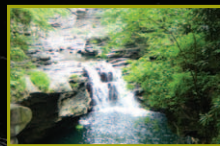


LACKAWANNA
Heritage Valley

A State and National Heritage Area

ANNUAL REPORT
2005

SHINING THE LIGHT ON OUR FUTURE



LHVA Elected Officials, Board & Staff

NATIONAL PARK SERVICE

Fran P. Mainella, Director

UNITED STATES LEGISLATORS

US Senator Rick Santorum

US Senator Arlen Specter

US Congressman Paul E. Kanjorski

US Congressman Donald Sherwood

COMMONWEALTH OF PENNSYLVANIA

Edward G. Rendell, Governor

PA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

Michael DiBerardinis, Secretary

PENNSYLVANIA LEGISLATORS

PA Senator Robert J. Mellow

PA Congressman Fred Belardi

PA Congressman Gaynor Cawley

PA Congressman Edward G. Staback

PA Congressman Jim Wansacz

LACKAWANNA COUNTY COMMISSIONERS

Robert C. Cordaro

A. J. Munchak

Michael J. Washo

LHVA BOARD OF DIRECTORS

Alan Sweeney, Chair

Harry D. Lindsay, Vice Chair

Raymond S. Angeli, Treasurer

Jenine Ikelter, Secretary

Daniel Walsh, Assistant Secretary/Treasurer

William O'Boyle

Thom Welby

Atty. Joseph O. Haggerty, Solicitor

LACKAWANNA COUNCIL ON HISTORIC PRESERVATION & ATTRACTIONS

The Council includes every member of the Boards of Directors of the Lackawanna Heritage Valley and the Lackawanna County Convention and Visitors Bureau.

COUNCIL STAFF

Natalie Gelb Solfanelli, Council Executive Director

Tracy Barone, LCCVB Executive Director

COUNCIL MEMBERS

Raymond S. Angeli

James Beahan

Barbara Colangelo

Ted Daniels

Dennis J. DeMara (PA DCNR)

Mark Desmarais

Daniel F. Edwards

Timothy Holmes

Jenine Ikelter

Chester Kulesa

Harry D. Lindsay

Tim McGrath

George Nichols

William O'Boyle

Kelly Ranieli

Alan Sweeney

Daniel Walsh

Thom Welby

LHVA STAFF

Natalie Gelb Solfanelli, Executive Director

Jesse Ergott, Chief Operating Officer

Tony Larioni, Controller

Dan Perry, Director of Cultural Conservation

Colleen Carter, Public Education Officer

Thomas Cipriano, Facilities Supervisor

Margo Tomlinson, Executive Assistant

Alice Sokoloski, Fiscal Administrative Assistant

Diane Chelik, Administrative Assistant

Beverlyann Liuzzo, Administrative Assistant

Jack Carling, Contracts Manager



Lackawanna Heritage Valley Authority Board of Directors. Pictured: Harry Lindsay, William O'Boyle, Jenine Ikelter, Alan Sweeney, Thom Welby. Absent: Raymond S. Angeli, Daniel Walsh.



Lackawanna County Council on Historic Preservation & Attractions. Pictured front row: Barbara Colangelo, Jenine Ikelter, Thom Welby, Tracy Barone, Daniel Edwards. Back row: Harry Lindsay, William O'Boyle, Dennis DeMara, Alan Sweeney, James Beahan, Atty. Tim Hinton. Absent: Raymond S. Angeli, Ted Daniels, Mark Desmarais, Timothy Holmes, Chester Kulesa, Tim McGrath, George Nichols, Kelly Ranieli, Natalie Gelb Solfanelli, Daniel Walsh.

Sharing the Past Embracing the Future



I love telling the story of the Lackawanna Valley. For those of us who were born and raised here, this is a very *special* place. Wherever I travel, I seem to meet others who feel the same way. They're either from here, or have ties to this region, creating an unspoken, yet recognizable connection – a bond that's forged from our *shared heritage*.

We are proud to tell the story of our ancestors who “came to build a new life and ended up building a new nation.” We have adopted this slogan for the Lackawanna Heritage Valley because it accurately summarizes the diverse stories of the immigrants who made this area so significant to America's role in the Industrial Revolution.

By the mid-nineteenth century, far-sighted settlers began to develop our region's rich natural resources, while early entrepreneurs created new industries that attracted waves of immigrants. Soon, towns and ethnic communities sprang up along the Lackawanna River, which provided power and links to the big cities of the Northeast.

By the early twentieth century, our area had been transformed into a hub of commerce, manufacturing, and transportation. With a population of 125,000, Scranton was the region's largest city, boasting a vibrant community that would help give birth to the American labor movement.

Ultimately, a rich culture developed, reflecting a strong resourcefulness and work ethic, close family ties, ethnic and religious traditions, and community solidarity. Of course, these are the traits that have survived and are now recognized as our proud lineage.

Today, we are committed to preserving and educating the public about our heritage. We also are working to reclaim our resources, to conserve our historic and natural environment, to reconnect to the river running through our valley, and to communicate the stories and culture that unite us to each other.

Although we celebrate the past, we do not live in it. We will continue to welcome immigrants from other parts of the world, to revitalize our communities, to build new traditions, and to adopt new technologies.

As we honor our place in today's world and continue to discover ourselves, we invite you to join us and to learn more about the Lackawanna Heritage Valley.

Sincerely,

Natalie Gelb Solfanelli

Natalie Gelb Solfanelli
Executive Director

“We have identified how crucial it is to tell people our story. The Lackawanna Heritage Valley Authority leads our effort to educate the people of this County and the world at large about our heritage and history.”

LACKAWANNA COUNTY COMMISSIONER ROBERT C. CORDARO



SHINING THE LIGHT ON OUR FUTURE

Our Story

Welcome to the Lackawanna Heritage Valley!

The Lackawanna Valley's story is both unique and distinctly American. Settled in 1820, the region grew from a rugged frontier village into the powerful engine that drove America's Industrial Revolution. Millions of years before, natural forces laid down rich, black beds of anthracite coal – a dense, compacted fuel source perfect for running machines and building empires. The huge coal industry was born.

But the area is about more than coal. Iron and steel production, railroading and railroad building, food processing, large-scale fabrication, printing, textiles, and mass education all played a significant role in the Lackawanna Valley's growth. Between

1860 and 1910 industrial activity in the Valley expanded dramatically. This drew waves of new immigrants who helped transform the Valley and created a rich cultural heritage.

In 1991, the Lackawanna Heritage Valley Authority (LHVA) was named the first State Heritage Park in Pennsylvania, and in 2000, it was designated as a National Heritage Area by the United States Congress. A member of the Alliance of National Heritage Areas, LHVA encompasses the watershed area of the Lackawanna River in Lackawanna, Susquehanna, Wayne, and Luzerne counties and includes the Steamtown National Historic Site.

LHVA, through assistance provided by the National Park Service and the Pennsylvania Department of Conservation and Natural Resources, develops partnerships with local communities, organizations, and historical attractions through grants, event sponsorship, and technical assistance. These partnerships protect the region's heritage and natural resources and strengthen the economic vitality of the Lackawanna Valley's diverse communities.

LHVA's partnerships have also generated millions of dollars for the local economy by developing a visitors' center, greenways, trails, festivals, environmental and cultural projects, educational initiatives, volunteer programs, and museums...all focused on celebrating the Lackawanna Valley's pivotal role in America's Industrial Revolution.

Lackawanna County Commissioner Robert C. Cordaro and LHVA Executive Director Natalie Gelb Solfanelli cut the ribbon to commemorate the 100th anniversary of the Laurel Line Trolley Tunnel on October 19, 2005. Photo by M. Taluto/Lackawanna County Press Office.



Photos at top of page:

1. Alliance of National Heritage Areas representatives meet with NPS Director Fran P. Mainella. From left: Alan Saches, Mainella, Natalie Gelb Solfanelli, Kurt Zuick, John Cosgrove, Brenda Barrett.
2. Lackawanna Valley
3. An environmental fair draws plenty of happy faces.
4. Nay Aug Gorge



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“The story of Northeastern Pennsylvania is, in many ways, the story of our nation. It is important that the Lackawanna Heritage Valley Authority continue its nationally significant mission to protect and preserve our local heritage.”

U.S. CONGRESSMAN DON SHERWOOD

SHINING THE LIGHT ON OUR FUTURE

Our Mission

The Lackawanna Heritage Valley Authority (LHVA) is a partnership of government, business, civic, and non-profit organizations and individuals dedicated to the development of the region's historic, cultural, economic, and natural resources through preservation, education, and promotion of our heritage.

Our Goals

- Tell the region's story
- Facilitate partnerships
- Preserve and enhance the physical character and economic vitality of the communities in the Lackawanna Valley
- Improve the visitor experience
- Reconnect people to the Lackawanna River



The Lackawanna Heritage Valley was honored with a "Preserve America" Presidential Award given by President and Mrs. Laura Bush at a White House ceremony in 2004. One of only four recipients nationwide to receive this honor, LHVA was commended for its exemplary heritage tourism projects. LHVA also was honored with the "National Trust/Advisory Council on Historic Preservation Award for Federal Partnerships in Historic Preservation," and two of the Pennsylvania Department of Conservation and Natural Resources' "Heritage Parks Program Awards."

“By preserving our past, the Lackawanna Heritage Valley Authority allows us to honor our roots and enable our future generations to continue celebrating our region’s rich history.”

U.S. CONGRESSMAN PAUL KANJORSKI



SHINING THE LIGHT ON OUR FUTURE

Celebrating Partnerships

The Lackawanna Heritage Valley Authority (LHVA) plays a vital role in promoting and preserving our region’s proud heritage and its important contributions to the history of the United States. We believe that success depends on building strong partnerships with local communities, organizations, and historical attractions to help them develop important projects and strengthen the capacity of their organizations. LHVA participates in projects that focus on four key areas:

- *Conserving and interpreting Northeastern Pennsylvania’s industrial heritage*
- *Educating our young people about our heritage and natural resources*
- *Protecting and promoting the Lackawanna River and its watershed*
- *Improving the economic vitality of our diverse communities*

Major Initiatives in 2005

THE SCRANTON RIVERFRONT GREENWAY

The Scranton Riverfront Greenway, a current phase of LHVA’s Lackawanna River Heritage Trail

project, will lead to the development of a multi-purpose riverwalk adjacent to Scranton’s downtown business district. Future Greenway development efforts also include riverfront amenities, commercial establishments, parking, recreational facilities, outdoor gathering spaces, and ramps with direct access to the water for fishing, canoeing, and kayaking. With convenient public access from a variety of locations, the Greenway will physically connect Scranton High School, downtown Scranton, Steamtown National Historic Site, the Electric City Trolley Station & Museum, the Pennsylvania State Office Building, the Steamtown Mall, and the proposed Intermodal Transportation Center.

Senator Robert Mellow presents Natalie Gelb Solfanelli and the Lackawanna Heritage Valley Authority with a \$100,000 check to fund the Scranton Riverfront Greenway master plan.



Photos at top of page:

1. Canoeists on the Lackawanna River
2. Heritage Valley Roundtable
3. New Lackawanna County Trolley Bus
4. Community Connections to the Watershed Program



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“I had a great time in Scranton, and am anxious to return with my friends and family to check it out again. It was a terrific learning opportunity, and each of us has already used our personal experience in promoting your area to our travelers.”

T.C., LHVA AMBASSADOR

SHINING THE LIGHT ON OUR FUTURE

LHVA worked closely with its design consultants in 2005 to develop a preliminary design report for the Greenway. This report was presented to the community at a public meeting in July at Scranton High School, and the meeting aired on Channel 61/Scranton Today numerous times following the live forum.

Final design of the Greenway is expected to be complete in spring 2006, with construction following soon after. In anticipation of this, LHVA is working with key regional partners to develop a Master Plan for the Lackawanna River corridor within the City of Scranton. This plan will recommend appropriate recreational and urban development for the area surrounding the riverfront, while focusing on the river as a catalyst for the ongoing revitalization of downtown Scranton. In October 2005, LHVA was awarded a \$100,000 grant by Senator Robert Mellow to assist with these crucial planning efforts.

HERITAGE INTERPRETIVE CENTER

One of LHVA's major goals is to develop a Heritage Interpretive Center to tell the comprehensive story of our region's industrial heritage and to promote and provide easy accessibility to its historic sites and tourist attractions. As a first step toward this goal, LHVA convened the Industrial Heritage Task Force (IHTF) in 2004 under the direction of William Withuhn, Senior Curator at the Smithsonian Institution in Washington, DC. The IHTF included historic site managers, members of community organizations and commissions, and representatives from local, state and federal government.

Throughout 2005, the IHTF provided a forum for monthly discussions of interpretation, marketing, project themes, and design. In the fall of 2005, having completed its initial mission, the task force was reconfigured into an advisory group of historic site managers, tourism representatives,



The Industrial Heritage Task Force members. Pictured from left: Glenn Pellino, Lackawanna County; Mark Brennan, Steamtown National Historic Site; Natalie Gelb Solfanelli, Lackawanna Heritage Valley Authority; Barbara Colangelo, Lackawanna County Historic Attractions; Robert C. Cordaro, Lackawanna County Commissioner; Dr. Catherine Richmond Cullen, Northeastern Educational Intermediate Unit #19; Kim Glemboski, Canterbury Tours/Center for Anti-Slavery Studies; William Withuhn, Smithsonian Institution; Colleen Carter, Lackawanna Heritage Valley Authority; Dominic Keating, Lackawanna County Railroad Council.

county representatives, and community partners. Renamed the Heritage Interpretive Partnership, this group is assisting LHVA with the future phases of the project.

As the next major step toward development of the Heritage Interpretive Center, LHVA has generated a request for proposals to design and develop a top-quality, cutting edge interpretive exhibit. LHVA plans to locate the Heritage Interpretive Center in downtown Scranton along with offices for the LHVA staff and for the Lackawanna County Convention and Visitors Bureau. This central location will actively promote the Lackawanna Valley's many heritage and tourism attractions to residents and visitors alike.

“Congratulations to the Lackawanna Heritage Valley Authority on another successful year. Your work to educate young and old alike about the people who built our region and our country is truly impressive.”

STATE CONGRESSMAN JIM WANSACZ



SHINING THE LIGHT ON OUR FUTURE

Heritage Partners

The Lackawanna Heritage Valley Authority (LHVA) works closely with historic sites, heritage organizations, and dedicated individuals to preserve and interpret the Lackawanna Valley's industrial heritage. We do this through exhibits, programs, conservation and restoration programs, and heritage tourism initiatives.

BOROUGH OF JESSUP

The Mid-Valley Heritage Center Development Project will turn an historic building into an interpretation center for Jessup's industrial history with support from the LHVA.

CENTER FOR ANTI-SLAVERY STUDIES

The Center for Anti-Slavery Studies is studying Northeastern Pennsylvania's role in the Underground Railroad and Abolition movements of the 19th century. It will develop its findings into a traveling exhibit and website project called "The Place I Call Home." Now in the research and planning phase, the project provides a unique opportunity for LHVA and the Endless Mountains Heritage Region to collaborate on a regional history initiative.

COUNTRYSIDE CONSERVANCY

The Conservancy has been working for several years to develop and transform parts of a former trolley route into a non-motorized recreational trail. LHVA assisted the Conservancy in reprinting Norm Brauer's book, "The Northern Electric: A Narrative of the Dalton Street Railway Company, Northern Electric Street Railway Co., Scranton & Binghamton Railway Company." Proceeds from the book sales will be used for the trail project.

ELECTRIC CITY TROLLEY STATION & MUSEUM

LHVA helped the trolley station to reprint the book, "Laurel Line: An Anthracite Region Railway" as well as to continue with much needed restoration work on Trolley Car #8534. This will add another car to the station's fleet for its trolley excursion program.

EVERHART MUSEUM

LHVA partnered with the Everhart Museum to develop a new Visible Storage Room, a unique behind-the-scenes look at how the museum stores and cares for its extensive collection of natural history artifacts.

Members of the Center for Anti-Slavery Studies.



Photos at top of page:

1. Blowing Steam
2. Countryside Conservancy celebrates the reprinting of "The Northern Electric."
3. The Center for Anti-Slavery Studies
4. Lackawanna Historical Society members enjoy the Sheridan monument re-dedication ceremony



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“It was amazing how much we were able to cover in one day. In addition, our guides at all locations made us feel important, gave great information, and did so with ease. I did not realize there was so much happening so close to home. Thanks for a great tour of the Lackawanna Valley!!!”

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M.K. AND S.K., LHVA AMBASSADORS

SHINING THE LIGHT ON OUR FUTURE

HERITAGE VALLEY ROUNDTABLE

A unique collaborative venture sponsored by LHVA, the Heritage Valley Roundtable is a monthly breakfast meeting of regional heritage site managers to share ideas and best practices. It includes the Albright Memorial Library, Pennsylvania Anthracite Heritage Museum and Scranton Iron Furnaces, Center for Anti-Slavery Studies, Electric City Trolley Station & Museum, Everhart Museum, Hope Horn Gallery at the University of Scranton, Lackawanna Coal Mine, Lackawanna College, Lackawanna County Convention and Visitors Bureau, Lackawanna Historical Society, Scranton Cultural Center, Steamtown National Historic Site, and other key community organizations.

HOPE HORN GALLERY AT THE UNIVERSITY OF SCRANTON

With support from LHVA, the Hope Horn Gallery and the Lackawanna Historical Society presented a new exhibit, “A History of Scranton: Selections from the Lackawanna Historical Society Collection.” The exhibit highlighted Scranton’s settlement, industrial development, and community life, including a remarkable 70-inch map by noted city planner Joel Amsden published in 1857. The exhibit was accompanied by the book, “Scranton,” by Cheryl A. Kashuba, Darlene Miller-Lanning, and Alan Sweeney (Arcadia Publishing, 2005).

LACKAWANNA & WYOMING VALLEY RAILWAY HISTORICAL SOCIETY

LHVA continues to support the long-term restoration project of the Boston & Maine Locomotive No. 3713. This million-dollar project will bring the steam locomotive back to life and will provide Steamtown National Historic Site with an American-made working engine for their yard and for mainline excursions.



George Clough. View of the Lackawanna Coal and Iron Company Furnaces. Oil, 1859. Courtesy of the Lackawanna Historical Society.

LACKAWANNA HISTORICAL SOCIETY

The Society’s amateur theater group, the Past Players, made local history come alive in the Dunmore and Waverly cemeteries with the plays, “Under the Lackawanna Moon” and “Under the Abington Moon.” LHVA provided funding for this project, as well as, the rededication of the Sheridan Monument, complete with a regimental band and a 19th century costumed ball, the annual Historic House Tour, and the Olyphant Coal Miners Monument.

THE NORTHEAST THEATRE (TNT)

With LHVA’s assistance, TNT developed “Lackawanna Rails: Women Who Work,” a series of original radio plays rooted in the history and heritage of Northeastern Pennsylvania. The plays aired on National Public Radio affiliate, WVIA-FM, during the Fall of 2005.

“The children and adults loved the trunks. The kids loved dressing up and the ‘grandparents’ loved reminiscing.”

L.M., CHILDREN'S LIBRARIAN



SHINING THE LIGHT ON OUR FUTURE

Education Partners

The Lackawanna Heritage Valley Authority (LHVA) is committed to connecting children and adults with the Lackawanna Valley's rich history and beautiful natural resources through a variety of innovative heritage and environmental education projects. Many of these are developed in conjunction with our educational partner, the Northeastern Educational Intermediate Unit #19 (NEIU).

ALBRIGHT MEMORIAL LIBRARY AND LACKAWANNA COUNTY LIBRARY SYSTEM

LHVA offered the successful heritage education program, the Traveling Trunks, in nine area libraries during July 2005. This project was the result of a new partnership with the Albright Memorial Library, the Lackawanna County Library System, the NEIU, four regional artists, and heritage site partners.

A total of 481 children attended the program. Of that number, over 200 became Jr. Ambassadors for perfect attendance at all four sessions. They received a letter of congratulations, a certificate,

and free or discounted coupons to area historic attractions and museums. The Traveling Trunks program was featured on WVIA-FM, WNEP-TV, and WNEP.com as well as in ten area newspapers including the Times-Tribune. The program will return to the libraries in July 2006.

EDUCATION AND ENVIRONMENTAL ALLIANCES

LHVA sponsors Education and Environmental Alliances to bring together people from diverse backgrounds and professions and to create a consistent forum for ideas in these program areas. These alliances allow LHVA to strategically engage our partners and the public, and to receive their input regarding existing and proposed projects and program.

EDUCATIONAL CLASSROOM DEVELOPMENT

LHVA is providing technical assistance and funding to Steamtown National Historic Site and to the Electric City Trolley Station & Museum to develop Education Centers at both facilities. These centers will provide each site with a dedicated space for educational activities.

GEOGRAPHY 21st CENTURY TEACHING AND LEARNING

This project created a template for the state of Pennsylvania to integrate geographical topics such as heritage, culture, and cartography into an established K-12 curriculum. It was developed by NEIU #19 and the National Geographic Society in partnership with LHVA.

Musician Doug Smith helps a Jr. Ambassador at the Traveling Trunks Program





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“The LHVA is one of Northeastern Pennsylvania’s most important community assets. I support it wholeheartedly and wish the organization much success in the future.”

U.S. SENATOR RICK SANTORUM

SHINING THE LIGHT ON OUR FUTURE

“HERITAGE CONNECTIONS” EDUCATIONAL MINI-GRANTS PROGRAM

New for the 2005/2006 school year, LHVA developed this grant program with the NEIU to encourage innovative educational projects in area schools. The process was open to preschool, elementary, or secondary teachers. Projects or activities must promote an understanding and appreciation of the heritage of our region, or develop an understanding of the students’ role as

caretakers of the environment. Projects will take place during the 2006 spring semester.

SCRANTON CULTURAL CENTER AT THE MASONIC TEMPLE

The Lackawanna Heritage Valley works with the Scranton Cultural Center on a community and cultural outreach program that educates students, adults, and seniors about Northeastern Pennsylvania’s cultural heritage.

Environmental Partners

The Lackawanna Heritage Valley is committed to regional environmental efforts. It works closely with the Lackawanna River Corridor Association, the Rail-Trail Council of Northeastern Pennsylvania, and government agencies, municipalities, businesses, and individuals to restore, conserve, and promote the Lackawanna River and its watershed resources. This takes shape through a variety of educational programs, trail development projects, partnerships, and events.

KEYSTONE COLLEGE

The objective of this project was to enhance public access to water quality data and supporting educational materials for Keystone College’s water quality monitoring network. With LHVA’s assistance, the college was able to install computer equipment and to contract with researchers to place the data on the worldwide web.

LACKAWANNA COLLEGE

In 2005, LHVA provided major support for the college’s feasibility study on the adaptive reuse of the Moffat Estate in Covington Township, and toward establishing the college’s new Environmental Institute at the Estate as a research and teaching resource.

LACKAWANNA RIVER CORRIDOR ASSOCIATION

LHVA works closely with the LRCA on many environmental projects, including developing sections for the forty mile alignment of the Lackawanna River Heritage Trail, funding a feasibility study for the Taylor/Old Forge section, and sponsoring the Lackawanna Riverfest 2005.

LACKAWANNA STATE PARK/NEIU #19

LHVA, in partnership with the Lackawanna State Park, NEIU #19, and Pennsylvania American Water, participates in the Community Connections to the Watershed educational initiative for high school students. This year-long program of field trips and activities focuses on how local communities are connected to the Lackawanna and Susquehanna Rivers.

LACKAWANNA VALLEY CONSERVANCY

In 2005, LHVA supported the organization’s Carbondale Riverfront Greenway Site Acquisition project. This project helped protect a key property for future open space work in Carbondale.

Photos at top of page:

1. Fishing at Lackawanna State Park
2. Musician Doug Smith with Jr. Ambassadors at the Traveling Trunks Program
3. Lackawanna College
4. Community Connections to the Watershed Program

“In addition to educating local residents about our shared heritage, the Lackawanna Heritage Valley Authority helps foster economic development and environmental restoration of our area’s natural resources.”

U.S. SENATOR ARLEN SPECTER



SHINING THE LIGHT ON OUR FUTURE

Community Outreach

Connecting with the community is a vital part of the mission of the Lackawanna Heritage Valley Authority (LHVA). We constantly strive to reach out to partners, regional communities, and heritage area colleagues. Thanks to the hard work and dedication of many individuals, we have achieved numerous important goals.

GRANT PROGRAM

The Partnership Grants Program is an important component of LHVA’s outreach to the community. For many years, the program has funded a diverse range of educational, historic preservation, environmental, cultural, and community economic development projects that have produced positive results in our communities.

HERITAGE AMBASSADORS PROGRAM

Created by the LHVA in conjunction with its heritage partners, this one-day rolling classroom takes guests to key heritage sites in the Lackawanna Valley. Stops include: the Electric City Trolley Station & Museum, Steamtown National Historic Site, Scranton’s Courthouse Square, the Scranton Cultural Center, the Lackawanna Historical Society, Everhart Museum, Nay Aug Park, the Lackawanna Coal Mine Tour, and the Pennsylvania

Anthracite Heritage Museum. The 2005 LHVA Ambassadors Program hosted 122 guests on six tours, fostering pride and excitement about our area.

LHVA also hosted special tours for the Pennsylvania Department of Conservation and Natural Resources Advisory Committee; DCNR Secretary Michael DiBerardinis; Pennsylvania Director of Cultural and Heritage Tourism Lenwood Sloan; the Pennsylvania Heritage Parks Program managers; and National Park Service Director Fran Mainella.

VISITOR SURVEY INFORMATION

In 2005, LHVA and its partners conducted an important visitor survey project. From July to October 2005, 523 visitor surveys were collected from the Lackawanna County Visitor Center at Montage, Steamtown National Historic Site, the Everhart Museum, the Electric City Trolley Station & Museum, and the Pennsylvania Anthracite Heritage Museum. The final detailed report will be available in late 2006.

NEW PROMOTIONS

LHVA conducted a series of promotional advertisements on WNEP-TV 16 for the “All in a Day’s Drive” campaign. The three spots highlighted our area’s cultural, recreational, and heritage attractions, and aired a total of 672 commercials, making over 4.2 million impressions on viewers 18 years and older. WNEP-TV also aired a LHVA ad for the Santa Train project during the popular Jaycee’s Santa Parade in Scranton.

Members of LHVA’s Ambassadors Program





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"I can say I have been enthusiastic in my praise of the day I spent as a 'tourist' in my hometown."

J.W. LHVA AMBASSADOR

SHINING THE LIGHT ON OUR FUTURE

INTERNATIONAL HERITAGE DEVELOPMENT CONFERENCE 2005

LHVA participated in the 2005 International Heritage Development Conference on June 4-8, 2005 in Nashville, Tennessee. Chief Operations Officer Jesse Ergott co-chaired the conference marketing committee, and Executive Director Natalie Gelb Solfanelli presented a session highlighting LHVA's innovative heritage education initiatives. Several LHVA board members, staff, and partners also attended.

WEBSITE REVITALIZED

In 2005, LHVA completely redesigned its web site, www.LHVA.org, with the assistance of the Lackawanna County Commissioners Council on Advertising and Marketing. The new site is bright, inviting, and a great source of information about



The Lackawanna River Heritage Trail portion of The Steamtown Marathon

the organization and its many partners and projects. LHVA will continue to enhance the site through 2006 with value-added features and additional resources.

Economic Development Partners

The Lackawanna Heritage Valley is a community and economic development organization that promotes all of the Lackawanna Valley's assets. As the second largest industry in Pennsylvania, tourism adds economic strength and great vitality to our communities.

SCRANTON TOMORROW

The LHVA supports the annual First Night Scranton celebration, a popular, family-oriented alternative to the usual festivities that are traditionally associated with ringing in the New Year. We also helped organize Scranton's 2005 City Pride annual cleanup and beautification project, including a very successful clean-up of the Lackawanna River. LHVA staff member Jesse Ergott co-chaired the event.

Photos at top of page:

1. Spring at the Everhart Museum
2. Steamtown National Historic Site is the region's most popular heritage tourist attraction.
3. First Night® Scranton Celebration
4. Steamtown National Historic Park ranger, Mark Muha, with LHVA's Ambassadors Program

SCRANTON CHAMBER OF COMMERCE

Leadership Lackawanna, an annual volunteer training forum for the area's emerging leaders, partnered with LHVA on a new map, "Walk Scranton," and signage project for downtown Scranton.

STEAMTOWN MARATHON

LHVA is a proud sponsor of the Steamtown Marathon, an official Boston Marathon qualifying race that is ranked as one of the nation's ten fastest courses by *Runner's World Magazine*. Held each October, a portion of the race is run over the Lackawanna River Heritage Trail.

“Our ancestors came to this area from around the world to help build new lives for themselves and their children. We honor their memory as we build our own traditions here in the beautiful Lackawanna Valley.”

STATE SENATOR ROBERT MELLOW



SHINING THE LIGHT ON OUR FUTURE

Funding Partners

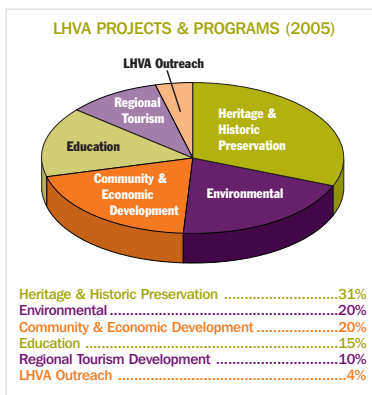
NATIONAL PARK SERVICE

Since 1916, the National Park Service (NPS) has been the federal agency responsible for preserving nationally significant natural and historic resources for present and future generations. Through the National Heritage Areas program, NPS fosters local stewardship to preserve and protect the historic and cultural landscapes that define our American experience. NPS provides valuable “seed” money for basic expenses, leverages money from other sources, and lends its expertise in historic preservation, interpretation and natural resource conservation.

THE PENNSYLVANIA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

The Pennsylvania Heritage Parks Program (PHPP) is an initiative administered by the Pennsylvania Department of Conservation and Natural Resources (DCNR). The program is a catalyst for diverse groups to join together to develop a unified strategy for protecting, preserving, and promoting their area’s unique industrial heritage. Over the last ten years, the Pennsylvania General Assembly has appropriated over \$25 million to fund the PHPP.

Investing in Our Future



LHVA was involved in 59 active projects and programs during 2005. The total project cost for these initiatives was \$4.9 million.

Out of the 59 initiatives, 37 (63%) were new projects and programs. LHVA committed \$390,000 in grant funding toward these projects during 2005. LHVA also contributed significant technical assistance and staff time to over 25 new and ongoing projects.

All 59 projects took place in Northeastern Pennsylvania. Their total project cost of \$4.9 million represents a powerful investment in the region’s economic development by LHVA and its community partners.

Photos at top of page:

1. Lackawanna Heritage Valley reviews Lackawanna River Heritage Trail with PA DCNR Secretary Michael DiBerardinis. From left: Jesse Ergott, Bernard McGuff (Lackawanna River Corridor Association), DiBerardinis, Dennis DeMano (PA DCNR).

2. Community Connections to the Watershed Program.



Lackawanna Heritage Valley Authority in Pennsylvania

A “National Heritage Area” is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in the areas.

– National Park Service



Printed on recycled paper

2005 PARTNERS

National Park Service
PA Department of Conservation
& Natural Resources
PA Department of Community &
Economic Development
PA Department of Transportation
Lackawanna County
Alliance of National Heritage Areas

Albright Memorial Library/Lackawanna County Library System
Borough of Archbald
Borough of Jessup
The Center for Anti-Slavery Studies
City of Carbondale
City of Scranton
Coolbaugh Township Historical Association
The Countryside Conservancy
Dorflinger-Suydam Wildlife Sanctuary
The Electric City Trolley Station & Museum
Everhart Museum
Greater Scranton Chamber of Commerce
Keystone College
LaFesta Italiana
Lackawanna & Wyoming Valley Railway Historical Society
Lackawanna Coal Mine Tour
Lackawanna College
Lackawanna County Convention & Visitors Bureau
Lackawanna Historical Society
Lackawanna River Corridor Association
Lackawanna Valley Conservancy
Marywood University
The Northeast Theatre
Northeastern Educational Intermediate Unit #19
Pennsylvania Anthracite Heritage Museum
Pocono Mountain Chapter of the National Railroad
Historical Society
The Rail-Trail Council of NEPA
Scranton Cultural Center at the Masonic Temple
Scranton Tomorrow
Steamtown Marathon
Steamtown National Historic Site
UNICO Soccer Cup
University of Scranton
WNEP-TV 16

LACKAWANNA
Heritage Valley

A State and National Heritage Area

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