



PA ROUTE 6 HERITAGE CORRIDOR

2020-2021 ANNUAL MEETING

Thursday, September 16



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.*

SCHEDULE OF EVENTS

**10:00 AM
REGISTRATION**

+ PA Route 6 Tourist Association
Business Meeting for TPAC Members

10:30 AM

WELCOME & INTRODUCTIONS

Candace Hillyard, PA Route 6 Alliance
Brandy Schimp, Mayor of Kane

10:35 AM

ANNUAL MEETING & REPORT

Kevin Abrams, Alliance Board President
Candace Hillyard, PA Route 6 Alliance

11:15 AM

SPARKS PROGRAM

Judge John Cleland,
McKean County
Court of Common Pleas

11:30 AM

KEYNOTE ADDRESS · PART 1

Ben Muldrow, Arnett Muldrow & Assoc.

**12:10 PM
LUNCHEON**

12:30 PM

KEYNOTE ADDRESS · PART 2

Ben Muldrow, Arnett Muldrow & Assoc.

1:00 PM

"DO 6" AWARDS CELEBRATION

Kevin Abrams, Alliance Board President
Candace Hillyard, PA Route 6 Alliance

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**

PARTNERSHIPS

PA HERITAGE AREAS

12 PA Heritage Areas work together to "honor our past – build our future", 5 that overlap the Corridor: *Oil Region, Lumber Heritage, Endless Mountains, Lackawanna Heritage Valley, and Delaware & Lehigh Heritage Corridor*

TOURISM PARTNERS

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

VisitErie.com	McKean · visitANF.com	EndlessMountains.org
VisitCrawford.org	VisitPotterTioga.com	Lackawanna · VisitNEPA.org
Warren · WCVB.net	VisitBradfordCounty.com	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	Youngsville	Coudersport	Wyalusing	Honesdale
Edinboro	Warren	Austin	Tunkhannock	White Mills
Union City	Kane	Galetion	Carbondale	Hawley
Corry	Smethport	Mansfield	Waymart	Milford

PA ROUTE 6 ALLIANCE

11 W. Main St.
PO Box 180
Galeton, PA 16922
814-435-7706
info@paroute6.com
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

2019-2020



EDUCATION & INTERPRETATION (CONT.)

HERITAGE COMMUNITIES PROGRAM

Representatives from Heritage Communities convene quarterly for virtual meetings to share community news and resources. The Alliance also offers these communities special community development opportunities, including the following in 2019 and 2020:

COMMUNITY HEART & SOUL GRANTS

Community Heart & Soul Program Webinars

- Partnership with Pennsylvania Humanities Council (PHC) and Erie Arts and Culture on 2 webinars outlining Community Heart & Soul Program, a humanities-based community planning process, and grant opportunity
- Open to all communities in 11-county service region

Community Heart & Soul Grant Awards

- With support from DCED, DCNR, and Orton Foundation, the Alliance and PHC 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*

WORKSHOPS & WEBINARS

Revitalization Thursdays Webinar Series

- In lieu of 2020 Educational Summit, partnership with PA Downtown Center (PDC) on series of 4 webinars:
 - "What's Happening with Community Revitalization in PA?"
 - "Creating an Entrepreneurial Ecosystem in Tour Town"
 - "Volunteer Development: Recruit, Train, & Celebrate"
 - "Marketing Strategies for Your Community"
- Promoted to Heritage Communities but open to public; webinar recordings and resources available online

Tourism Strategies for Recovery & Resilience

- Also in lieu of 2020 Educational Summit, partnership with JB Media to provide TPAC members with half-day virtual bootcamp on the local tourism industry

OPEN SPACE & RECREATION

BIKE TOURISM

With PA Route 6 named U.S. Bike Route 36 (USBR 36) in 2018, bike tourism and a Bike-Friendly Business Program have become a primary focus for the Alliance. Initiative objectives met in 2019 and 2020 include:



COMMUNITY EDUCATION & INPUT

4 Educational Seminars - March 13, 14, & 15, 2019

- Workshops in Kane, Corry, Wellsboro, and Wyalusing
- Presentation by bike tourism expert, Russ Roca, of The Path Less Pedaled, on the economic impact of bike tourism including case studies on Oregon Scenic Bikeways and Otago Central Rail Trail
- Bike-Friendly Business Program plans introduced
- 125 in attendance; 22 signed up for Steering Committee; 49 signed up for Advisory Committee

BIKE-FRIENDLY BUSINESS PLAN

Bike-Friendly Business Program

- Developed by the Bike Tourism Steering Committee and Tourism Promotion Advisory Council in consultation with bike tourism experts Russ and Laura Roca of The Path Less Pedaled
- paroute6.com/bfb-plan features Bike-Friendly Business Program video, resource pages with hospitality information and local/regional bicycle resources, and application for "Bike-Friendly Business" recognition

PENNSYLVANIA BYWAY DESIGNATION



The Alliance made great progress in 2019 and 2020 toward its bid for PA Route 6 to gain designation as a Pennsylvania Byway. Not only would designation showcase the highway's historical significance, but it would also raise awareness of and provide more opportunities for cultural and landscape preservation. Resolutions of Municipal Support are required for designation and have been received from nearly all municipalities along the PA Wilds region with full support in McKean and Tioga Counties. The Alliance will soon request "PA Route 6 in the PA Wilds Region" for legislative designation as a PA Byway.

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.

2019 ARTISAN TRAIL

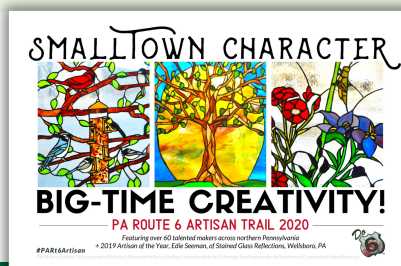
Open Your Senses on 6 - Nature Inspires Art

- 2018 Artisan of the Year, Photographer Curt Weinhold
- Membership: 59

2020 ARTISAN TRAIL

Smalltown Character, Big-Time Creativity!

- 2019 Artisan of the Year, Stained Glass Reflections
- Membership: 68



ANNUAL REPORT

2019-2020



TOURISM PROMOTION

DIGITAL MARKETING

Website - paroute6.com

- Guide, Motorcycle Loop Map, and Artisan Trail Map available digitally and for download
- Seasonal content added, such as "Top 6 Spots to See Fall Foliage on 6" at paroute6.com/see-fall-foliage-pa-route-6
- 98% increase in pageviews in 2020 as compared to 2019

Google Ad Grant for Nonprofits

- Contracted with JB Media to apply for and set up Google Ad Grant
- Awarded \$10k/month in Google Search Ads
- Ads drive 180k+ pageviews/year

Lasting Landmarks

- Nominations sought from historical societies of landmarks that "tell the stories of the Corridor's people, places, battles, and industry"
- paroute6.com/lasting-landmarks links to themed pages: *historic monuments, natural landmarks, transportation landmarks, historical sites, and railroad landmarks*

Video

- Videos created; promoted on paroute6.com, YouTube, and Facebook:
 - *National Recreation Trail and Amazing Prospects Videos – for each county across Corridor*
 - *2019 Artisan Trail – "Open Your Senses on 6"*
 - *2020 Artisan Trail – "Small-Town Character, Big-Time Creativity!"*

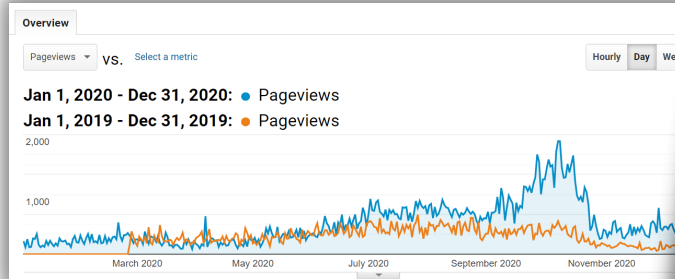
Email Newsletter

- Over 3k subscribers
- 30% open rate; 20% click-through

Social Media

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

Led by the **Tourism Promotion Advisory Committee (TPAC)**, the Alliance's marketing efforts throughout 2019 and 2020 shifted in focus from print to digital content, social media, and e-commerce.



CO-OP ADVERTISING

2020 RoadRUNNER "Classic Roads" Motorcycle Promotion

- Motorcycle Loop Map advertisers featured as points of interest in app as well as digital/print article

2019/20 VisitPA Happy Traveler and VisitPA.com Custom Content

- Featured 11 advertising partners
- 2-page spread in print magazine; distributed to 610k readers
- Custom content article online; 13k+ pageviews and 2.5k+ leads

MERCHANDISE

"Do 6" Online Shop

- New ecommerce site: paroute6.com/shop-6
- Branded "Do 6" merchandise, books, products from tourism partners, and donation button

PUBLICATIONS

2019/20 Visitors Guide

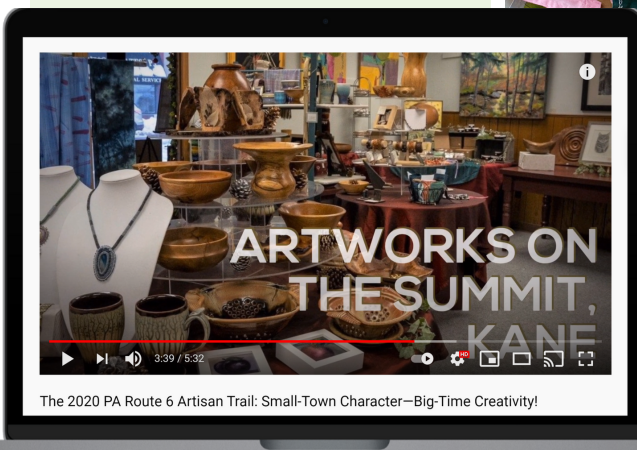
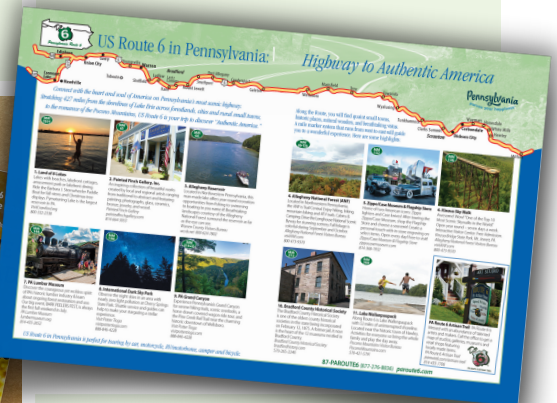
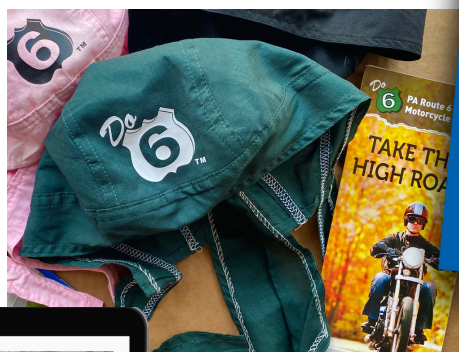
- 25 advertising partners
- 50k printed; distributed to advertisers, visitors bureaus, welcome centers, and online

2019/20 Motorcycle Loop Map

- 5 loops across featuring 25 advertisers as points of interest
- 20k printed; distributed to visitors bureaus, welcome centers, motorcycle shops, and online
- Motorcycle Loop Maps available digitally and for download online

2019 & 2020 Artisan Trail Maps, Posters, & Postcards

- Distributed to members, tourism partners, and welcome centers



SCAN TO SHOP 6!



STAY CONNECTED!

- @PARoute6
@PARoute6ArtisanTrail
- @PARoute6
@PARoute6ArtisanTrail
- @PARoute6
- #PARoute6
#Do6

ANNUAL REPORT

2019-2020



ECONOMIC DEVELOPMENT

PA ROUTE 6 FAÇADE PROGRAMS

Led by a partnership between the Alliance and PA Wilds, \$180,000 in Keystone Communities Program (KCP) funding through PA's Department of Community and Economic Development (DCED), with support from the Department of Conservation and Natural Resources (DCNR), funded 53 building improvement projects for businesses/organizations throughout Warren, McKean, Potter, and Tioga Counties.

Success in the PA Wilds led to a partnership with Endless Mountains Heritage Region (EMHR) to take the program to the Endless Mountains region along the Corridor, resulting in \$100,000 in DCED KCP funding and DCNR support funding 32 building improvements projects within Bradford and Wyoming Counties. With this program near completion, the program will move to the Great Lakes Region of Erie and Crawford Counties in early 2022.



TOTAL PROGRAM IMPACT IN THE PA WILDS

- Funding · \$183,000 DCED KCP + DCNR support
- Facade and Signage Projects Funded · 53
- Total Match Invested by Participants · \$264,098
- Total Investment in the Region · \$447,099

CURRENT PROGRAM IMPACT IN THE ENDLESS MTS.
(AS OF SEPT. 2021)

- Funding · \$103,000 DCED KCP + DCNR support
- Facade and Signage Projects Funded · 32
- Total Match Invested by Participants · \$124,000
- Total Investment in the Region · \$227,000



“ 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

THANK YOU TO THE FOLLOWING SPONSORS & PARTNERS

GOLD SPONSORS



SILVER SPONSORS



FUNDING PARTNERS



SEE YOU IN MANSFIELD IN 2022!