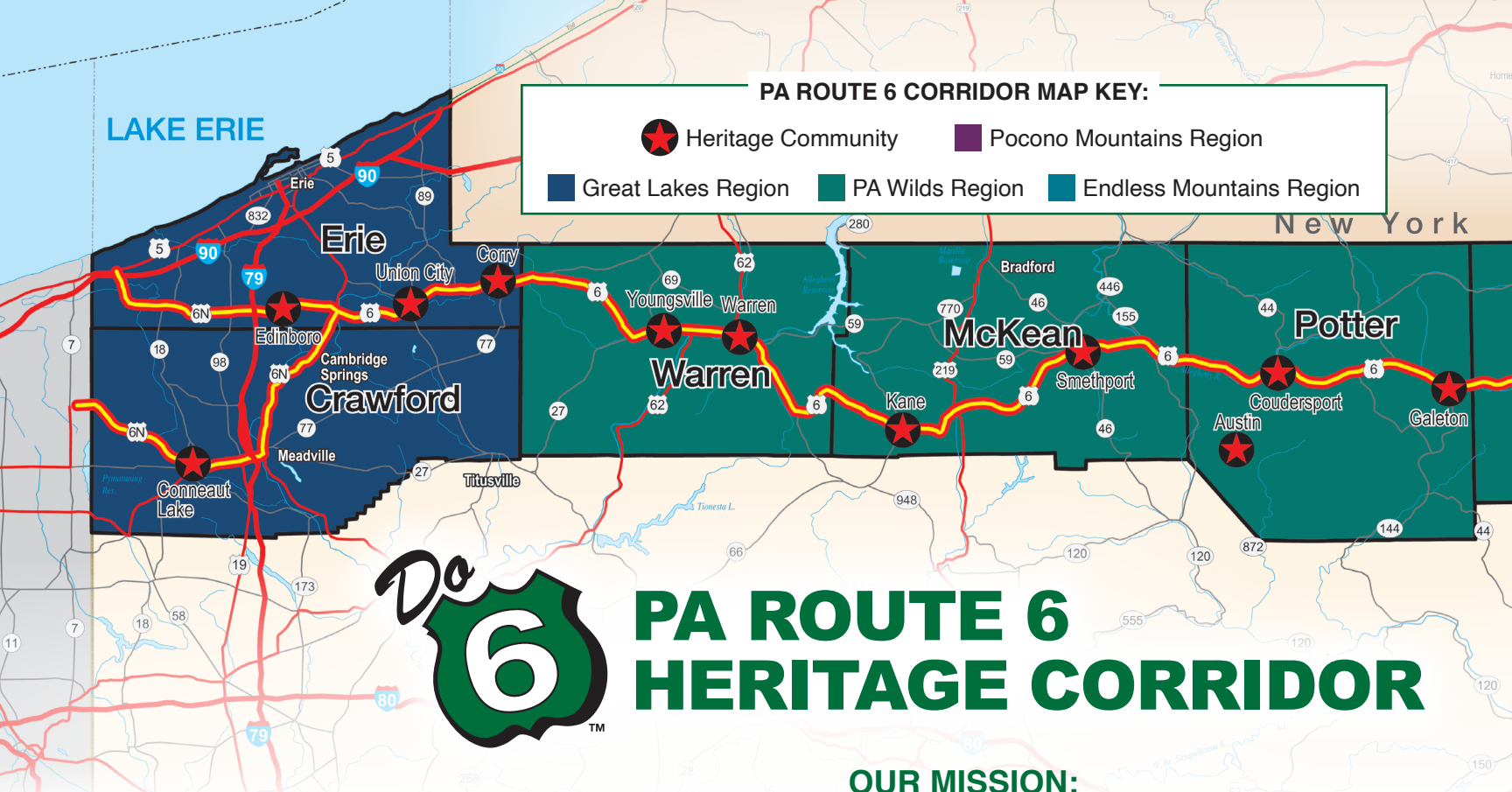


2024
ANNUAL REPORT

Pennsylvania Route 6 Alliance
Heritage Corridor





PA ROUTE 6 CORRIDOR MAP KEY:

- ★ Heritage Community
- Pocono Mountains Region
- Great Lakes Region
- PA Wilds Region
- Endless Mountains Region



PA ROUTE 6 HERITAGE CORRIDOR

OUR MISSION:

US Route 6 in Pennsylvania, through the eleven counties of Crawford, Erie, Warren, McKean, Potter, Tioga, Bradford, Wyoming, Lackawanna, Wayne, and Pike, is the focus of an effort to preserve, enhance and promote the transportation heritage of one of the nation's first transcontinental highways; to sustain and enhance the small rural communities linked by the highway; and to preserve and enhance the natural, scenic beauty of one of America's favorite "road trips".

BOARD OF DIRECTORS

Dan Glotz
President

Christine Tocki-Mulvey
Vice President

Jason Krise
Secretary

Randy Heller
Treasurer

Colleen Hanson

Robyn Cummings

Casey Ferry

Linda Devlin

Christine Temple

Jean Ruhf

John R. Phillips

Melinda Meyer

Will Hunt

Connor Vecellio

OUR TEAM

Candace Hillyard
Executive Director

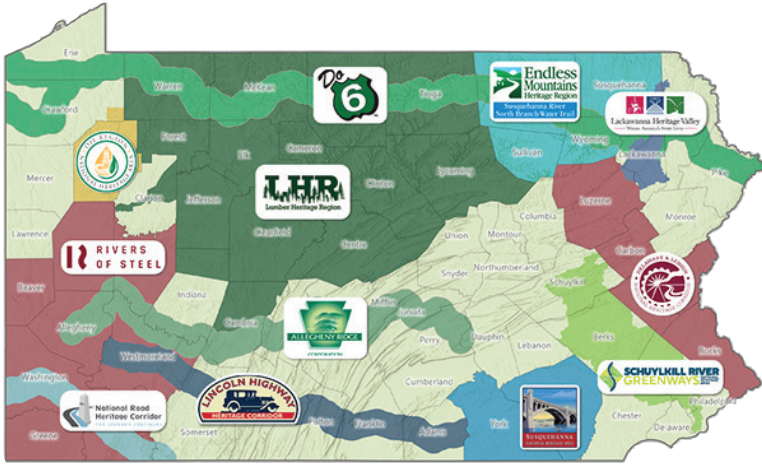
Rachel Courtney
Program Manager

Abbie Pritchard
Bookkeeper & Facade Program Coordinator

Vanessa Billings-Seiler
Facade Program Coordinator

PA HERITAGE AREAS

Twelve PA Heritage Areas work to "honor our past - build our future." Several of these areas overlap the Corridor: Oil Region National Heritage Area, Lumber Heritage Region, Endless Mountains Heritage Region, and the Lackawanna Heritage Valley Association. Five PA Heritage Areas share a national designation through the National Park Service. Two of those areas overlap the Corridor: Oil Region National Heritage Area and Lackawanna Heritage Valley Association. The Heritage PA Strategic Plan was updated in 2023 which guides our projects through the next five years.



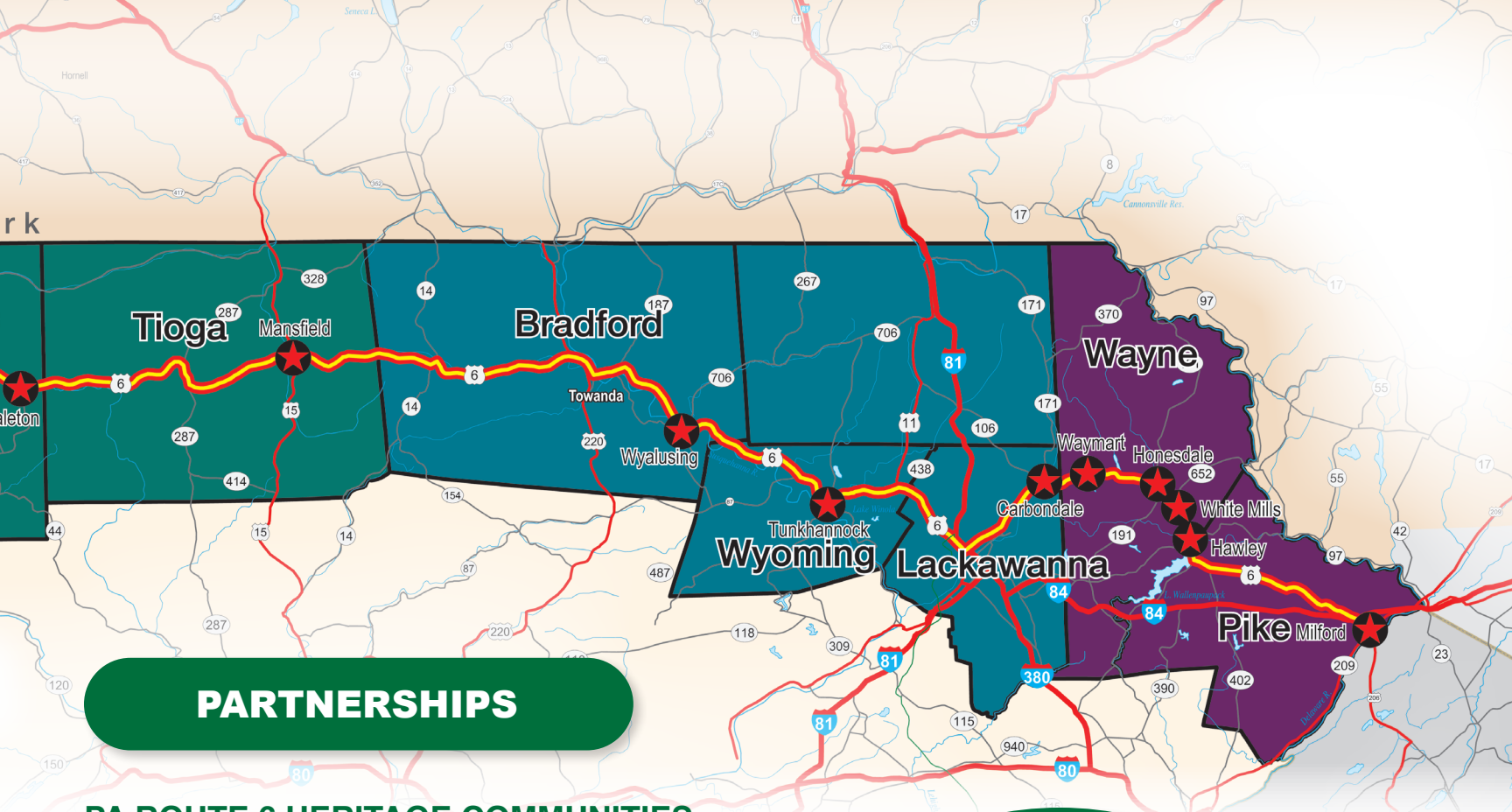
Source: Pennsylvania Department of Conservation and Natural Resources

FUNDING PARTNERS



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.





PARTNERSHIPS

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.

PA CONSERVATION LANDSCAPES

Eight PA Conservation Landscapes drive strategic investment and actions around sustainability, conservation, community revitalization, and recreational projects. Two of these areas overlap the Corridor: Pennsylvania Wilds and Pocono Forest & Waters Conservation Landscapes.

PA LOCAL DEVELOPMENT DISTRICTS

Four PA Local Development Districts (LDDs) provide Business Development Services, Federal and State Grant Assistance, Government Contracting Assistance, International Business Development Services, Community Development Services, and Transportation Planning. They include Northwest Pennsylvania Regional Planning & Development Commission, North Central Pennsylvania Regional Planning & Development Commission, Northern Tier Regional Planning & Development Commission, and Northeastern Pennsylvania Alliance.

TOURISM PARTNERS

Nine County Visitors Bureaus and Tourism Promotion Agencies in the Corridor partner with PA Route 6 Tourist Association. Together, the partnership guides regional tourism, marketing, economic development, and community engagement programs that connect the Corridor.



- | | | | |
|---|--|---|---|
| <p>VisitErie
visiterie.com</p> <p>Visit Crawford
visitcrawford.org</p> <p>Allegheny National Forest Visitors Bureau
visitanf.com</p> | <p>Warren County Visitors Bureau
wcvb.net</p> <p>Visit Potter-Tioga
visitpottertioga.com</p> | <p>Bradford County Tourism Promotion Agency
visitbradfordcounty.com</p> <p>Endless Mountains Visitors Bureau
endlessmountains.org</p> | <p>Lackawanna County Convention & Visitors Bureau
visitnepa.org</p> <p>Pocono Mountains Visitors Bureau
poconomountains.com</p> |
|---|--|---|---|



EDUCATION & INTERPRETATION

PA HERITAGE COMMUNITIES PROGRAM

The PA Heritage Communities Program addresses the need to retain and enhance the small-town experience by assisting communities in developing their own part of the larger Route 6 story. These communities benefit from heritage tourism bringing visitors to their important historical and architectural sites, actively or passively enjoying their outdoor spaces, rekindling the spirit of road touring, and boosting the local economy by purchasing goods and services along the way.

See map on the previous page to view the twenty designated Heritage Communities across the Corridor.



HERITAGE COMMUNITY WORKPLAN

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. Kane and Mansfield will complete their WorkPlan updates in 2024.

PA HEART & SOUL

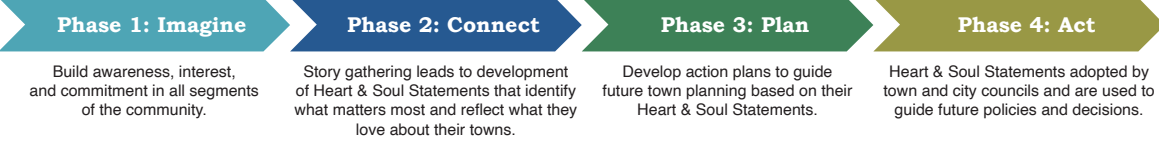
With support from DCED, DCNR, and Orton Foundation, the Alliance and Pennsylvania Humanities awarded funding for training and support to facilitate the Community Heart & Soul process in the following communities across the Corridor: Carbondale, Youngsville, Tidioute, Wyoming County, Mansfield, and Port Allegary. Carbondale and Wyoming County have completed Phase 4, and continue to implement their Heart & Soul Statements.

2023 ANNUAL EDUCATIONAL WORKSHOP, ANNUAL MEETING & “DO 6” AWARDS CEREMONY

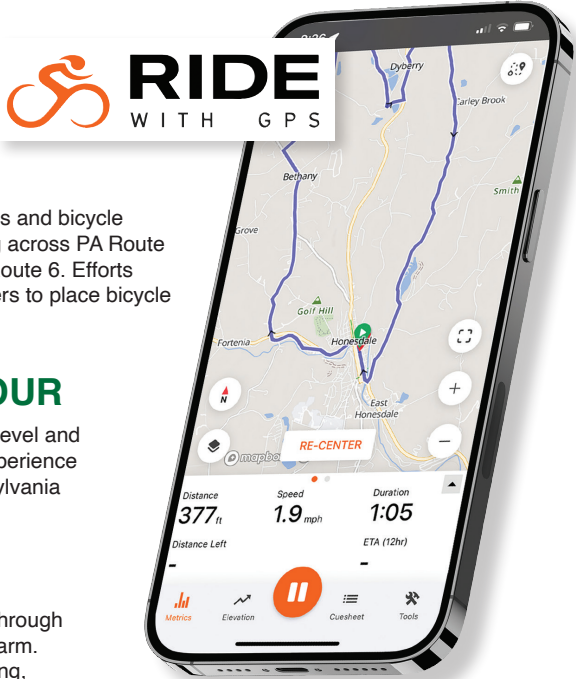


How Community Heart & Soul Works

Based on three powerful principles—involve everyone, focus on what matters most, and play the long game—Community Heart & Soul is a four-phase, step-by-step process that brings residents together to identify and honor the unique character of their town and the emotional connection of the people who live there. For most communities, completing the four phases takes about two years. But the completion of the Community Heart & Soul model is really just the beginning. It launches a new way of doing business that nurtures a more vibrant community far into the future.



OPEN SPACE & RECREATION



PA Route 6 Signature Loops and Trans Pennsylvania Cycle Tour are available on Ride with GPS and our website!

BICYCLE TOURISM

PA Route 6 is designated as Bicycle PA Route Y and U.S. Bike Route 36 (USBR 36). 6 Signature Loops and bicycle loops in each of our 20 Heritage Communities have been mapped to showcase some of the best riding across PA Route 6. Amy Camp of Cycle Forward assisted with the development of our Plan for Bike Tourism Along PA Route 6. Efforts continue to make communities more bicycle friendly. PA Route 6 Alliance is working with county planners to place bicycle racks and repair stations in multiple counties.

TRANS PENNSYLVANIA CYCLE TOUR

Explore PA Route 6 with 15-30-mile bicycle loops of varying skill level and mixed surface riding in each of our 20 Heritage Communities. Experience them individually or link them together to create the Trans Pennsylvania Cycle Tour across the entire 427 miles of PA Route 6.

6 SIGNATURE LOOPS

The Alliance has developed 6 Signature Loops that move riders through some of the region's best attractions, scenery, and small town charm. These loops traverse some of the corridor's most challenging riding, averaging around 67 miles per loop with numerous elevation gains.

WALK-BIKE-ROLL ACTIVE TRANSPORTATION WORKSHOP

Pennsylvania Downtown Center partnered with PA Route 6 Alliance and key sponsors, West Penn Power Sustainable Energy Fund and the North Central Pennsylvania Regional Planning and Development Commission, to bring a workshop on active transportation planning for rural municipalities to Kane. The program featured locally tailored presentations from a national expert discussing how to move from the recently adopted regional Active Transportation Plan to the municipal level. The goal is for every community to have safe and accessible opportunities to walk and bike, whether for recreation, sport, transportation, or tourism.



BIKE-FRIENDLY BUSINESS PROGRAM

As more visitors explore PA Route 6 by bicycle, businesses throughout the region stand to benefit from increased customers and spending at shops, restaurants, and overnight accommodations. The FREE PA Route 6 Bike-Friendly Business Program has been developed to help businesses and the entire region become more bike-friendly and attract more bicycling visitors. 32 businesses have joined the Bike-Friendly Business Program which provides business owners with resources to attract more customers while providing a quality experience for cyclists.

BICYCLE RACKS & REPAIR STATIONS



2024 Theme:
Community

SCENIC CONSERVATION

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

We are invited to submit the full application for Byway Designation.

- ✔ Collaboration with PennDOT & Scenic America
- ✔ GIS Mapping
- ✔ Legislative meetings
- ✔ Support received from 32 of 34 municipalities in Warren, McKean, Potter, and Tioga counties in the PA Wilds.
- ✔ Scenic Byway interest form submitted, accepted, and approved by PennDOT.

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.

- 2024 Membership: 83
- Artisan Trail Promotional Material:
- Artisan Trail Map, Rack Cards, Post Card, and Membership Packet



MAKER'S MARKETS

PA Route 6 Maker's Markets promote regional crafters, artisans, and agricultural producers from a variety of artistic disciplines, including pottery, photography, handmade jewelry, woodworkers, soap makers, wineries and breweries, baked goods, and artwork. These Maker's Markets are an extension of the PA Route 6 Artisan Trail, where northern Pennsylvania's rich history, diverse regions, and friendly people come together to produce a vibrant culture of craftsmanship and creativity. Since starting this program in the Spring of 2023, PA Route 6 has partnered with Endless Mountains Heritage Region, Endless Mountains Visitors Bureau, Bradford County Tourism Promotion Agency, Keystone College, Bradford County Heritage Association, Visit Potter-Tioga, Gmeiner Art & Cultural Center, Meadville's Second Saturday Community Market, and Crawford County Visitors Bureau.



PUBLIC ART & MURAL TRAIL

The trail features more than 50 murals and public art pieces! Most recent additions include a train car mural in Towanda, mural installation in Westfield, and a building mural in Kane. PA Route 6 partnered with ECCOTA to bring an artist-in-residence program to Galeton. The project included two community painting weekends to create the mural to honor Jim Kjelgaard, local author of the book and Disney movie *Big Red*.

ECONOMIC DEVELOPMENT

FACADE PROGRAM

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 Authority National and State Heritage Area to bring the facade program to Lackawanna County. In early 2024, we brought the program to the Pocono Mountains with the help of the Greater Honesdale Partnership and Pocono Forest & Waters Conservation Landscape, which achieved our goal of completing facade improvement projects in all 11 counties across the PA Route 6 Corridor.

The Facade 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 matches.



PA Route 6 Façade Program in Lackawanna County

- Funding: \$100,000 DCED plus DCNR support
- Façade & Signage Projects Funded: 25
- Business Investment Match: \$121,729
- PA Route 6 Façade Program Total Project Investment: \$221,729
- Plus additional funding from Lackawanna County Planning Façade Program: \$140,810

TOTAL INVESTMENT: \$362,539

*Data as of September 2024.



BERLEWS BEFORE



BERLEWS AFTER

TOURISM PROMOTION

DIGITAL MARKETING



EMAIL NEWSLETTER

2022	2023
Total Sends: 66,882	Total Sends: 90,317
Open Rate: 39%	Open Rate: 42%
Click Rate: 3%	Click Rate: 3%
Current Number of Subscribers: 6.7k	

SOCIAL MEDIA

- Total Followers: 10.7k
- Rotation of tourism partner promotions on Facebook

Social Media Handles:

 @PARoute6
 @PARoute6ArtisanTrail
 #PARoute6 #Do6 #BikePA6



WEBSITE

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

PUBLICATIONS

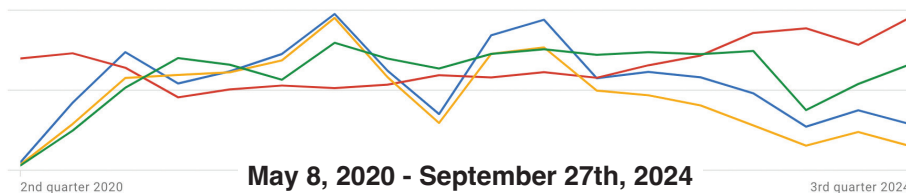
PA Route 6 Visitors Guide & Map

25 Advertising Partners, 25k printed; distributed to advertisers, visitors bureaus, welcome centers, and online.



GOOGLE AD GRANT FOR NONPROFITS

Clicks	CTR	Impressions	Cost	Avg. CPC
140K	8.43%	1.66M	\$433K	\$3.09



PA Route 6 Alliance is awarded up to \$10k/month in Google Search Ads.

- Spent \$433k on Google Search Ads since May 2020
- Ads drove 1.66M page views since May 2020
- Spent \$63.1k on Google Search Ads in 2024
- Ads drove 109k page views in 2024

CO-OP ADVERTISING

2023 VisitPA Happy Traveler and VisitPA.com Custom Content

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

2023 Rider Magazine

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





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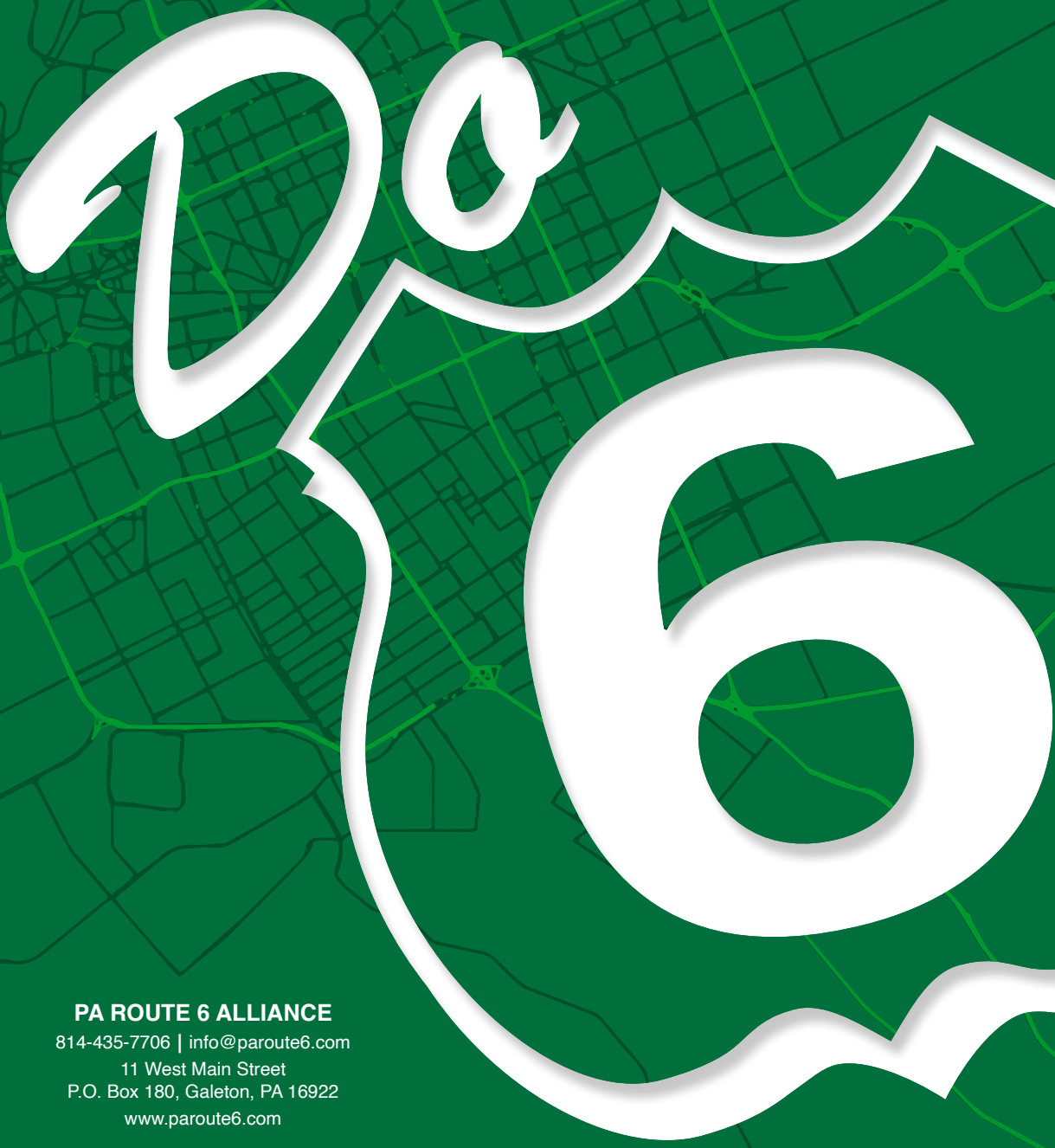
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Pennsylvania Route 6 Alliance Heritage Corridor



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