



PA ROUTE 6 HERITAGE CORRIDOR 2018 ANNUAL MEETING & ANNUAL UPDATE



HERITAGE is NOW

AGENDA

10:30 a.m.
Registration

11:00 a.m.
Welcome

Kevin Abrams, President
Cindy Morrison, County
Commissioner
Maurice Cashman,
Warren Mayor

Business Meeting
Kevin Abrams, President

20th Anniversary
Terri Dennison,
Executive Director

12:00 p.m.
Lunch

12:45 p.m.
**Accomplishments &
Goals**
Terri Dennison,
Executive Director

1:00 p.m.
Keynote Speaker:
Roy Gothie, Bicycle and
Pedestrian Coordinator,
PennDOT

1:30 p.m.
“DO 6” Awards

2:00 p.m.
Closing

OUR ROAD YOUR TRIP TWENTY YEARS LATER

In 1998, the convention and visitor bureaus across US Route 6 in Pennsylvania got together and decided to continue what other groups had begun - promoting the scenic driving route across Northern Pennsylvania. Spurred on by the offering of a regional marketing grant from the Pennsylvania Tourism Office, the nine CVBs developed a marketing plan that included a brochure, website, national advertising, and outreach to the traveling press. They believe so much in this effort that the CVBs incorporated themselves into the PA Route 6 Tourist Association. This unprecedented cooperation amongst the county tourist promotion agencies caught attention.

Their successes that year included a 5-part Associated Press series that was carried in newspapers nationwide. This was the beginning of an initiative that continues today. The PA Route 6 Tourist Association still exists and serves as the foundation of the current Tourism Promotion Advisory Council.

We are grateful to our CVB Directors and Boards for their support over the years.



Governor Tom Ridge, who announced the Regional Marketing grant award, with then PA Route 6 Tourist Association Secretary, Sandi Spencer and then Treasurer Terri Dennison

Today the PA Route 6 effort includes six areas of concentration:

- Tourism Promotion
- Open Space and Recreation
- Economic Development
- Cultural Conservation
 - Partnerships
- Education and Interpretation

PA ROUTE 6 PROGRAM UPDATE

MINI GRANT UPDATES:

All recipients of a 2016-17 Mini Grant award have finished their projects and the results are fantastic! Here is what was accomplished with these small grants:

- Greater Hawley Partnership completed a crucial link in their trail system linking the downtown with the Wayne County Historical Society's Lock 31 D&H Canal Park.
- Erie Yesterday developed a smart-phone walking tour program for five southern Erie County towns. This was complemented by a documentary produced by WQLN Public Media.
- The Allegheny National Forest Visitor Bureau designed and installed interpretive signage for the city of Bradford and Kane.
- The city of Warren developed gateway signage.
- Tunkhannock enhanced their walking tour by training local volunteers as guides.
- Carbondale, Waymart, Honesdale, and White Mills developed an interpretive sign program to tell the story of the Delaware and Hudson Canal and Railroad. The signs are linked to the PA Route 6 Mile Marker program.

PA ROUTE 6 AND PA WILDS FAÇADE PROGRAM

Fifty businesses and properties within the PA Route 6 Heritage Corridor and PA Wilds Region are receiving assistance to improve their facades or install signage.

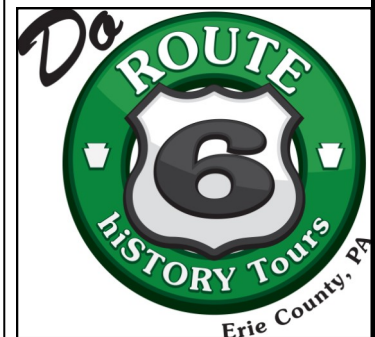
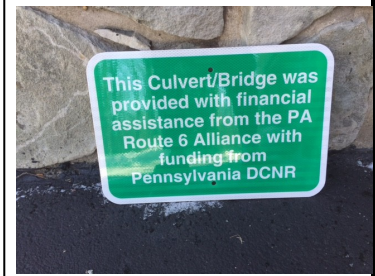
The PA Route 6 and PA Wilds Regional Façade Program is intended to enhance the attractiveness of the small towns within the PA Wilds and along the PA Route 6 Heritage Corridor by helping commercial property owners and business owners in Warren, McKean, Potter and Tioga County improve the look of their buildings.

The Façade Program is being managed by the PA Route 6 Alliance and the signage program is being administered by the PA Wilds Center. An amount up to the maximum of \$5,000 was awarded to 37 business and commercial property owners in communities within the four-county region.

COMMUNITY AND BUSINESS DEVELOPMENT THROUGH EDUCATION

The PA Route 6 Alliance continues to provide educational programs and technical assistance to communities upon request. Our Executive Director has presented concepts for downtown revitalization to several communities in the last year, using the video produced by destination development expert, Roger Brooks, just for PA Route 6. The video is followed by an open discussion on what is working and what is not working in each community.

The PA Rt 6 Alliance has also arranged that each of our CVB partners and Heritage Communities have access to Roger Brooks' library of educational videos. © 2018 PA Route 6 Alliance



NEW ROUTE 6 MERCHANDISE

One of the PA Route 6 Alliance's goals is to establish a line of merchandise that is reflective of the Makers along the Route. So we were ecstatic when fabric artist, Nancy Asmus of Meadville, approached us with an idea for a PA Route 6 Throw.

The concept was to have each CVB pick one photo that was iconic of the counties they represented. Asmus then created a piece of fabric art from the photos. She had prints made from her creations and worked with a company that specializes in weaved throws to layout and design the throws.

Asmus has created similar throws for Conneaut Lake Park and Allegheny College. During the unveiling on March 30, Asmus read a poem on what inspired her work adding that she is planning to visit all the sites on the throw in the next year.

Cost for a throw is \$125. The throw will be available for purchase from the PA Route 6 Alliance and at several visitor centers.



PROMOTIONAL UPDATES

A cooperative ad was placed in the September issue of *Wing World* magazine which accompanied a story about 3 of the PA Route 6 Motorcycle loops Circulation:41,000

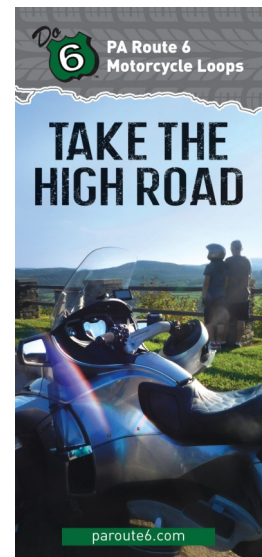
A series of quarter page ads were placed in *Motorcycle Mojo*, a publication serving Canadian motorcyclists. The campaign included a link to our video on their webpage. Circulation: 3 issues at 59,400, 4 months of website exposure – 70,600 exposures, e-newsletter – 9,800

Two writers, Terri Marshall and Vanessa Orr, blogged about their trip in "Girls Trip Across Route 6".

Pa Route 6 was highlighted in the "Take the Scenic Route" article in *Penn's Steward*, newsletter for the Pennsylvania Parks & Forest Association.

Placed a full page advertorial in *Horizon: Travel America*, Canadian issue on Sept 5. Also included a short video that ran on the closed circuit television channel in the underground transit system in Toronto. Circulation:226,000 readers

"Images of Modern America: Route 6 in Pennsylvania", written by Kevin Patrick, Elizabeth Mercer Roseman and Curtis C. Roseman was released.



20,000 copies of the 2018 Motorcyle Loop Map were produced .

PA Route 6 Releases New Videos!

Three new videos were created for PA Route 6 in the last year. The first one, "Our Road, Your Trip" is a 6 minute video that takes you across Route 6 starting at mile marker 00. A thirty second commercial was also created. The final video is a promotional video for the PA Route 6 Artisan Trail. All are available on YouTube, just search for PA Route 6.

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REMEMBER OUR ROAD

ARTISAN TRAIL TRAVELING EXHIBIT

The 2018 PA Route 6 Artisan Trail Traveling Exhibit was premiered at Meadville Fine Arts on Friday, March 30. Along with the Exhibit was the unveiling of a unique throw, designed by Fabric Artist Nancy Asmus, depicting 11 iconic sites across the scenic highway.

The event was part of the Fifth Friday Celebrations in all of the designated Pennsylvania Heritage Areas and signified the start of Artisan Trail Month.

The Exhibit, which showcases prints and photographs from members of the PA Route 6 Artisan Trail, will move across PA Route 6 to the east. Some dates are tentative and subject to change:

Month	Venue
May 16 – 17	PA Route 6 Annual Meeting Days Inn, Warren
May 18 - 26	Goodell Gardens and Homestead, Edinboro
May 27- June 16	Raymond M. Blasco, M. D. Memorial Library, Erie
June 16	Painted Finch Gallery, Corry
June/ July	Allegheny National Forest Visitors Bureau, Bradford
July	Potter County Artisan Center, Coudersport
August	Pennsylvania Lumber Museum, Ulysses
September	Pennsylvania Welcome Center Route 15 Southbound, Tioga
October	Dietrich Theater, Tunkhannock & Framesmith, Tunkhannock
November	Art Factory, White Mills
December	The Artery, Milford



Celebrating the Performing Arts along the PA Rt. 6 Artisan Trail (Left to Right): Warner Theater exterior & interior, Erie Arts & Culture, Dietrich Theater & Culture Center, Tunkhannock State Theater, Bradford Co. Regional Arts Center, Dietrich Theater, Tunkhannock, Austin Ben Show, Earl McWhorter Justice, Carlisle Walk-In Outdoor Cinema, Horseshoe, Brantley Family Theater & Main Street Movie House, AMF Theater, Brantley Justice, Austin Ben Show, Earl McWhorter Justice

Now Showing On 6



*Remember Our Road
Experience creativity
on the PA Rt6 Artisan Trail*

The PA Route 6 Artisan Trail is a program of PA Route 6 Alliance and PA Route 6 Heritage Corridor, funded by the PA Heritage Area Program under the PA Department of Conservation and Natural Resources. ©2018

Each April, the PA Route 6 Alliance honors its talented artisan members. This year's commemorative poster and postcard highlight some of the performing art venues across the Northern Tier.

*For more information on the PA Route 6 Artisan Trail, contact:
Merry Ryding - merry@paroute6.com*

Graciously Sponsored By ~

The EADS Group, BarkleyREI, AAA Magazine, Nittany Valley Offset and the Warren County Visitors Bureau.



*Thank you to the City of Warren and the Days Inn for hosting this year's Annual Meeting.
See you next year in Wayne County*