

2014 COMMUNITY UPDATE

# our past is our present



Lackawanna Heritage Valley

— WHERE AMERICA'S STORY LIVES —



"We could not be more proud of the success we've achieved in 2014. Through the hard work of our staff, dedication of volunteers, and generous support of donors, we've continued to serve our mission of preservation, education, and promotion of our heritage."

NATALIE GELB, EXECUTIVE DIRECTOR  
LACKAWANNA HERITAGE VALLEY



"The cultural diversity of our region is rich. From family-friendly annual events like the Santa Train, to nature trails, conservation alliance, community festivals and more, the support we receive allows us to offer something for everyone."

BOB SAVAKINUS, CHAIR,  
LACKAWANNA HERITAGE VALLEY BOARD,  
CULTURAL DIVERSITY

"Through various development programs and activities in 2014, we were able to collaborate more closely than ever with LHV. We worked to expand a variety of projects and activities that benefit our community and provide education and awareness about the many ways LHV impacts Northeastern Pennsylvania."

ELLEN BUSH, CHAIR  
HERITAGE VALLEY PARTNERS BOARD, DEVELOPMENT





## Programs Along the Lackawanna

2014 was filled with a variety of programs along the Lackawanna River that provided educational, cultural, and historical opportunities.

Some programs included: bike rides, runs, bird walks, yoga, concerts, s'mores, and historical walks! LHV is hoping to expand the programs for 2015 and you can always find out more at [LHVA.org](http://LHVA.org).

Each week thousands of runners participate in organized running clubs or races along the trail, including programs like Scranton Running Company's "Barrier Breakers."



## Save the Dates!

**Sunday, April 12**  
Scranton  
Half Marathon

**Friday - Sunday, June 5 - 7**  
Arts on Fire Festival

**Saturday, June 20**  
Heritage Explorer  
Bike Tour

**Saturday, August 22**  
Heritage Explorer Train

**Saturday, December 5**  
Santa Train, Christmas  
in a Small Town



For upcoming events throughout the year, visit [www.lhva.org](http://www.lhva.org)



## About the Lackawanna Heritage Valley National and State Heritage Area

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The Lackawanna Heritage Valley National and State Heritage Area (LHV) is a federal, state, local, and public/private partnership. LHV is managed by the Lackawanna Heritage Valley Authority (LHVA), a municipal authority of Lackawanna County. In 2009, Heritage Valley Partners, Inc, was created as the nonprofit support entity to diversify funding and to attract additional public awareness to the mission and programs of the Lackawanna Heritage Valley. The mission of the Lackawanna Heritage Valley is to facilitate community action in the preservation, promotion and development of the region’s history, cultural heritage, and natural resources. In 2014 LHV conducted an economic impact study which found that the Heritage Area contributes \$31.3 million to the local economy.

## Lackawanna Heritage Valley Goals

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- 1 Tell the region’s story.
- 2 Facilitate partnerships.
- 3 Preserve and enhance the physical character and economic vitality of the communities in the Lackawanna Valley.
- 4 Improve the visitor experience.
- 5 Reconnect people and communities to the Lackawanna River.



“It is great to have such a strong partner in LHVA to work with on the development and implementation of new program ideas and projects. LHVA is able to help the park reach a broader audience and enrich the programming opportunities for the greater Scranton area.”

- DEBBIE CONWAY, SUPERINTENDENT,  
STEAMTOWN NATIONAL HISTORIC SITE

## Lackawanna Heritage Valley Authority, Board of Directors 2014

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Robert Savakinus, Chair  
Raymond Angeli, Vice Chair  
Julia Munley, Esq., Secretary  
Thom Welby, Treasurer  
Dominic Keating, Esq  
Michael Hallinan  
Mark Matylewicz

## Heritage Valley Partners, Board of Directors 2014

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Ellen Q. Bush, President  
Eugene E. McDonough, Vice-President  
John Monnier, Secretary/Treasurer  
Ray Angeli  
Brian Cali, Esq.  
Robert Durkin  
L.P. Frieder  
Fafi Karam  
Robert Savakinus  
Robert Tamburro  
John Wiercinski

## Lackawanna Heritage Valley Authority Staff

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Natalie Gelb, Executive Director  
Linda Mlodzienski, CPA, Director of Operations  
Leo Danylak, Fiscal Director  
Stephanie Milewski, RLA, Trail Manager & Environmental Program Officer  
Owen Worozbyt, Director of Community Engagement  
Beverly Liuzzo, Assistant Fiscal Director  
April Rogato, Executive Assistant



## Funding Partners

In 2014 LHV received funding from:

- National Park Service
- PA Department of Conservation and Natural Resources
- Heritage Valley Partners, Inc.
- Margaret Briggs Foundation
- Scranton Area Foundation
- William G. McGowan Charitable Fund
- Scranton Half-Marathon
- Lackawanna County
- Ronald McDonald House Charities
- Anthracite Heritage Museum/Historical & Museum Commission
- Fidelity Bank
- Architectural Heritage Association
- Multimodal Transportation Fund
- Walmart
- National Recreation & Park Association

## Economic Investment

LHV requires a dollar-for-dollar (1:1) match for all of its grant awards. In some cases, organizations bring additional matching funds to a project, building on LHV's initial investment. For example, when LHV awards \$5,000 to a project that has a total project cost of \$15,000, the leverage ratio is 1:3.

In 2014, LHV granted \$15,700 to local partners to support projects, programs, and events. The total cost for these partner projects was \$129,949.39 creating a leveraging ratio of nearly 1:9. This means that for every \$1 that LHV granted for a community project, the partner organization provided almost \$9 in additional funding.

## Project Support

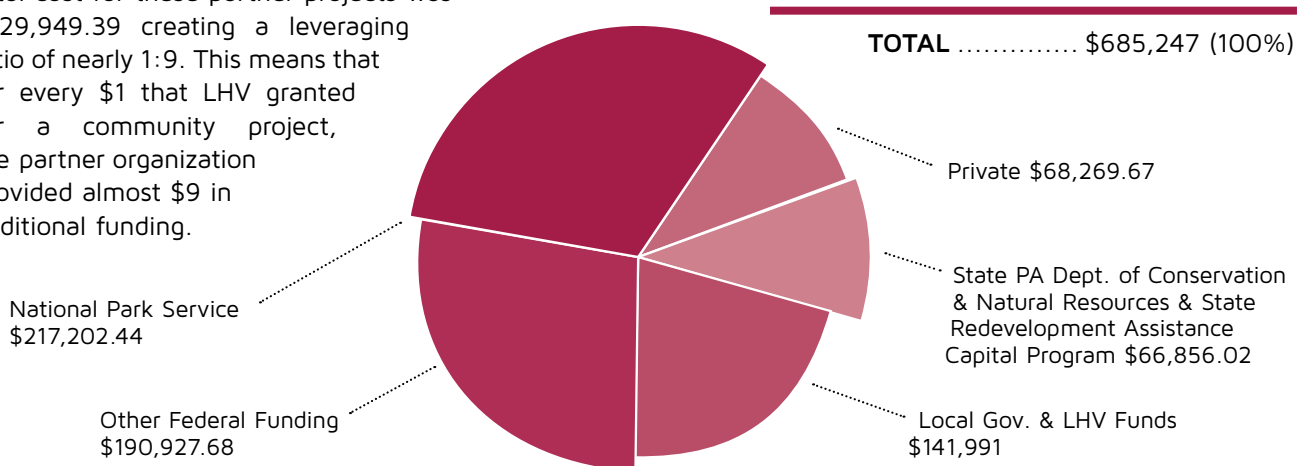
LHV provides funding for projects that fulfill its mission and goals as outlined in the "Plan for the Lackawanna Heritage Valley" (1991), the "LHV Management Plan Update" (2001), and the "Management Action Plan and Environmental Impact Study" (2004). These projects stimulate the region's economic development, enhance tourism initiatives, strengthen the capacity of community organizations, and increase the quality of life for area residents.

**In 2014:** LHV provided \$685,247 in total funding support for 25 new and ongoing initiatives.

**Of this:** LHV awarded \$15,700 through 13 grants to partner organizations.

LHV allocated \$669,547 to support 12 internal projects. Of this, \$615,485 funded the planning, development, improvement, and maintenance of the Lackawanna River Heritage Trail. The total cost for all 25 projects, including the matching funds raised by partners, was \$815,196.

<b>National Park Service</b> .....	\$217,202.44 (32%)
<b>Other Federal Funding</b> .....	\$190,927.68 (28%)
<b>Local Government &amp; LHV Funds</b> ...	\$141,991 (21%)
<b>PA Department of Conservation &amp; Natural Resources and Redevelopment Assistance Capital Program (RACP)</b> .....	\$66,856.02 (10%)
<b>Private</b> .....	\$68,269.67 (10%)



# Land, People, Industry

## Design of the Carbondale Riverwalk

The Carbondale Riverwalk, a 2-mile section of the Lackawanna River Heritage Trail (LRHT), will run through the heart of Carbondale's downtown, utilizing streets and railroad corridors to connect commerce with nature and to fuel the city's renaissance. As the next project for the LRHT, the former rail line will be transformed into trail for providing recreational, fitness and social opportunities.



## LHV Hosts New Exhibitions

LHV transformed the space at its headquarters and hosted two new exhibits in 2014. "An Architecture of Urban Revitalization" featured the final projects of Marywood University's graduating Bachelors of Architecture students, who examined urban conditions and illustrated that architecture can help build community, economy and opportunities. "Written in the Czech Landscape" featured landscape impressions from students and faculty, of Penn State University of Landscape Architecture, including Professor Cecilia Jaswa Rusnak, who specializes in the study of historic landscapes and planning for heritage sites. LHV is looking forward to several exciting exhibits in 2015.

## "Confluence" Sculpture Park

Thanks to a unique community partnership and talented industrial artists, large iron sculptures have been installed at several sites along the trail, complementing and enhancing the landscape. The project, "Confluence: Art on the Trail," is a collaborative effort among Keystone College, Keystone Iron Works, the Lackawanna County Department of Arts and Culture and the Lackawanna Heritage Valley. The project is aptly named for the confluence of the Lackawanna and Susquehanna Rivers, as well as the coming together of arts, culture, diverse organizations and the environment. This endeavor was made possible by a grant from the National Endowment for the Arts.



## Educational Mini Grant Supports "River of Growth" Project

Students at Neil Armstrong Elementary School in North Scranton participated in a project that introduced them to water conservation and environmental preservation through hands-on learning experiences. With funds from an Educational Mini Grant, Ryan Hnat, the school's art teacher, spearheaded the "River of Growth" project. Members of the PTA volunteered their time to build flower boxes in the school's courtyard with a zig zag design that mimics the flow of a river.



"The "River of Growth" project allowed students to experience hands-on learning while introducing the topics of water and environmental preservation that are typically not addressed in art classes. LHV gave me the opportunity to expand my curriculum, which provided my students with a unique learning opportunity."

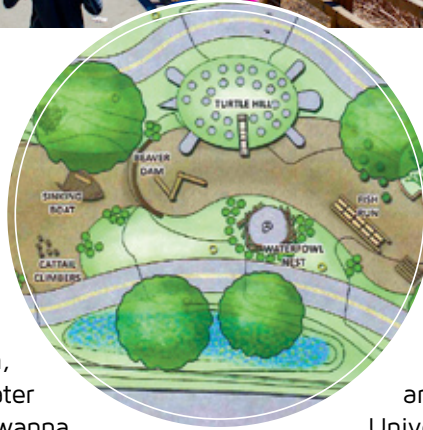
- RYAN HNAT, ART TEACHER,  
NEIL ARMSTRONG ELEMENTARY SCHOOL



# Where America's Story Lives

## Nay Aug Avenue Nature Park

LHV is building a natural and nature-themed play area along the Lackawanna River in lower Green Ridge, Scranton. The project was initiated by a \$150,000 grant from American Water Charitable Foundation, the nonprofit arm of the American Water Company. Other funders were Lackawanna County, DCNR, Margaret Briggs Foundation and Fidelity Bank. This unique project will create a place for children to have fun while learning about nature, the Lackawanna River create awareness that water is a critical resource. This pocket park along the LRHT will offer a delightful setting for residents of all ages to relax, play and enjoy nature!



## University of Scranton Marketing Collaboration

This spring, the University of Scranton marketing students were charged with designing and executing qualitative and quantitative studies for real clients. Thanks to an existing collaboration between the University and the Lackawanna Heritage Valley (LHV), students of Dr. Kim Daniloski's, PhD, conducted research projects related to three live study subjects: Scranton's Iron Furnaces, the Lackawanna River Heritage Trail, and Scranton's Half Marathon. The students provided valuable information to LHV.



## "Trails to Prosperity" Conference

On June 4, 2014, LHV hosted dynamic speakers from Tennessee and Minnesota at the "Trails to Prosperity Conference" at the new Best Western Hotel & Conference Center in Carbondale. The theme of the conference was the impact of trails and greenways on economic development. Developers recognize that communities with trails are more livable and enhance property values, not only to homeowners, but also for businesses. Former Chattanooga, Tennessee, Mayor Ron Littlefield and Jason Gaikowski, Director of Brand Design & Marketing, Quality Bicycle Products, related their successes in attracting businesses and the economic impact of trails. LHV also hosts quarterly NEPA Trails Forums that provide regional trail organizations and supporters a networking venue where they can share opportunities, challenges and solutions in an informal setting.

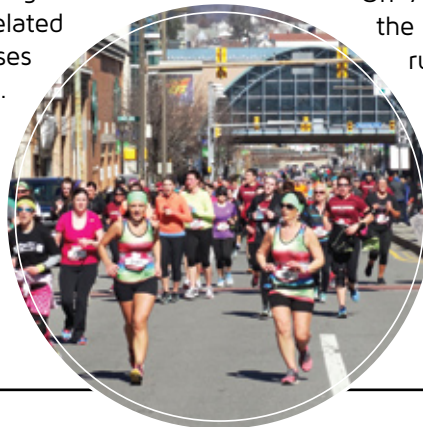


**"It's great to see all the people in communities along the trail come out and participate in events that the Lackawanna Heritage Valley hosts."**

- MIKE TOYE,  
VOLUNTEER

## Inaugural Scranton Half Marathon

On April 6th over 2,400 runners crossed the finish line at Memorial Stadium after running 13.1 miles at the inaugural Scranton Half Marathon. HVP received \$60,000 from the event to be used to advance the development of the Lackawanna River Heritage Trail in the City of Scranton.





# 2014 Project Support by Funding Amount

## Lackawanna Heritage Valley Projects

Lackawanna River Heritage Trail New Construction .....	\$226,246
Lackawanna River Heritage Trail New Trail Planning & Development .....	\$283,031
Lackawanna River Heritage Trail Maintenance .....	\$66,266
Trail Guidebook & Other Publications .....	\$39,942
“Confluence” Sculpture Park .....	\$4,100
Heritage Explorer Bike Tour & Festival 2014 ...	\$9,979
Ambassador Tours.....	\$3,945
Heritage Valley Roundtable.....	\$1,522
Heritage Explorer Trains .....	\$3,544
LHV Events.....	\$15,231
Web Design .....	\$8,240
Economic Impact Study.....	\$7,500

## 2014 Lackawanna Heritage Valley Funding to Partners

Lackawanna River Corridor Association Riverfest 2014.....	\$1,000
Lackawanna Historical Society - You Live Here, You Should Know This! Local History Game Show .....	\$1,000

AHM & Iron Furnaces Associates “Arts on Fire” Industrial Arts Festival 2014.....	\$3,000
Scranton Jazz Festival 2014 .....	\$500
Keystone College Keystone Iron Works 2014.....	\$450
Anthracite Heritage Museum & Iron Furnaces Association - Bonfire at the Iron Furnaces ....	\$1,000
Delaware & Lehigh National Heritage Corridor, Inc. Eastern Greenway & Trails Summit .....	\$1,000
Lackawanna Historical Society LHS Annual Dinner Civil War Generals.....	\$750
Heritage Valley Partners Iron District Feasibility Study .....	\$5,000

## Educational Mini-Grants

Abington Heights High School - “We’re Not Done Yet!” Informational & Photographic Survey of Local Pollution.....	\$500
Scranton High School - “Winds of Energy Change for a New Generation” (pun intended).....	\$500
Lackawanna Valley Trout Unlimited - Trout Unlimited Teens Youth Environmental School .....	\$500
Blue Ridge School District Music Department - Spring Concert in the Park .....	\$500

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**TOTAL .....** **\$685,247**





# What You Enjoyed on the Heritage Trail in 2014

194

South Abington

## Family Fun Day on the Lackawanna Heritage Trail

In October, families and friends gathered at the Amphitheater to enjoy fall foliage, s'mores, pumpkins, live music and performances.

476

## Heritage Explorer Bike Tour

Local bike enthusiasts took to the trail for our annual tour! This exciting event started at Blakely Borough Recreational Complex in Peckville, and continued along the scenic and historic Lackawanna River Heritage Trail through Archbald, Jermyrn, Carbondale, Simpson, and Union Dale.

## Ambassador Tours

The program features a full day of visits to historic venues, and cultural attractions, sharing a perspective about the national significance of the Lackawanna Valley.

## Taylor Birdwalks/Fishing

LHV began hosting guided Bird Walks with the Northeast Pennsylvania Audubon Society. The Lackawanna River has been classified as a Class A coldwater stream in parts, allowing people access to abundant wildlife.

## Moosic Concerts on the Trail

For the first time, free acoustic concerts were held at the Amphitheater along the LRHT. Hundreds of people from the community turned out for the musical experience!



Wilkes-Barre/  
Scranton  
International  
Airport

**38 Sites**  
Listed on the  
National Registry  
of Historic Places  
in the Heritage Area

**Length of the 43**  
Lackawanna River in Miles

**518** Participants in the  
Heritage Explorer  
**Bike Tour**

**70 Miles**  
Length of the  
Lackawanna  
Heritage  
Valley Trail

**\$31.3 Million**  
in Economic Impact in 2014

**\$1,383,046**  
in Grants Given  
to More than  
400 Projects

**147**  
Partnerships  
in 2014

**85**  
Educational  
Mini-Grants  
Have Been Provided to  
40 schools totaling  
**\$42,500**  
Over the Past 10 Years

**19** Grants Totaling  
**\$20,100** in 2014

Carbondale

**348**  
Riders Traveled from  
Scranton to Carbondale on the  
Heritage Explorer Train Ride

**3000**  
People in 6 Communities Turn  
Out Every December from  
Carbondale to Scranton  
for the Santa Train

**2,812**  
Runners for the  
First Annual  
Scranton Half Marathon

**96**  
Events Hosted  
in 2014

Lackawanna  
River

**15,150** Volunteer Hours  
Donated to  
the Community

Trailhead Park at Nay Aug Avenue  
Was Awarded 1 of 4  
American Water Grants  
Given Across the U.S. in 2014

**Our Story  
by the Numbers**

**\$8.4 Million** Spent  
on Development of  
the Lackawanna River  
Heritage Trail Since  
2007 Contributing to  
Hundreds of Jobs



[www.LHVA.org](http://www.LHVA.org)