

For immediate release

## **PA Route 6 Heritage Communities Great Progress**

From 2007 to 2012, twenty communities were assisted by the PA Route 6 Alliance to develop their own heritage Plans, earning the designation as a PA Route 6 Heritage Community. These communities represent the jewels along Route 6. Their plans make recommendation on how each community can tell its own unique story, enhance its surroundings and create a prosperous economy.

Over the year, the Heritage Communities have been implementing the recommendations in their plans with great success. Some are small projects that have a big visual impact such as the banners lining the streets of Mansfield that commemorate hometown veterans. Others are long-term infrastructure projects that require a multiple of funding sources and comprehensive planning like the gateway improvements and streetscape project in Youngsville, which installed new entryway signage this year.

In 2013, some of the projects that PA Route 6 Heritage Communities have achieved as part of the Heritage Workplans include:

- Conneaut Lake has successfully raised both private and public funding to complete their streetscape project and improvements to Ice House Park and Firemen's Beach. The coordinators developed an excellent communication plan that helped to spark local interest and to raise over \$150,000 in private funds from residents and businesses.
- Kane has experienced great success with its Shop Small quarterly promotion. Merchants are participating and seeing results. The fall campaign consisted of a one-page of coupon specials from merchants. Consumers redeemed coupon and were entered in a raffle to win Kane Chamber of Commerce gift certificates.
- Wyalusing has finished more lighting, fencing and sidewalks on their historical trail.
- Carbondale has introduced a series of walking tours using QR codes called 'Explore Historic Route 6', which explore the historic hotels, Memorial Pak, historic churches and their alien connection.
- Milford has established a community foundation to help fund projects within their workplan.

One of the best measurements of success is when a project is expanded to cover a larger area as in the case of Wyalusing's Barn Quilt Tours, The program was so successful in attracting visitors and interpreting the town's history, that it is being taken over by the Endless Mountains Visitor Bureau, who plans on making the tours into a regional program, covering 4 counties.

The original development of the Heritage Community Workplans was funded through the SafeTea-Lu program, PennDOT and PA DCNR. Now the Heritage Communities are moving forward on achieving their objectives and implementing their plans.

As each community continues their work, they only add more appeal for travelers travel across one of America’s favorite highway and to come “DO 6”.



Youngsville new signage

SMARTPHONE WALKING TOUR

## Explore Historic Route 6


### Carbondale In Just 6 Easy Steps

1. Pick Up A Seasons On 6 Walking Card With Map
2. Download Any QR Code App To Your Smartphone
3. Choose 1 Of The Must See Sites From The Card
4. Take A Walk And Find The Historic Site Kiosk
5. Locate And Scan The QR Code On The Kiosk
6. Experience History As It Comes Alive On Your Phone



Conneaut Lake