

Lumber Heritage Region's Interpretive Plan

SEPTEMBER 2005





FERMATA

Prepared by:

**FERMATA, Inc. for the
Lumber Heritage Region, Inc.**

Financed by:

**the Pennsylvania DCNR
Heritage Parks Program**



Blueberry, Marion Brooks Natural Area, Rob Tizard/FERMATA, Inc.
Cover photo: Fish Dam Run Scenic View, Sproul State Forest, Rob Tizard/FERMATA, Inc.
Back cover photo: Sinnemahoning Creek, Ted Lee Eubanks/FERMATA, Inc.

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White Birch, Marion Brooks Natural Area, Ted Lee Eubanks/FERMATA, Inc.

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Executive Summary

The second largest heritage region in America is about to awaken. The 12,500 square miles of rural Northcentral Pennsylvania have remained in relative obscurity to people outside the region ever since the forests began to grow back some 80 years ago. Yet despite its low visibility it harbors a wealth of natural, cultural, and historic resources rivaling the largest forested areas on the East Coast. With the nationally increasing rates of outdoor recreation, these resources could enter the marketplace with the aim of turning the region into a romping ground for urbanites or it could enter the marketplace with a strategy that preserves its resources and its sense of place.

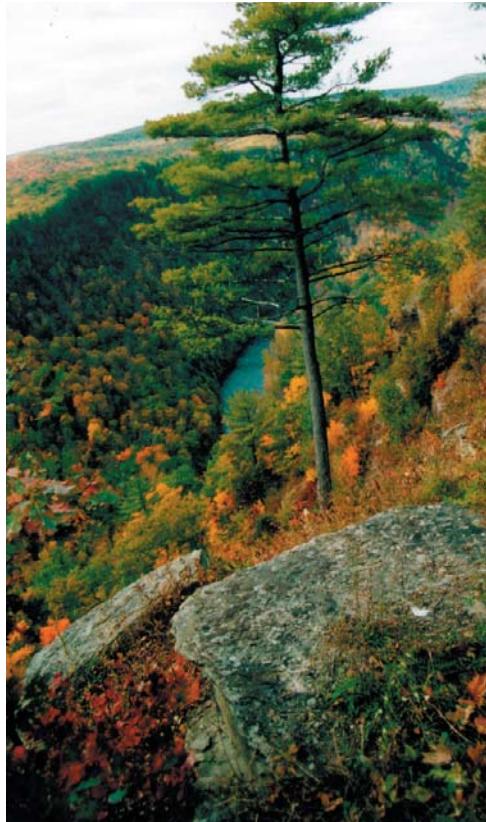
This interpretive plan (IP) aims specifically to capture the essence of the region, articulate it through a defined visitor experience and framework of messages that coax the visitor into a deeper appreciation of the natural and cultural heritage. The plan then traces how to transform

this framework into specific interpretive vehicles – itineraries and programs – that move people from the region's gateways to its distant corners, instill in them a deeper appreciation of the region, and motivate them to purchase the region's heritage-based products. The combined effect of the itineraries is to connect the region's most significant natural and cultural assets through land-and water-based, motor- and human-powered interpretive routes. This synergy constitutes the Recreation Linkages Plan.

Coupled with DCNR's Outdoor Recreation Plan, the IP will shift the Lumber Heritage Region (LHR) into a national limelight, fomenting its economic development at the same time conserving its forest-based culture.

The framework around which the entire interpretive strategy emanates consists of a hierarchical arrangement of meaning. The over-arching theme is the highest and broadest level,

The Lumber Heritage Region harbors a wealth of natural, cultural, and historic resources rivaling the largest forested areas on the East Coast.



Pine Creek Gorge, Jon Kohl/FERMATA, Inc.

describing in wide-ranging strokes the nature of the LHR's character. Four sub-themes divide the over-arching theme into swaths of meaning that further organize 12 storylines which are illustrated through local, site-specific stories. The IP highlights various local stories.

Policy Framework

The IP outlines the policy context, that is, the will of previous efforts such as objectives and missions of DNCR, LHR, Inc., and other policies that can influence the IP. It also includes the goals of the interpretive plans for Allegheny National Forest (ANF) and Route 6.

Visitor Segments

The itineraries and kind of tourism proposed by the IP is based upon Cordell et. al (*Outdoor Recreation for 21st Century America, 2004*). The scheme is based on a cluster analysis of the data gathered on outdoor recreation in the National Survey on Recreation and the Environment:

- Inactives - (23.9% of Population 16 and older)
- Passives - (15.0%)
- Nonconsumptive Moderates (Dabblers) - (11.7%)
- Nature Lovers (Look and Learners) - (12.5%)
- Water Bugs - (13.3%)
- Backcountry Actives - (8.6%)
- Motorized Consumptives - (7.5%)
- Outdoor Avids - (7.5%)

Over-Arching Theme: Resourceful and Resilient

In the LHR, the people and the environment have long been resourceful and resilient. The area is rich in natural resources and mineral deposits: forests, wildlife, coal, gas, and oil have been abundant. Over the centuries, the region's immense natural resources and astounding geological formations have provided the people of the area and the nation with a wealth of opportunities and challenges.

Sub-Theme: Forest Life. Storylines for this sub-theme: Lumber Heritage Story; Transformations of ecology, the reintroduction of wildlife, the rebirth of the forests; Arts, Crafts, Festivals and Events.

Sub-Theme: Civilization in the Wild. Storylines for this sub-theme: Interaction of culture and wilderness in the Region; Rise and fall of industries and communities.

Sub-Theme: Comings and Goings. Storylines for this sub-theme: Population fluctuations as some people come to the area and others leave; Changing role of the Region in the nation and the world; Diverse transportation networks linking the Region to the outside world.

Sub-Theme: Stewardship and Conservation: Turning Visions into Reality. Storylines for this sub-theme: Emergence of conservation practices in the Region; A New Deal for the Region's forests; Changing images, Changing practices; Forest Industry Practices and Forest Products.

Visitor Experience

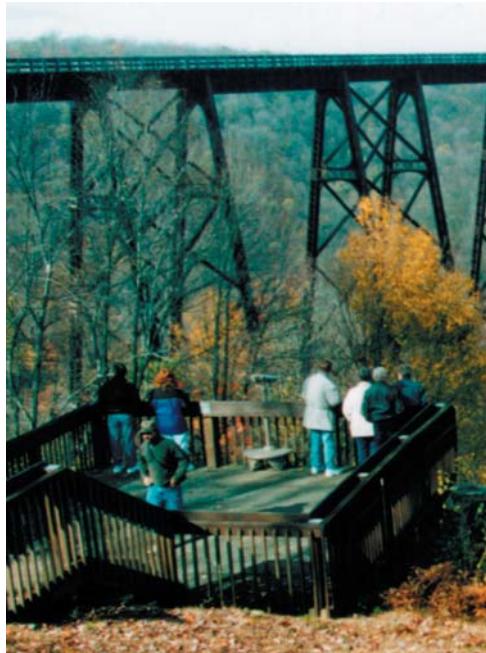
The IP illustrates a principal visitor experience both through the thematic framework, kinds of products developed, and also a fictional narrative of urban visitors passing through the region.

Interpretive Itineraries

The IP process included inventorying sites of significant natural and cultural heritage. The IP cross-references this database of sites with the thematic framework and with the gateway layout in the LHR to arrive at a set of itineraries designed to move people through the region and connect them to the region through the thematic framework. The itineraries were prioritized based on five criteria and the 19 Phase One itineraries enjoy fuller descriptions and strategies while the Phase Two itineraries are listed in a table for future use. Similarly, some sites of exceptional quality can interpret given storylines but are not sufficiently close to connect to their corresponding itineraries (based on particular storylines). These sites, however, were not discounted. They were categorized as



CCC Worker Memorial, Leonard Harrison State Park, Jon Kohl/
FERMATA, Inc.



Kinzua Bridge State Park, Jon Kohl/FERMATA, Inc.

stand-alone sites (effectively a one-site itinerary) that were likewise prioritized. The five Phase One stand alones enjoy much longer descriptions than Phase Two stand alones. In all cases, the strategies and primary sites include media, personnel, sequencing, and other recommendations for the itineraries' and stand alones' development.

Gateways

Since gateways play a crucial role in channeling people into the region and orienting them, an entire section is dedicated to describing different aspects of gateways. First the IP recommends the minimal functions of every gateway. It analyzes gateways in terms of the itineraries that originate from them and the storylines that they interpret. The IP also recommends two additional gateways above those mentioned in the Management Action Plan (MAP): SB Elliott State Park and Lock Haven. The plan also concludes that Tionesta is inappropriate for gateway status. This section furthermore describes the Phase One Interpretive Signage for developing signs in key locations in six counties.

Recommendations

The IP makes a series of recommendations such that the LHR, Inc. can increase its chances of implementing the plan. Briefly they are as follows:

1. LHR needs to hire a program developer to help sites adopt and integrate the thematic framework into their programs.
2. LHR cannot develop all programs and thus will play a key role as coordinator among many agencies and organizations that have interest in developing programs in the LHR. Similarly the LHR will retain its important role in allocating heritage region funds in order to assist its partners in implementing the Interpretive Plan.
3. LHR should work to develop Pine Creek Valley as an early action project where the application of the IP can be demonstrated for the rest of the region.

4. LHR should develop incentives so that sites and stakeholders will adopt and continue to apply the thematic framework to their programming.
5. LHR's web site should act as a virtual gateway to the LHR.
6. LHR should envision its role also as maintaining quality control of both the visitor experience and message in the region, vying to protect it from distortion and dilution.

Appendices

The appendices (in separate volume) contain a wide variety of reference materials including a glossary, significance statements, site selection process, site database, and others.



Punxsutawney's Historic Pantall Hotel, Jon Kohl/FERMATA, Inc.

Credits

SEVERAL PEOPLE AND ORGANIZATIONS MADE THIS PLAN POSSIBLE

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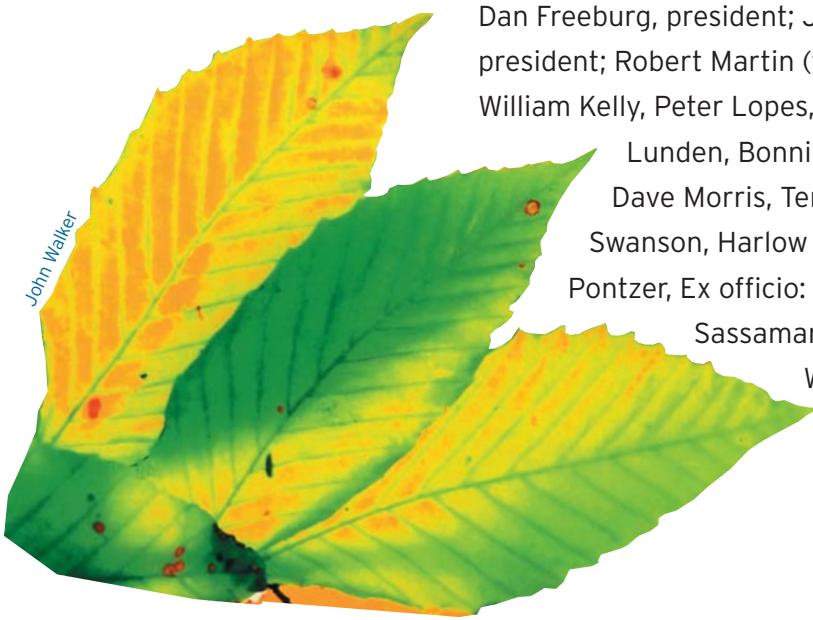
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Sinnemahoning State Park, Ted Lee Eubanks/FERMATA, Inc.

The Interpretive Plan



CONTAINS SEVERAL SECTIONS

Policy Framework Articulates the Evolving Will in the Region

Every planning effort rests on the shoulders of previous plans, established policies, and even unspoken wishes that people hold dear to heart. What makes a planning document strategic is its skillfulness in embracing the vision and intentions of previous efforts while also carrying forward fundamental goals and objectives into the future. In this spirit, the IP is firmly rooted in the LHR's legal and historical identity. At the same time, it draws energy from new possibilities and hopes. Specifically, the recent joining of the LHR with the Pennsylvania Wilds (see p. 15) offers new perspectives and policy frameworks to augment, realize, and fulfill cherished and enduring dreams.

The IP considers the kinds of visitors who currently come to the region and, perhaps even more importantly, the kinds of visitors the LHR should hope and expect to come to the region in the future.

Visitor Segments Describe the People Likely to Visit the LHR

Although the IP attempts to tease out and reveal a sense of place of the LHR, ultimately its value emanates from the products

it proposes for development. The thematic framework, itineraries, stand alone sites, and gateways, in order to fulfill their mandate, must be sought and bought by visitors, both within and outside the region. Thus, the IP considers the kinds of visitors who currently come to the region and, perhaps even more importantly, the kinds of visitors the LHR should hope and expect to come to the region in the future. The section below describes the main segments of the future market as a basis for deploying the interpretive products throughout the region

Thematic Framework Integrates Meaning of the Entire Region

Intense and absorbing experiences lie at the heart of recreation and interpretive experience. Beyond that, visitors – both consciously and unconsciously – seek new ways to express themselves and understand their world through their recreational activities. Quite literally, they want to *re-create* themselves through leisure-time pursuits.

With these premises in mind, sites have an obligation to make connections, joining the visitors' experiences with their deeper – but often unstated – meanings. It does not happen automatically. Rather, it is an integral part of interpretation. For these connections and meanings embedded in the visitors' experiences of a resource to reinforce one another across a large region, planners need to construct a coherent and integrated thematic framework. Otherwise experiences tend to become scattered, fragmented, and inconsequential.

The hierarchical design of the framework carefully assimilates the common elements of character that pervade the LHR. The over-arching theme caps off the thematic framework and represents the level that most broadly encapsulates the character and message that LHR most wants visitors to take home. It is the ultimate meaning behind the aggregation of all LHR resources.

The over-arching theme stands like a temple on four principal pillars or sub-themes. These take the over-arching theme and divide it up into four more specific topics that still apply

throughout the entire region. The pillars owe their strength to blocks called storylines. Each storyline is like a different functional piece of a pillar whether the molding, base, or thick support that holds the pillar together. While storylines represent experiences throughout the region, any given location or site will exhibit only a small number of storylines. Finally storylines themselves are composed of the fundamental material of all thematic frameworks, the local, specific, unique stories, episodes, or incidents themselves. Every site has multiple local stories, specific and relevant principally to the local site itself, and the thematic framework has chosen those stories that help to create a coherent temple of messages.

While the IP presents the temple from sky down to earth, that is, beginning with the over-arching theme down to local stories, visitors will encounter and internalize the framework in the opposite direction. When they enter the region, they will experience local stories. Because sites interpret their local stories in the context of the thematic framework, patterns of meaning



Wood miner tracks/Marisol Mayorga



McGees-Mills Covered Bridge, Jon Kohl/FERMATA, Inc.

will form in visitors' minds as they visit multiple sites. Given enough time and interpretation, the visitor eventually, upon reflection, will come away with a meaning that hopefully corresponds to the intent of the over-arching theme.

Were the itineraries in the IP the only products to appear in the LHR, there would be scant need to share the framework as it would have already been integrated into them. The expectation of this plan, however, is to present the framework with a series of model or prototype products such that Tourism Promotion Agencies (TPA's), local municipalities, state parks and forests, private tour operators, and others can create their own products consonant with the character and

spirit of the region. By understanding the thematic framework, anyone can develop products and have experiences that tap into the more universal meaning flowing through the sense of place of the LHR.

Visitor Experience Is the Soil from Which Meaning Grows

Meaning emerges from an experience like a plant germinating from soil. After having experiences, people reflect and with time form a long-lasting impression that contributes to their own deeply held sense of self and place. Thus, recreation planners want to promote experiences that most resonate with the character and spirit of a place, trying to diminish distractions and contradictory messages that dilute the meaning that we want visitors to take home.

In this sense the newly added Pennsylvania Wilds offers additional insight, perspectives, and opportunities for both local inhabitants and visitors. The IP tries not only to tell, but also to show, what the Pennsylvania Wilds experience is, what kinds of images the experience

can evoke, and how the experience contributes to the visitor's assimilation of the meaning contained within the thematic framework. Technically speaking the Pennsylvania Wilds experience is composed of thousands of smaller experiences whose sum, with luck and planning, will convey meanings and inferences similar to that embedded within the IP.

Recreation Linkages and Plan Interpretive Itineraries Guide People Across Land and Meaning

No single site can reflect the full meaning of the 12,500 square miles of the LHR, the second largest heritage area in the United States. A combination of sites, however, can link together to guide visitors not only through the geography of the LHR but through a hierarchical series of understandings leading to the over-arching theme and overall integrated experience.

Sites are the building blocks of itineraries, grouped along a similar storyline. The storyline itself alludes upward to the sub-theme and ultimately to the over-arching theme. If a visitor experiences multiple storylines in a visit or across

Welcome to the Pennsylvania Wilds

Governor Ed Rendell launched the Pennsylvania Wilds initiative in late 2003 to encourage the growth of tourism and related businesses in Northcentral Pennsylvania. The Governor also established a cabinet-level Task Force to coordinate state agency involvement in the Pennsylvania Wilds. This effort promotes and protects the natural resources of the region.

There are over 6.5 million total acres of land in the region. Roughly 80 percent of that land, 5.2 million acres, is forest. The 2.1 million acres of public land in the Pennsylvania Wilds constitutes the largest block of public land between New York and Chicago. Visitors can access the southern portion of the Pennsylvania Wilds from Interstate 80, the busiest east-west interstate in the United States. To the north visitors enter along Pennsylvania Route 6, rated one of America's most scenic drives by *National Geographic* magazine.

The rich lumber history has left a maturing hardwood forest and a rural landscape with approximately 660,000 residents.



John Walker



Black-capped Chickadee, Ted Lee Eubanks/FERMATA, Inc.

Indiana county proclaims itself the **"Christmas Tree Capital of the World,"** shipping over one million trees annually. www.wordiq.com/definition/Indiana_County,_Pennsylvania.

several visits, their likelihood of arriving at the over-arching theme improves greatly.

Itineraries function to guide visitors deeper into the LHR, both geographically and interpretively. In essence, itineraries are water- and land-based routes, both through motor- and human-powered means, that connect the region's most outstanding natural and cultural assets. They hold together the entire interpretive system both programmatically and physically like tendons and ligaments in a body.

The IP selected itineraries to fulfill a variety of criteria. First each itinerary embraces several sites capable of interpreting a given storyline. Aside from its adherence to the thematic framework, an itinerary must also be emotionally appealing or no one will follow it. An itinerary must have a certain level of readiness. That is to say, the closer the sites of an itinerary are to being able and willing to participate in and interpret the itinerary, the higher priority the itinerary. The itinerary should carry with it a certain political importance, in other words, the itinerary should already have a group of committed constituents or stakeholders.

The mix of itineraries must also exhibit certain qualities. The mix must reach every gateway in the region, without over- or under-representing any. The mix must reach every sector of the LHR. The mix also reflects all 12 storylines in the thematic framework. The mix must meet all of the above criteria with a degree of economy. The LHR IP wants the fewest possible itineraries that meet the needs of the plan. The entirety of the itineraries constitutes the Recreation Linkages Plan component of the IP.

Although itineraries are groupings of sites, in a technical sense, there exist one-site itineraries. These sites have such power to interpret a storyline that they can stand alone, and the IP in fact calls them "stand alone sites." The other characteristic that qualifies a site as stand alone is that it is geographically located too far to connect to an itinerary of the same storyline.

Most itineraries, in addition to the primary sites that compose it, have one or more "add-on sites." An add-on expands the itinerary's possibilities both in terms of storyline and geography.

The IP realizes that visitors will not rigidly restrict their travel only to the linear progression of a storyline's sites. They will pull off to visit other sites along the way; they will backtrack; they will skip sites in an itinerary. Thus, add-on sites help the visitor to choose some of these additional venues that may interest them.

The IP prioritized the itineraries and stand alone sites based on the above criteria. The high priority or Phase One sites, those that meet best the criteria, are described below. Each has a strategy of recommendations to best direct the itinerary's development in observance of the IP's policy framework. The recommendations do not go into great detail, generally do not venture beyond how to interpret and develop infrastructure related to their interpretation. The IP's expectation is that whomever implements these itineraries (whether LHR, Inc., TPAs, county historical societies, state agencies, private tour operators, or other partners) will re-fashion and design the itinerary to fit market needs. For example, the developers will add services such as food and lodging, will develop



Canoeing on the Clarion River, Ted Lee Eubanks/FERMATA, Inc.

time lengths, and will market them in specific ways, maintaining the original spirit and intent to serve the regional needs as well as those of the developer. Phase Two itineraries will be developed after most of Phase One is already in the works.



Red Fox, Hoover Farm Wildlife Viewing Area,
Rob Tizard/FERMATA, Inc.

Two Scenic Byway Designations would Improve the LHR

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grassroots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. Since 1992, the National Scenic Byways Program has provided funding for almost 1500 state and nationally designated byway projects in 48 states. The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational and scenic qualities (see p. 32). The IP makes two recommendations for application to this program and state scenic byway designation.

Gateways Help Visitors Cross the Town-Forest Boundary

Visitors enter and leave the LHR through its gateways. Since the IP aims to move people through the region along itineraries, each itinerary begins and ends with one or more gateways, creating a network across the region. Thus, the IP invests significant time describing the gateways: what they should contain, characteristics of the signs found there, and how they should be developed.

Recommendations Promote the Plan's Implementation

The LHR can use various strategies to help promote the implementation of this plan. The IP makes such suggestions in this section.

Policy Framework

ARTICULATES THE EVOLVING WILL IN THE REGION

During the period that this plan evolved, many concurrent streams flowed through it. For example, LHR, Inc. received its non-profit status as did the Pennsylvania Wilds, Inc. The latter effort became official through a statement made by the governor. The director and president of LHR changed. The IP steering committee formed.

LHR, Inc. and Pennsylvania Wilds, Inc. Should Play Complementary Roles

Based on the capacities and mission statements of each organization, the LHR, Inc., should coordinate and promote the development and implementation of interpretive, educational, and recreational products. Since LHR, Inc., itself has limited organizational capacity to develop projects it should focus on allocating state heritage, public, private, and local funds, and coordinating amongst different parties inside and outside the region to develop, implement, monitor, and improve the products identified in this plan.

The LHR should develop incentive programs to ensure that different product developers adhere to the thematic framework.

The LHR, unlike most stakeholders, has a vested interest in a region-wide perspective.

The Pennsylvania Wilds is principally a marketing effort which takes products created by stakeholders and packages them for sale to regional audiences. The Pennsylvania Wilds should invest heavily in ensuring that the Pennsylvania Wilds experience is defined, upheld, and supported by the products that it markets. Since the same experience and thematic framework underpin both efforts and both have a regional mandate, both organizations should work together to make sure only products



Common Yellowthroat, USFWS

Ghost Town Trilogy

Ross Porter, Smethport

During the 1880s until the early 1910s Pennsylvania was an entrepreneurial haven. Businessmen recognized the industrial value of the natural resources the Commonwealth had to offer and built new communities to exploit those assets. Single industry company towns sprang up in remote regions only to die quickly.

New immigrants came directly from Europe to a job and a home in these new Pennsylvania towns. Once the resources were depleted the towns vanished.

Frank & Charles Goodyear, with help from investors Byron Hamlin and Henry Hamlin, purchased the last remaining large stand of virgin timber in Pennsylvania, a 30,000-acre tract that straddled McKean and Cameron Counties. This was not the first time that Frank Goodyear had worked with the Hamlins of Smethport. In 1884 the Hamlins sold Goodyear almost 13,000 acres which they owned in Potter County to Frank. On this tract Goodyear built the lumber town of Austin, later submerged in a dam break.

In 1909 work began on the Goodyear mill and town of Norwich. The Potato Creek Railroad was built to service Norwich. The company towns of nearby Betula and Keystone also sprang up along the railroad to use the wood byproducts. The combined population of the three towns, combined with the wood hicks living in the big tract, reached an amazing 5,000. As the lumber disappeared, however, each town's lifeblood too drained away. Today the towns can only be seen by a series of interactive photos at www.planetsmethport.org.

that meet the thematic and experiential criteria of the region are promoted. If they do not, they risk that incompatible activities could take place within the region possibly damaging both the natural and cultural resources as well as the character and spirit of the region.

Interpretive Goals and Objectives Guide Plan's Development

Based on the preceding policy framework, IP provides the following interpretive goals and objectives.

Interpretive Goals

- are anchored in available cultural and natural resources.
- take into account visitors' interests, preferences, learning styles and expectations.
- are rooted in the values and concerns of area residents and sponsoring institutions.
- make use of authentic materials—contemporary and historical, natural and man-made—and they draw on main currents in recent scholarship.
- shape and impact the public programs and visitor learning experiences in the region.

Interpretive Goals for the Lumber Heritage Region, Inc.

1. Develop meaningful themes and engaging public programs that highlight the interplay of nature and heritage. Rather than interpreting them separately, join nature and heritage together seamlessly in public presentations.
2. Go beyond the lumber heritage story as the primary focus of public programming. Include



Pennsylvania Lumber Museum, Jon Kohl/FERMATA, Inc.

the story of lumber as part of a more comprehensive interpretive experience that centers on the forests, rivers, people and towns of the Pennsylvania Wilds.

3. Formulate themes, storylines, and programs that are authentic and indigenous to the region while also addressing concerns and issues that speak to a national and international audience.



Pottery at Smicksburg Studio Shop,
Jon Kohl/FERMATA, Inc.

4. Develop interpretive approaches that are experiential and immersive.

Interpretive Objectives

- are behavioral and quantifiable.
- are a guide in program planning and a tool in program evaluation.
- are a yardstick to measure both the effectiveness of the Interpretive Plan and the public's respond to the region's programs.

Interpretive Objectives of the Lumber Heritage Region, Inc.

1. Promote in visitors and residents a deeper appreciation and respect for the heritage, plant life, landscape, and wildlife of the Pennsylvania Wilds.
2. Move visitors throughout the region, especially to areas where visitation is sparse.
3. Attract new visitors to spend more time and money in the region by offering high-quality products.

4. Increase public awareness of the role of the Pennsylvania Department of Conservation and Natural Resources (DCNR), the Allegheny National Forest (ANF), and others in the conservation and sustainable management of the region's forests and wildlife.

5. Generate increased community pride and participation by area residents.

DCNR Mission

To maintain, improve, and preserve state parks; to manage state forest lands to assure their long-term health, sustainability, and economic use; to provide information on Pennsylvania's ecological and geologic resources; and to administer grant and technical assistance programs that will benefit rivers conservation, trails and greenways, local recreation, regional heritage conservation and environmental education programs across Pennsylvania.

All DCNR state parks have interpretive prospectuses. These all follow a consistent format and focus only on respective unit.

PA Heritage Parks Program Mission

- To protect the state's magnificent natural resources and scenic beauty
- Preserve the state's diverse historical and cultural assets
- Educate visitors and residents about the state's rich heritage
- Enhance the quality and effectiveness of the existing system of state and regional recreational resources
- Stimulate intergovernmental cooperation and regional approaches in the planning and implementation of Heritage Park Areas
- Promote public and private partnerships and coalitions to generate heritage tourism, ecotourism and other economic development opportunities

Mission of LHR, Inc.

The Pennsylvania Lumber Heritage Region is a local grassroots project with the purpose of highlighting and interpreting the rich cultural, historic, natural and recreational resources of Pennsylvania's forests. The LHR is premised on the fact that the region has significant sites,

places, communities, peoples, traditions and events it wishes to share with its neighbors and fellow Pennsylvanians.

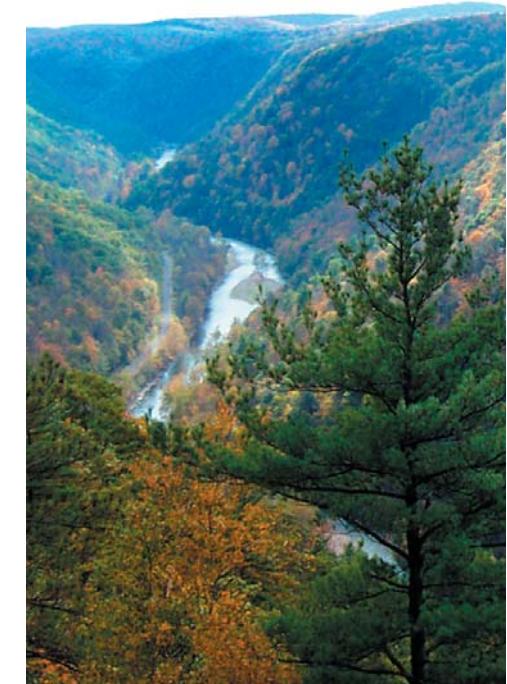
Vision of LHR, Inc.

The Lumber Heritage Region is an internationally recognized forest community with a sense of pride in our people, our quality of life, and the traditions of our rural heritage. Our sustainable forest is a destination that continues to provide unique opportunities for forest products manufacturing, education, research, and recreation. Linking forests, parks, historic resources, and communities allows residents and visitors to explore our vibrant culture and contribute to a vital economy.

Goals of LHR, Inc.

The overarching goal of the LHR involves defining and implementing a strategy that links grassroots projects related to lumber history

- Provides technical, educational, and financial assistance to communities, local governments, businesses, institutions, and the general public.



Pine Creek Gorge from Leonard Harrison State Park,
Jon Kohl/FERMATA, Inc.

- Coordinates programs which interpret the region's unique lumber history, celebrate its living heritage, and foster a greater understanding of the contemporary lumber and forest products industry and rural life.
- Works to enhance the region's economy by providing forest management education; conserving and interpreting historic, natural, and recreational resources; and enhancing tourism in cooperation with local communities to make the region a better place to live, work and visit.



Highbush Blueberry, Sproul State Forest,
Ted Lee Eubanks/FERMATA, Inc.

Goals of the Pennsylvania Wilds

Goals (state)

- Diversify and expand outdoor recreational activities, particularly on public lands.
- Increase public awareness of the Pennsylvania Wilds and its resources.
- Increase public awareness of the role of resource agencies (DCNR) in providing and sustaining these recreational venues.
- Increase nonresident (out-of-state) recreational spending in Pennsylvania.
- Increase resident recreational activities and spending in Pennsylvania (decrease export of resident dollars).

Goals (region)

- Diversify and expand outdoor recreational activities, particularly on public lands, in Pennsylvania Wilds (low volume, high yield).
- Expand public awareness of the Pennsylvania Wilds and the travel and recreational opportunities offered in the region.
- Increase local awareness of and support for the role of resource agencies (DCNR) in providing and sustaining these recreational venues.

- Expand and diversify goods and services being provided by local businesses to this recreational market.
- Increase economic benefit of recreation to local economy and appropriate agencies

ANF Interpretive Themes

Interpretive Theme Statement

The heritage of the Allegheny National Forest region is a story of relationships between human needs and natural resources.

Sub-Themes

Lands Rich in Diversity

The formation of the unglaciated Allegheny plateau resulted in a rich reservoir of natural resources and a major cultural crossroads, a landscape of special significance to people for thousands of years.

Lands of Exploitation: Building a Nation

The rich cultural history of the ANF reveals a dynamic interaction of people, place, and values illustrating the need for natural resources to fuel a growing nation.

Lands That Nobody Wanted: Recovery of Forests

Increasing demands of society left little of the original forests of the ANF region, and so recovering the rich diversity of natural resources becomes important for future generations.

Lands that Everybody Wants: Managing for Multiple Use

Society's diverse environmental values create competing demands for public lands that continue to challenge forest professionals as they manage the land in a sustainable way.

ANF Interpretive Goals

Visitor Interpretive Goals

1. Provide orientation and information on the outstanding cultural and natural resources, facilitating safe, enjoyable, and minimum impact use of the Allegheny National Forest.
2. Enhance the understanding of the role of humans in past and present ecosystems and provide a context for understanding contemporary landscapes and different perspectives on natural resource issues.



O.B. Grant Park,
Ridgway, Ted Lee
Eubanks/FERMATA, Inc.



Sphagnum Moss, Ted Lee Eubanks/FERMATA, Inc.

"Because of its elevation and position, the **Allegheny plateau is able to support wildlife commonly found in Canadian provinces...to the north as well as the Appalachian Mountain system to the south....Consequently, a unique mix of wildlife use the region. Some species consider the ANF as the southern edge of their range, while for others the plateau is their northern edge."** *Allegheny National Forest Interpretive Plan*

3. Improve understanding of the national forest mission, programs, activities and management practices.
4. Enhance the visitor's experience by presenting a positive image of the Forest Service through professional interpretive services and quality facilities.
5. Encourage a land use ethic that provides for stewardship and sustainability and protection of the earth's resources.
6. Provide a connection to the land for those people that are becoming increasingly disconnected from it, to illicit an emotional commitment to conserve natural resources.

USFS Interpretive Goals

1. Foster partnerships that strengthen ties to communities and initiatives that improve interpretive services, cost effectiveness and efficiency, and provide message consistency.
2. Provide a variety of quality interpretive opportunities, that are accessible to various user groups and that address a variety of learning styles.
3. Develop interpretation that supports all resource program needs and helps manage use on the ANF.
4. Develop evaluation and monitoring guidelines for programs and services.

- 5. Establish a process to consistently evaluate and prioritize interpretive proposals.
- 6. Develop funding strategies that emphasize partners, grants, and fee demo opportunities.
- 7. Recommend specific interpretive planning needs for existing and proposed sites.

Interpretive Objectives

- 1. The majority of visitors will treat the forest with respect and stewardship; develop a land use ethic.
- 2. The majority of visitors will feel that their experience was memorable and rewarding because they received information that helped them to develop realistic expectations.
- 3. The majority of visitors will understand how historic events helped shape the present environment in the Allegheny region.

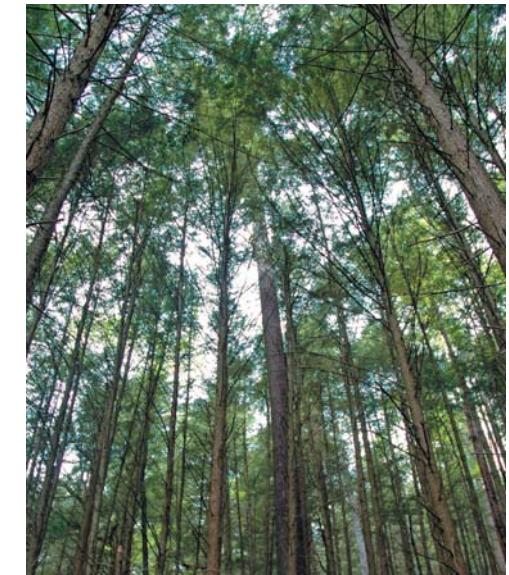
- 4. The majority of visitors will learn and remember that the USDA Forest Service manages the ANF and its mission is "Caring for the Land and Serving People."
- 5. The majority of visitors will understand that the National Forest is managed for multiple use and sustainability with strong ties to local communities and area initiatives.
- 6. The majority of visitors will understand the concepts of the ANF's main interpretive theme, as a result of interacting with the interpretive programs/media.

Marienville Ranger Station Exhibit

Themes

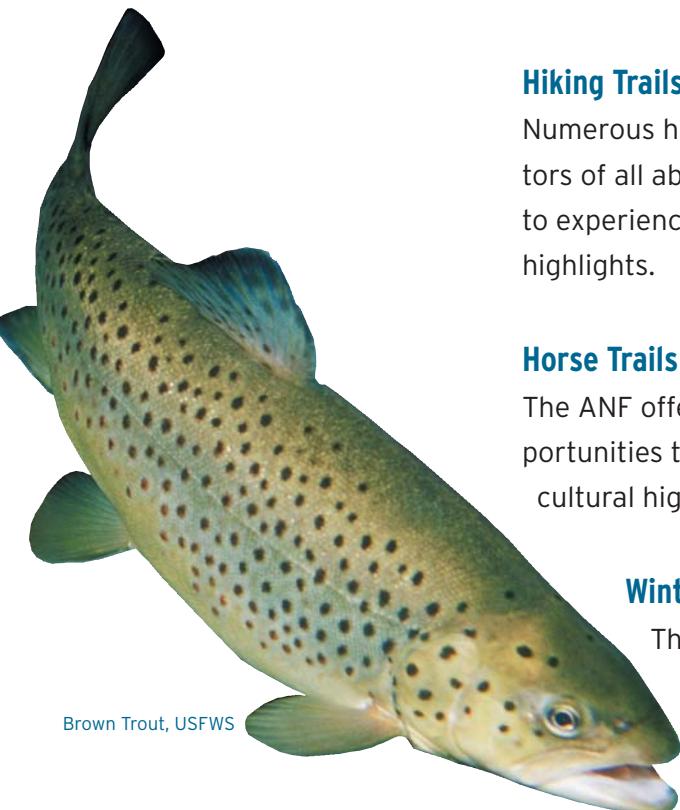
Permits and Interpretive Sales

Some National Forest activities require permits. Visitors need to understand regulations and be provided the opportunity and ability to purchase permits and interpretive sales products with a minimum of interaction with staff.



Forest Cathedral, Cook Forest State Park, Ted Lee Eubanks/FERMATA, Inc.

"Today, the resilient forest has recovered and in fact, some of the most highly-exploited areas have grown back to become some of the world's most valuable black cherry and maple forests."
Allegheny National Forest Interpretive Plan



Brown Trout, USFWS

Trails Overview

Numerous trails within the ANF offer visitors of all abilities and interests opportunities to experience this area's natural and cultural highlights.

ATV Trails

The Allegheny National Forest provides a premier trail bike and ATV trail riding opportunity in a natural setting.

Hiking Trails

Numerous hiking trails within the ANF offer visitors of all abilities and interests opportunities to experience this area's natural and cultural highlights.

Horse Trails

The ANF offers a variety of horse trail riding opportunities to experience this area's natural and cultural highlights.

Winter Recreation

The ANF offers winter recreation opportunities in spectacular natural settings.

Developed Campgrounds

ANF campgrounds offer a variety of outstanding camping experiences.

Dispersed Recreation Opportunities

The ANF provides a wide diversity of dispersed recreation opportunities in a natural setting that is supported by an extensive public road system.

Hunting and Fishing

The ANF offers thousands of acres of public land to hunt, 100s of acres of inland lakes, and miles of streams to fish.

Wilderness

Before embarking on one of the several scenic overnight backcountry opportunities, visitors and campers need to understand wilderness regulations.

Lands Rich in Diversity

The formation of the unglaciated Allegheny plateau resulted in a rich reservoir of natural resources and a major cultural crossroads, a

landscape of special significance to people for thousands of years.

Lands of Exploitation

The rich cultural history of the ANF reveals a dynamic interaction of people, place, and values illustrating the need for natural resources to fuel a growing nation.

Lands that Nobody Wanted

Increasing demands of society left little of the original forests of the ANF region, and so recovering the rich diversity of natural resources becomes important for future generations.

Lands that Everybody Wants

Society's diverse environmental values create competing demands for public lands that continue to challenge forest professionals as they strive to manage the land in a sustainable way.

Touch Screen Kiosk

Public phone and information access with numbers for emergencies and other needs.

Camping Opportunities

There is a wide range of camping opportunities available in the ANF Region.

Fall & Winter Recreation

The ANF offers winter recreation opportunities in spectacular natural settings.

ANF Trails

Numerous hiking trails within the ANF offer visitors of all abilities and interests opportunities to experience this area's natural and cultural highlights.

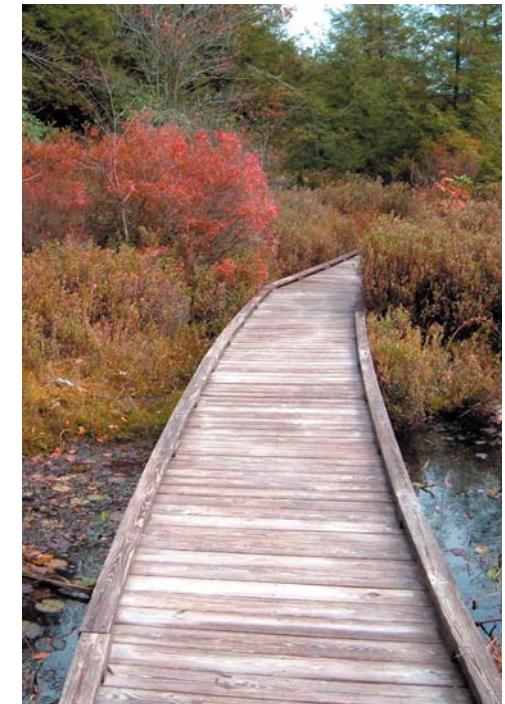
Route 6 Corridor Goals

Cultural Conservation

- Continue to encourage historic preservation.
- Create, maintain and improve cultural opportunities.

Recreation and Open Space

- Create and maintain recreational opportunities. Provide technical assistance to those municipalities who seek to protect and enhance the existing natural character within the Route 6 Corridor.



Bog Trail, Black Moshannon State Park, Brenda Adams-Weyant/FERMATA, Inc.



Black Moshannon State Park, Brenda Adams-Weyant/
FERMATA, Inc.



Sinnemahoning State Park

- Encourage well-planned development that protects natural resources through partnerships with local municipalities.
- Seek the protection and enhancement of key scenic areas.
- Establish and maintain Route 6 as a recognizable corridor.

Interpretation and Education

- Develop and maintain a Pennsylvania Route 6 Heritage Program.
- Coordinate the delivery of information along the corridor.
- Improve wayfinding signage along the Corridor.
- Enhance and encourage Corridor uniformity.
- Develop interpretive products.

Economic Development

- Encourage economic diversity throughout the Corridor.
- Promote meaningful planning through partnerships with interested local municipalities throughout the Corridor.

- Promote the developmental approach of in-fill development in older communities and clustered development in newly developing areas.
- Encourage the removal of blight within the Corridor via locally administered property maintenance codes, housing and commercial rehabilitation, and selective demolition as necessary.
- Pursue the refinement and expansion of the Heritage Communities Program.
- Develop local/community pride.
- Make residents knowledgeable.
- Welcome visitors and make them feel comfortable.
- Make Route 6 an affordable experience.
- Enhance vibrant towns.

Partnerships

- Cooperate Intergovernmentally.
- Establish and maintain interagency cooperation among various agencies.
- Maintain cross-corridor thinking and communication.
- Create and maintain a management entity.



Black Moshannon State Park, Brenda Adams-Weyant/FERMATA, Inc.

Intrinsic Qualities of the National Scenic Byways Program

a. Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

b. Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

c. Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

d. Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

e. Archeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

f. Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

Call of the Wilds

The following fictional narrative is provided to illustrate the same aspects of the future Pennsylvania Wilds/LHR visitor experience.

Chapter 1: Another Day at the Office

The intercom on George Hawley's desk buzzed. He jabbed the speaker phone button and the muffled voice of his secretary said, "Mr. Hawley, your three o'clock with Mr. Cogdon has been cancelled."

George threw his hands up. "What? Alice, do you know what this means?"

"Yes, sir. I asked him when he could reschedule. He said he'd get back to you."

George snapped, "I've been waiting three months for this appointment!" He leaned back, spun the chair to face the wall-sized window, and pushed aside a tangle of hair from his glasses. "Sorry, Alice. Thanks for the message."

"You're welcome, Mr. Hawley." The intercom disconnected.

His fifteenth-floor view looked down upon several buildings. Haze obscured much of Harrisburg's cityscape and most of the Susquehanna River. In his mind's eye, he could picture the entire city. With so much opportunity here, why did he have everything riding on just one meeting?

He swiveled back to his desk and rubbed his neck. Pain had crawled from his left trapezoid up his neck almost to his ear. If it worsened, somehow he would have to invent time to see a doctor. He glanced down at the back cover of the *Central Penn Business Journal*. He hadn't noticed the ad before: "Lost in the Pennsylvania Wilds: Penn's Wildest

Unknown Destination." The ad showed a map of north central Pennsylvania inset with images of a gorge, a row of Victorian mansions, and a white pine so wide that it took five people hand in hand to hug its trunk. He studied the map... and finally mumbled, "I didn't know there was anything out there to visit."

A clerk stumbled outside George's glass door and George looked up. The clerk carried a stack of reports almost to his chin. The stack teetered. He stopped to balance it. Then it tottered. Several reports slipped off, thudding against George's door. "I need a break," George sighed. Again, his neck ached.

Chapter 2: Leaving Metropolis

"Where exactly are we going again, George?" his wife, Bethany, asked while using the mirror on the back of the sun visor to tuck her hair neatly beneath a ball cap.

"We'll head toward Wellsboro. Did you remember the camera?"

"It's on the back seat."

George finished rolling down his window, inserted the key in the ignition, flipped down his snap-on sunglasses, and fastened his seat belt around his midriff that in recent months had been creeping over his belt. He drove through downtown Harrisburg, beneath the tall buildings of Center City, where the streets intersected each other in a giant grid. When he stopped at a red light in front of the North Front Road construction, the sound of a jackhammer pounded his ears. "Can't they make those things –" His wife couldn't hear him. He rolled up the window and turned on the air conditioning. (*continued on next page*)

(continued from page 33)

He crawled along the Susquehanna bridge access ramp. In the rearview mirror, towers of steel faded in the haze. It was Friday, so he couldn't escape from traffic. As his car inched along, a tanker truck spewed diesel exhaust over his car's hood. Fumes percolated through the air conditioning system.

"Darn!" George slapped the steering wheel.

"What?"

"I forgot to send out the staff memo."

George glanced over at Bethany, who crinkled her nose. "You're not going to talk about work the whole weekend, are you?"

In less than an hour, they were outside the city. George turned off the A.C. and rolled down his window. The sounds of jackhammers, screeching tires, and sirens had disappeared; forested, rolling hills replaced Comfort Inns, McDonalds, and Shell gas stations. The trees grew closer and closer to the road, eventually overhanging utility lines.

"Are you feeling any better?" Bethany asked.

George breathed easier. The throbbing in his neck had subsided. "A little better. Nice to have some fresh air."

The road narrowed to two lanes snaking through the countryside. Trees shaded the pavement and overhung road signs. Wind tossed the foliage, which created undulating shadows across the road. A car appeared in the distance.

"George, move over."

George eased back into his lane. *(continued on page 55)*



Cherry Springs State Park, Rob Tizard/FERMATA, Inc.

Visitor Segments

DESCRIBE THE PEOPLE LIKELY TO VISIT THE LHR

To be successful, any interpretive product must be "purchased" by someone. Thus, an understanding is needed of who constitutes the visitor audience. This is done by segmenting the general audience into distinct and related groups of visitors that require different mixes of products.

Visitor Segmentation Criteria

- Demographical bases (age, family size, life cycle, occupation)
- Geographical bases (states, regions, countries)
- Behavior bases (product knowledge, usage, attitudes, responses)
- Psychographic bases (lifestyle, values, personality)

The following segments come from Cordell et. al (*Outdoor Recreation for 21st Century America*, 2004). The scheme is based on a cluster analysis of the data gathered on outdoor recreation in the National Survey on Recreation and the Environment (NSRE).

Inactives - (23.9% of Population 16 and older)

- Least active outdoor segment in American society.
- Walking is the only activity in which more than half participate.
- Disproportionately more female, more Black and Hispanic, older, have lower incomes, and more foreign born.
- In all outdoor recreations, the Inactives participate at a rate lower than the national average.

Passives - (15.0%)

- Limited set of preferred recreational activities (compared to none for the Inactives).



Rob Tizard/FERMATA, Inc.



Green Frog, Sinnemahoning State Park, Rob Tizard/
FERMATA, Inc.

- Prefer low-intensity, low-commitment recreations such as sightseeing, driving for pleasure, walking for pleasure, attending family gatherings, and picnicking.
- Relatively high proportions of females, Blacks, and people 65 and older.
- Otherwise, this group mirrors the national population.

In general, these first two segments are not as likely as the following segments to be found in the LHR. As such, itineraries are designed for the following segments.

Nonconsumptive Moderates (Dabblers) - (11.7%)

- More expansive set of preferred recreational activities than Passives or Inactives.
- Favored activities include visiting a beach, visiting a nature center, mountain biking, and swimming in lakes and ponds.
- Most of the non-favored activities are either consumptive or motorized.

- Gender equivalent, young relative to general population, disproportionately Hispanic, with moderate incomes.
- Disproportionate representation in New England, Middle Atlantic, and South Atlantic regions.

Nature Lovers (Look and Learners) - (12.5%)

- Relatively large percentages involved in viewing/learning activities (birding, wildflowers and other plants, wildlife, natural scenery, fish).
- Also prefer visiting nature centers and museums, sightseeing, and driving for pleasure.
- Do not favor exertion or consumptive activities.
- Disproportionately female (60%), over 45 (60%), with more Hispanic participation than most other segments.
- Rural, with disproportionate representation in West North Central states (Minnesota and the Dakotas) and the Mountain states (Colorado, Wyoming, Utah).

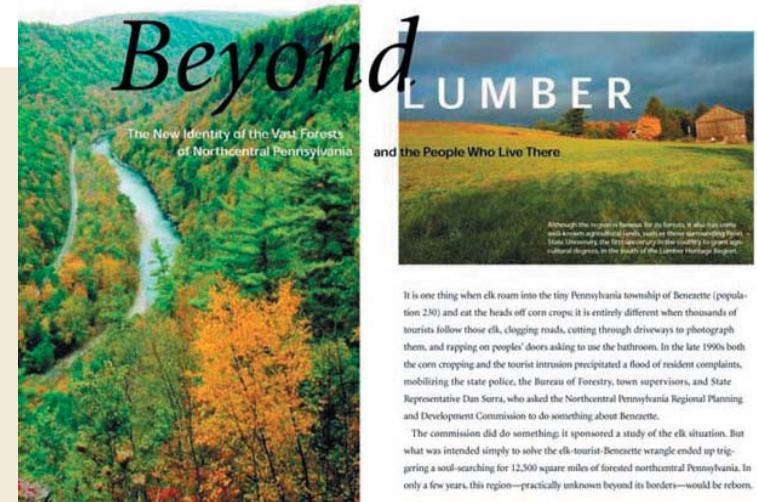
Beyond Lumber

Jon Kohl and Shomer Zwelling

It is one thing when elk roam into the tiny Pennsylvania Township of Benetze (population 230) and eat the heads off their corn crops; it is another entirely when thousands of tourists follow those elk, clogging roads, cutting through driveways to photograph them, and rapping on people's doors asking for the bathroom. In the late 1990s both the corn cropping and the tourist intruding precipitated a flood of resident complaints, mobilizing the state police, the Bureau of Forestry, township supervisors, and State Representative Dan Surra who asked the North Central Pennsylvania Regional Planning and Development Commission in partnership with LHR and DCNR to do something about Benetze.

The Commission did do something; it sponsored a study of the elk situation. But what was intended simply to solve the elk-tourist-Benetzer wrangle, ended up triggering a soul searching for 12,500 square miles of forested north central Pennsylvania. In only a few years this region, practically unknown beyond its borders, would be reborn. To see the complete article published in *Legacy* magazine, visit www.jonkohl.com/publications/legacy-pubs/lumber.htm

The Pennsylvania Heritage Parks Program was created in 1989 to provide a regional strategy for identifying, conserving and enhancing the Commonwealth's natural, cultural, recreational and scenic resources and our rich industrial history. The program is a key component of the state's second leading industry - tourism. Heritage areas designated through the program tell the story of Pennsylvania's rich industrial history and the role it played in the development of the nation. The program provides financial and technical assistance to encourage public-private partnerships, cultural conservation, recreation and open space protection, and heritage education and interpretation. The key objective of the program is to protect and promote these special heritage areas in the interest of supporting long-term economic development. DCNR administers this program which funded the Lumber Heritage Region Interpretive Plan.



Legacy (published by the National Association for Interpretation)

It is one thing when elk roam into the tiny Pennsylvania township of Benetze (population 230) and eat the heads off corn crops; it is entirely different when thousands of tourists follow those elk, clogging roads, cutting through driveways to photograph them, and rapping on people's doors asking to use the bathroom. In the late 1990s both the corn cropping and the tourist intrusion precipitated a flood of resident complaints, mobilizing the state police, the Bureau of Forestry, town supervisors, and State Representative Dan Surra, who asked the North Central Pennsylvania Regional Planning and Development Commission to do something about Benetze.

The commission did do something: it sponsored a study of the elk situation. But what was intended simply to solve the elk-tourist-Benetzer wrangle ended up triggering a soul searching for 12,500 square miles of forested north central Pennsylvania. In only a few years this region, practically unknown beyond its borders, would be reborn.



Pine Creek Gorge, Jon Kohl/FERMATA, Inc.

Water Bugs - (13.3%)

- Attracted to water as a recreational venue, and participation in water-based activities is the distinguishing characteristic of the group.
- Also prefer look-and-learn activities such as viewing/photographing nature, visiting nature centers, sightseeing, and driving for pleasure.
- Do not favor consumptive or motorized recreations.
- Unlike Nature Lovers, Water Bugs are middle aged, higher proportion with upper incomes, disproportionately from New England, Middle Atlantic, South Atlantic, and Southern Coastal states.

Backcountry Actives - (8.6%)

- Participate at a higher than national average in most recreations.
- Defined by high participation rates (>2.5 national average) in backpacking, primitive camping, visiting wilderness, day hiking, cross-country skiing, and camping in developed areas.
- Disproportionately male, White, rural, middle income, and from Mountain and Pacific states.

Motorized Consumptives - (7.5%)

- Disproportionately involved in hunting, fishing, and motorized activities.
- Disfavor look-and-learn activities.
- Compared to Outdoor Avids, substantially lower rates of participation in physically demanding or challenging activities.
- Predominantly male (85%), White, young (60% <35, 39% <25), and middle income.
- Disproportionately rural, from Midwest and South.

Outdoor Avids - (7.5%)

- Highest participation rates of any segment, with nine activities greater than 5 times the national average.
- Prefer recreations that demand skill and physical exertion.
- Examples include canoeing, scuba diving, windsurfing, waterskiing, cross-country skiing, rowing, rafting, and kayaking.
- Disproportionately male (62%), White (87%), under 45 (80%), and upper income.
- From New England, West North Central, East North Central, and Mountain states.

Thematic Framework

INTEGRATES MEANING OF THE ENTIRE REGION

Over-Arching Theme: **Resourceful and Resilient**

In the Lumber Heritage Region, the people and the environment have long been resourceful and resilient. The area is rich in natural resources and mineral deposits: forests, wildlife, coal, gas and oil have been abundant. Over the centuries the Region's immense natural resources and astounding geological formations have provided the people of the area and the nation with a wealth of opportunities and challenges.

In different eras residents viewed these natural resources in different ways: sometimes as an impediment, sometimes as raw material, sometimes as an inheritance, sometimes as inexhaustible, sometimes as depleted, sometimes as a blessing and sometimes as an opportunity for leisure time pursuits.

The inhabitants of the LHR are also a diverse group: Native Americans, Western Europeans, Canadians and Slavic peoples, among others, have settled in this region over the generations. With their rich and heterogeneous cultural and social backgrounds these versatile peoples have contributed, adapted, endured, migrated and reinvented themselves to meet the ever-changing challenges presented by living in a rugged area.

The resourcefulness and resiliency of the area's environment and people as well as the diverse ways in which these people and their environment have interacted over the centuries are hallmarks of the LHR and offer both residents and visitors alike with a host of meaningful ways to see, explore, experience, understand and appreciate this Region.

Sites and public programs in the LHR will present the over-arching theme to residents and visitors from a variety of perspectives, including:

The Pennsylvania Match Factory in Bellefonte (founded 1899) was **one of the nation's leading producers of matches** in the first half of the 20th Century. The factory closed in 1947 due to competition with match books and cigarette lighters. *Pennsylvania Heritage Marker*

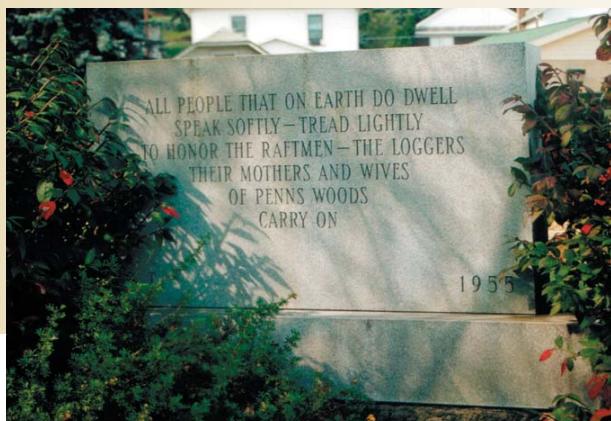
Last Raftsmen

Jack Bartock, Ebensburg

A group of retired loggers built the Last Raft near McGees Mills and floated it down the West Branch in March 1938. The journey was a tribute to the men who engaged in this exciting and dangerous business of piloting timber rafts on the river from the 1840s-1890s.

Around the country, people followed the raft's journey on its way to Harrisburg by newspaper, radio, and newsreel accounts. But something went wrong and the craft collided with a railroad bridge pier near Muncy. The crash killed seven people including one of the original

crew members. Despite damage to the craft and the sorrow of losing comrades, the crew continued on to Harrisburg to commemorate the thousands who had gone before them.



Jon Kohl/FERMATA, Inc.

- The resourcefulness and resiliency of the environment in the Region
- The resourcefulness and resiliency of the inhabitants of the Region
- The varying ways in which humans and the environment in the Region have interacted with one another over time

Sub-Theme: Forest Life

The forests are a place teeming with life, mystery and perpetual change. The forests are habitat, heritage, refuge, and a source of potential products for the home and the marketplace. In addition, forests in the LHR have long been a place where some people earned a livelihood while others won wealth and prestige. Beginning in the 20th Century the forests also became places for recreational activities, outdoor adventure, experiential learning and fun.

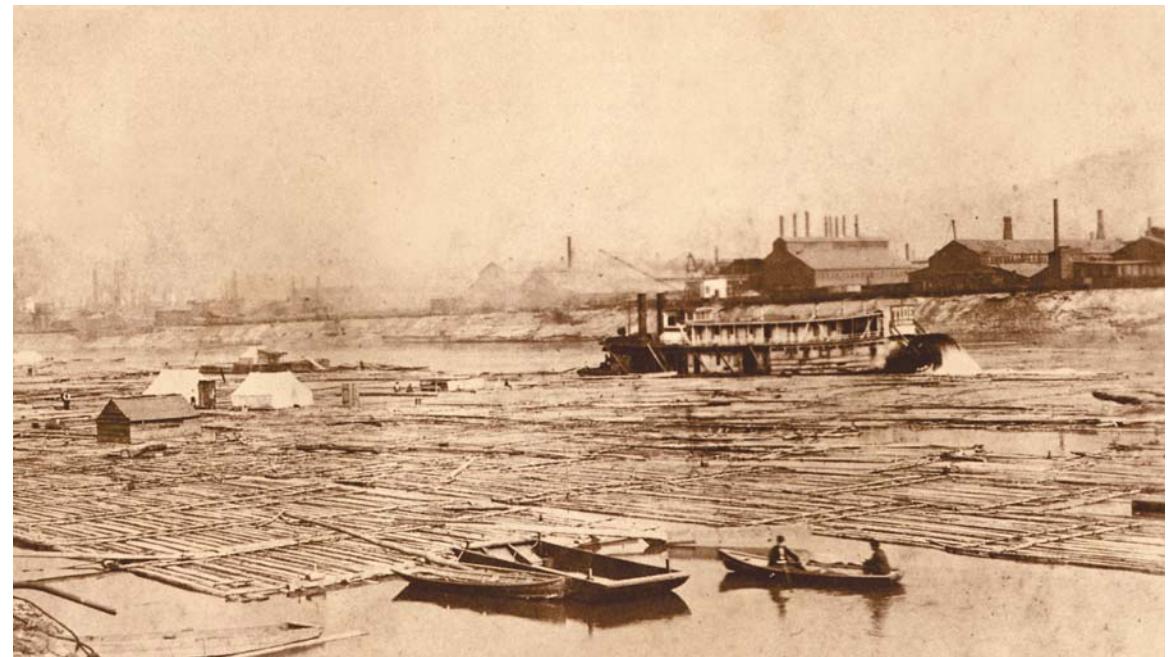
In different eras, humans viewed the forests in a host of different ways. In a like manner, human behavior toward the forests and nature in general varies from generation to generation. Dynamic patterns of both change and continu-

ity unfold and interact in these vibrant forests.

Storylines for this sub-theme:

The Lumber Heritage Story (Lumber). For many decades the forests of the LHR provided the nation and the world with lumber. Beginning in the late 18th and early 19th Century, individual lumbermen and entrepreneurs harvested, milled and shipped to market the bountiful resource. Over time the industry, the technology, the marketing infrastructure and the marketplace itself grew, but the resource diminished. By the early 20th Century a barren landscape –at that time referred to as the “Briar Patch”– stood in the place of dense forest. During the 20th Century concerted actions by public officials, conservationists and eventually the lumber industry too brought the forests back to life and productivity.

Transformations of ecology, the reintroduction of wildlife, the rebirth of the forests (Rebirth). The forest is ever changing. Pre-Columbian Native Americans prized oak species for their production of food for wildlife, and, through the use of fire, they manipulated the forest along



Pittsburgh, the ultimate destination for much of the timber rafted down the Clarion River/Elk County Historical Society

waterways to promote the growth of oak. During the 19th Century, white pine and hemlock predominated, and loggers treasured these trees for their market value. Today the forest industry cultivates hardwoods, which are preponderant in this area. Similarly, in the 18th Century elk roamed these forests. By the late 19th Century the elk had disappeared. During the early part of the 20th Century elk were imported by rail-

“In the late 19th century, the ANF region was one of the main focal points of the tanning industry. It was **one of the top 10 industries on the Dow Jones Industrial Average.**”
Allegheny National Forest Interpretive Plan



Bugling Male Elk, Hal Korber

road from Wyoming. Today elk are valued, studied, protected and esteemed. The story can be told in many different ways, but the underlying pattern remains the same: the environment in the LHR is ever changing, and human intervention affects the landscape dramatically.

Arts, Crafts, Festivals and Events (Arts).

Although the LHR is a hinterland, it is also a place of creativity and celebration. In previous generations, many residents plied a craft to supplement household income while also engaging their creative propensities. In a similar manner, today potters, quilters, woodworkers, musicians, painters and photographers earn a livelihood and also perform at public events throughout the Region. Farmers markets, arts festivals, county fairs and national holidays are opportunities for modern-day residents to come together, sell handmade goods, demonstrate their talents, swap stories, bring in outside performers, celebrate the region's heritage and affirm contemporary community-life.

Sub-Theme: Civilization in the Wild

Over the generations a myriad of cities, towns and small settlements sprung up along the Region's rivers, creeks and streams. From these centers, local workers and businesspeople have shipped out lumber, oil, coal, leather goods, cutlery, handicrafts and industrial products to a national and international marketplace. Over

the generations area residents have, in turn, benefited from the importation of essential supplies and stylish goods.

Civilization in the Wild juxtaposes stories about the LHR's towns (Civilization) with stories from the area's dense and wild forests (Nature). This more town-centered historic and heritage interpretation provides a complement to the nature and outdoor recreational Interpretation usually associated with the area. Storylines for this sub-theme:

The interaction of culture (town-life) and wilderness (forest-life) in the Region (Town-Forest Life).

Lumbering camps were hardscrabble places with few, if any, luxuries or conveniences. Local towns, by contrasts, were places where residents established schools, libraries, historical societies, churches, courts, jails and retail outlets. On occasion circus performers, musicians, actors, lecturers and circuit-riding preachers would come to the LHR's towns to entertain, educate, and comfort.

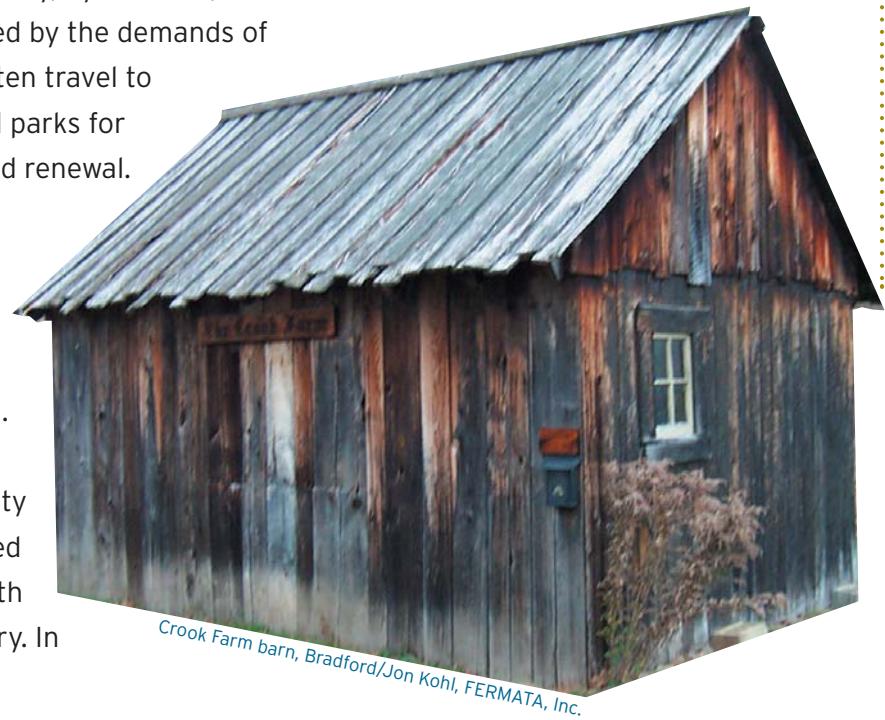
Towns also placed demands on outlying areas.

City residents became advocates for flood control dams, hydroelectric plants, recreational facilities in the countryside and improvements in water quality. These projects changed the character and appearance of the landscape.

During the 19th Century and for at least the first half of the 20th Century, towns served as beacons of culture and civilized society to a rough and tumble region. Today, by contrast, town and city residents, stressed by the demands of contemporary life, often travel to the LHR's forests and parks for recreation, retreat and renewal.

The rise and fall of industries and communities

(Changing Industries). Often the well being of an entire community was directly connected to the economic health of a particular industry. In



Crook Farm barn, Bradford/Jon Kohl, FERMATA, Inc.



Hyde-Murphy Company Door Shop, Ridgway, 1884-1961, Elk County Historical Society

the 19th Century, for example, Williamsport was dependent on the economic vitality of the lumber industry. In a similar manner, for many years the fate of Bradford was tied to the oil industry. Arroyo's existence was almost entirely dependent on a tannery, and when the tannery closed the town disappeared. The pattern continues today. Wellsboro's fortunes, for example, are very much affected by fluctuations in the tourism industry.

Over time, industries rose, flourished and declined. Some innovated and reinvented themselves as market conditions changed. Others struggled, stagnated, and went under in the face of new economic or environmental challenges. When industries collapsed, local communities either attracted new businesses or found their residents moving on to more prosperous parts of the state and country.

Goods produced by industries in the area entered a dynamic, international market economy. For approximately two centuries lumber was the LHR's foremost export, but many other wood products – including doors, sashes, boxes, crates, wagons, coffins, toys, musical instruments, paper goods, maple syrup, wood-based chemicals and Christmas trees – were on occasion also economic mainstays, although to a much lesser degree than lumber. Other goods – like cigarette lighters, hunting knives, sewing machines, bicycles, small airplanes and munitions – at times played a significant role in the Region's economic vitality. In turn the LHR imported a wide array of products – sometimes including wood and hides – to offset losses and deficiencies.

Sub-Theme: Comings and Goings

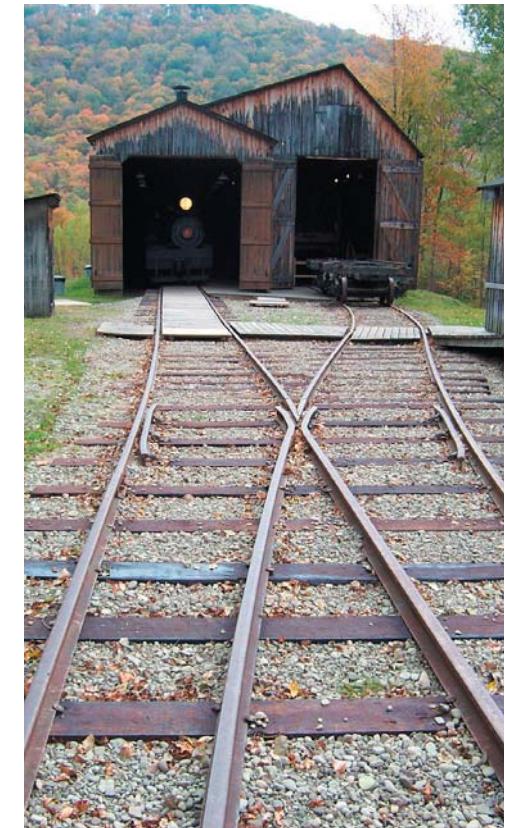
Appearing to be stable, the LHR is in constant flux. A wide array of peoples – most free, some runaway slaves – have come to live and work in this area, while others – some famous, many virtually unknown – have left. Similarly, communities – some transient, others long lasting, some surrounded by forests, others situated along major transportation arteries, some tiny, others substantial – expanded and contracted.

Although it sometimes seems to exist in splendid isolation, the LHR has long been in contact with other parts of the state, nation and world. Popular fads, bold ideas, grassroots movements and momentous events – especially wars – repeatedly altered the Region. On a more concrete level, diverse transportation networks – trails, rivers, canals, railroads and highways – have securely connected the LHR to an intricate web of national and international marketplaces. Storylines for this sub-theme:

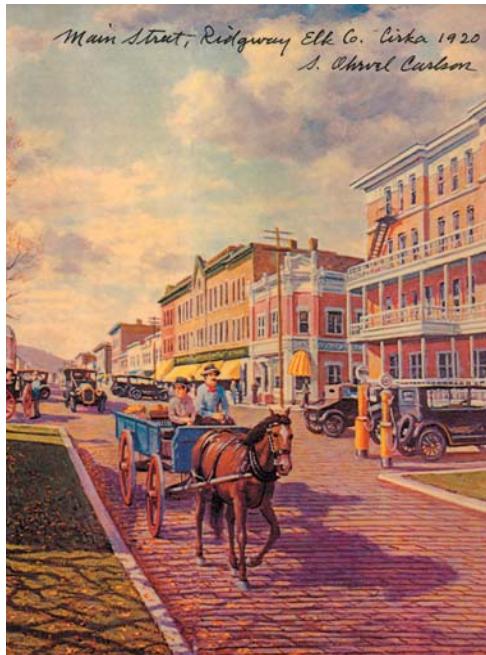
Population fluctuations as some people come to the area and others leave.

(Population). Although Pennsylvania is well known for the stability of its population, in fact the number of inhabitants in the LHR has fluctuated with the rise and fall of industries. During boom times in the lumber industry, immigrants from Sweden, the Slavic countries, Germanic states, England, Italy and Ireland arrived to clear the forests, work in sawmills and build railroads. In search of freedom from persecution, a small band of Bavarian Catholics founded the community of Saint Marys in Elk County in 1842, and 10 years later a small group of Norwegians established a utopian colony, New Norway, in Potter County. In a similar spirit, runaway slaves found temporary haven in some area communities – like Kane, Sugar Grove, Barnes and Williamsport – while traveling the Underground Railroad to freedom during the middle of the 19th Century.

With people coming and going, industries rising and falling, the LHR's communities have been places of diversity and change. Some communi-



Pennsylvania Lumber Museum, Jon Kohl/FERMATA, Inc.



Ridgway, c. 1920, Elk County Historical Society

ties were founded with the intention of lasting only a brief period of time. Native American settlements, logging camps and CCC camps were created to meet an immediate need, and once that need was met, the community was dismantled. Other communities – like Williamsport, Lock Haven, Warren, Kane, DuBois, Smethport and Ridgway – were launched with more ambitious intentions, but these communities waxed and waned from one decade to another. Several communities – for example Beech Bottom, Mill Haven, Middletown, Chaffee and Instanter – were founded with the high hopes only to disappear when times and circumstances changed. When the lumber industry declined in the early part of the 20th Century, many towns languished as large numbers of residents moved on.

The changing role of the Region in the nation and the world (Role). In the 18th Century and early part of the 19th Century the LHR was sparsely populated and relatively isolated. As the lumber industry grew and expanded rapidly during the mid-1800s the LHR began to find a

place in the wider world. The Civil War, like the Revolutionary War dramatically impacted the LHR and embroiled it in an even larger national purpose.

During the early part of the 20th Century when the lumber industry declined, the Region seemed at risk of becoming a backwater and turning in upon itself. Innovative entrepreneurs and industrialists helped stem the downward slide by investing in new ventures and reshaping the LHR's identity.

In the 1940s, with the advent of World War II, the LHR again played a significant role in the nation's war effort. Munitions plants, POW camps, the arrival of conscientious objectors, the departure of thousands of enlistees and draftees for war theaters in the Pacific, Africa and Europe, the export of millions of board feet of timber to advance the war effort and the return of the troops from overseas at the end of the hostilities dramatically revitalized and transformed the LHR.

Diverse transportation networks linking the Region to the outside world (Transportation).

Because of the rugged terrain, transportation has long been a major challenge and a significant accomplishment in the LHR. Long before Europeans came to the area, Native Americans developed a network of north-south trails in the region. Later these well-traveled routes laid the groundwork for modern highways and recreational hiking paths.

Rivers, streams and creeks – for example, the Allegheny, Clarion, Tioga, and Sinnemahoning – were especially important routes for transporting timber to saw mills and markets. Some rivers, like the West Branch Susquehanna River, were actually designated “public highways.” Beginning in the 1830s, canals also played a significant role in the LHR’s waterway transportation system. During the second half of the century railroads – both large common carriers and small logging railroad operations in dense forests – became the primary mode of transportation for the lumber industry. Because of their proximity to major railroad lines, many new

towns sprang into existence and others flourished during the second half of the 19th Century.

The lumbering railroad system peaked at the turn of the century with hundreds of railroad lines in the area. By 1905, however, the system started to decline as the lumber industry slumped economically. Within two decades, forward thinking state officials began to plan and develop a complex grid of country roads and highways to connect area towns with one another and the Region to the nation. In these diverse ways, natural obstacles were overcome and goods marketed.

Sub-Theme: Stewardship and Conservation: Turning Visions into Reality

The birth, growth and development of the conservation movement in America have deep roots in Pennsylvania. Although this far-reaching movement did not begin in the LHR, for almost a 100 years people in this area have put the innovative, imaginative and exciting visions of environmentalists into action.



M.K. Goddard Natural Area, Rob Tizard/FERMATA, Inc.



Swamp Branch of Beech Creek, Sproul State Forest, Ted Lee Eubanks/FERMATA, Inc.

Since the late 19th Century when Pennsylvania first established both forestry reserves and the Board of Game Commissioners, the ethic of conservation and the practice of stewardship provided the LHR with a new vision based on sustainable uses of forests. In this region people have transformed the broad vision of stewardship and conservation into a practical reality. This new environmental ethic with its emphasis on protection, management and stewardship also resonates in many ways with the earlier values and practices of the Native Americans who lived in the area. Storylines for this sub-theme:

The emergence of conservation practices in the Region (Conservation). When Joseph T. Rothrock – a botanist and conservationist – became Pennsylvania's first forest commissioner in 1895, he took office when public officials, lumber companies and private citizens were beginning to realize that there were not endless forests in the Commonwealth. Under Rothrock's bold leadership Pennsylvania created state reserves – later called state forests – in both the LHR and other parts of the state, inaugurated programs to suppress forest fires and took actions to protect wildlife habitats.

Several years later in 1923, Gifford Pinchot, a leading conservationist in the administrations of Theodore Roosevelt and Howard Taft, became governor of Pennsylvania. Like Rothrock, he too instituted large-scale programs to manage and protect the area's forests. Pinchot also worked assiduously to inform the public about the importance of these environmental programs to the well being of the entire Commonwealth. During his administration, the federal government established the 500,000-acre Allegheny National Forest in this region.

Rothrock and Pinchot heralded a new approach to the region's forests and wildlife. Long-term planning, protection, management, education and public access were at the heart of their initiatives. In time the innovations put into action by Rothrock, Pinchot and their supporters became standard practices in the region and throughout the nation.

A New Deal for the Region's forests

(New Deal). In early 1933, the Civilian Conservation Corps (CCC) – a New Deal program begun by President Franklin D. Roosevelt – established a camp of unemployed men in the ANF to plant trees, fight forest fires, perform flood control, construct facilities and beautify the landscape. By August of that same year there were 97 CCC camps in Pennsylvania, second only to California.

Each CCC camp consisted of approximately 200 unemployed men, and in the ANF alone there were 14 CCC camps during the period 1933-1942. Over the nine years during which it existed, CCC men literally laid the groundwork for the dense

and verdant forests that now cover the LHR. In addition they built dams, roads, trails, bridges and recreational facilities that are still in use today.

Changing images, Changing practices

(Images). In the 18th Century this region was commonly seen as an obstacle to be surmounted. In the 19th Century it was viewed as a resource to be exploited. Today it's considered a fragile but resilient ecosystem in need of management and protection.

When developing plans for the LHR's forests, modern-day public officials, lumber company representatives and interested citizens take into account a host of considerations including recreational opportunities, wildlife habitat, watersheds and water quality, the quality of the timber, changes in the marketplace and the long term impact of their policies on the landscape.

For contemporary residents and visitors, the forests of the LHR are also places for leisure time. Over the course of the 20th Century, outdoor



Images top to bottom: Black Moshannon State Park, Parker Dam State Park, Sizerville State Park, Hyner Run State Park, Brenda Adams-Weyant/ FERMATA, Inc.

"Widespread cutting of the forest dramatically changed habitat for carnivores like the fisher, but benefited forest edge and field species like the cottontail rabbit, woodchuck and meadow mouse. ... The plateau, locally known as the Allegheny "brush patch", provided a dense, lush habitat of herbaceous plants and young hardwood trees used by the snowshoe hare and whip-poor-will. Laws protecting deer (with enforcement) helped herds expand rapidly. Local records indicate that remote areas began to support small populations of predators like the "brush wolf" or coyote. As the new forest reached pole size, however, herbaceous vegetation declined under the dense low canopy, and woody forage grew out of reach for the whitetail. Stressful winters of the time had disastrous effects on the deer population." *Allegheny National Forest Interpretive Plan*

recreation has become one of the primary uses of forests. Similarly, the LHR's rivers – cleansed of sediment from logging and discharge from tanneries, paper mills and bituminous coal mines – have become recreational and scenic sites. Today, for example, sport fishing and paddling thrive on the Clarion and the West Branch of the Susquehanna Rivers.

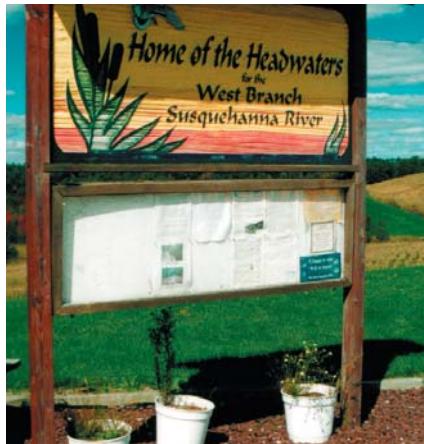
Forest Industry Practices and Forest Products (Forest Industry). Although the lumber industry continues to be a major employer in the region, both the forests and the forest companies of today are considerably different from those here 100 years ago. Long-term planning, management and sustainability are watchwords for the contemporary lumber industry. Geographic Information Systems, Global Positioning Systems, market analysts, international trade experts, university trained economists and industry associations along with foresters, lumberjacks, teamsters, biologists, archeologists, hydrologists, scientists, and engineers all play a major role in the contemporary industry. When assessing future needs and contemporary

practices, modern-day planners often think well into the next century. As a result some of the Region's forests – both public and private – are now certified as "well managed," a designation that is especially important in the international marketplace for fine hardwoods.

Today, hardwood – especially black cherry, sugar and red maple, red oak, and ash – are at the heart of the industry. Where once there was desolation, now some 70 species of hardwood grow. Overall, Pennsylvania leads the United States in hardwood species growth, and it is still one of the nation's major producers of saw timber, which is used to manufacture flooring, cabinetry, doors and furniture. At the same time, specialty products – like toys, rocking chairs, picnic tables, baskets, boxes, benches and storage sheds – serve niche markets and spark visitors' curiosity and interest.



Allegheny National Wild & Scenic River at Tionesta, Jon Kohl/FERMATA, Inc.



Jon Kohl/FERMATA, Inc.

Headwaters of the West Branch in Cambria County

Jack Bartock, Ebensburg

Waterways constituted the earliest public highways in what is now Cambria County. The General Assembly declared the first of these, the West Branch of the Susquehanna River, a public highway along all its navigable branches on 9 March 1771.

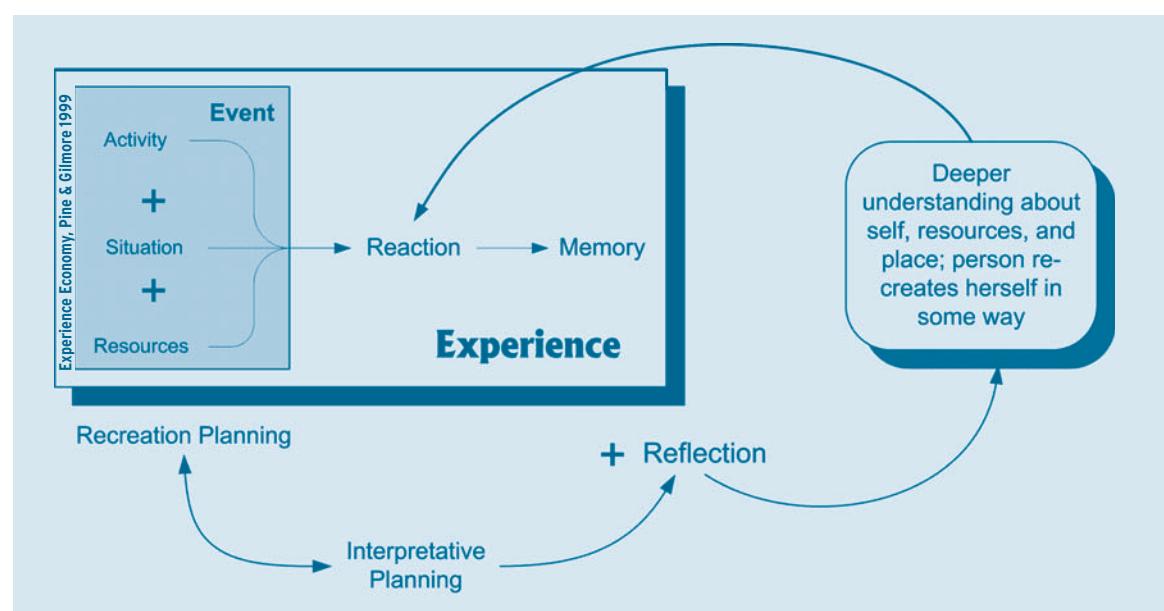
When the first white settlers arrived in Susquehanna Township, Cambria County, the location of the headwaters, they found vast tracts of huge, centuries-old trees. Pioneers wasted no time in harvesting this virgin timber. They carefully felled these majestic trees, transported them by water to ports such as Baltimore, and used them as masts and spars on Clipper Ships all over the world. From 1835 to 1905, 100 billion board feet of lumber floated down the West Branch to markets at Lock Haven, Williamsport, and to the tidewater at Chesapeake Bay. The West Branch headwaters contributed a tremendous amount to this total.

The West Branch hosted thousands of log drives. One ingenious method developed to transport logs downriver was to tie a large number of logs together with lash poles, bows, and pins to form timber rafts. With a cook shanty in the middle and a 50-foot oar at each end, these rafts measured 125 feet long by 28 feet wide. Five or six strong men at each oar, directed by the pilot, steered these huge crafts round the rocks and river bends 200 miles to their destination. At the end loggers dismantled the rafts and sold the logs. Many raftsmen then walked home in order to pilot another raft down river.

Visitor Experience

IS THE SOIL FROM WHICH MEANING GROWS

While people often use the term "experience" interchangeably with "activity," they are different. Refer to the diagram at right to understand better what the IP tries to achieve. Planners first design events where visitors enter situations to interact with resources through activities. Effective planning anticipates the reaction and kinds of memories a visitor is likely to have. These are interpretive opportunities. Interpretation helps visitors to reflect on their experience (usually as it happens in real time) so that they come away with a deeper understanding about themselves. For example visitors might have a greater sense of confidence about themselves after boating down a river or feel they have a greater connection with nature or a deeper sensitivity to rural lifestyles; or have a greater sense about place (the LHR is resourceful and resilient), or about resources (the forests have grown back, but they are entirely different forests).



The IP attempts to set up opportunities for visitors to have the Pennsylvania Wilds and LHR experience so that they might come away with a deeper understanding of themselves, the region, its resources, and their relation to it. Visitors can enter the LHR and partake



Rob Tizard/FERMATA, Inc.

Interpretation, in sum, helps visitors see, hear, touch, encounter, and process at deeper levels and in subtly directed ways.

in activities, have reactions, and memories all without interpretation. They will reflect upon their experiences but the conclusions they draw may not be what the LHR and its stakeholders have in mind. Indeed, they may draw conclusions from their experience which are intelligent but mistaken. Interpretation is used to set up an event conducive to producing a certain experience and then guide visitors through a reflection of that experience. Interpretation, in sum, helps visitors see, hear, touch, encounter, and process at deeper levels and in subtly directed ways.

Call of the Wilds (continued from page 34)

Chapter 3: Biking in Pine Creek Gorge

Ted Lee Eubanks/FERMATA, Inc.



George parked in front of Timeless Destination Restaurant in Wellsboro. He and Bethany left the car, entered the restaurant, and chose a table with a view of a television. After they ordered a gourmet pizza, Bethany suggested they

bike along the Pine Creek Gorge Rail Trail rather than drive to the overlook. George had biked a lot when he was a kid, but when he bought his first car, he banished his bike to a distant corner of his parents' garage. "You really want to bike?"

"Sure, why not? It's a great day," she said. "Got my sneakers on, and I saw a bike rental place in town. I could really use the exercise." Under the table and out of her sight, George patted his belly. After lunch, they rented a couple of bikes, bought maple candies and bottled water, then headed into the valley.

A crushed limestone trail paralleled Pine Creek, a meandering waterway that had carved out Pine Creek Valley, dubbed the Grand Canyon of Pennsylvania. Dense forest covered the rim and slope of the canyon down to the creek's edge. George clamped a site map between his finger and the handlebar so he could check his location every half mile or so. The map indicated that there was a road and overlook up on the rim of the valley, but saw only trees.

They pedaled slowly. Several other cyclists passed them in both directions. When they came around a trail bend, George discovered an interpretive sign and welcomed an excuse to stop. "Hey look at this, dear," he said, flipping up his sunglasses. Bethany stopped next to him. As George stepped toward the sign, a small bird flew from a tree above the sign. The bright yellow bird with a black mask rose and sank as it flitted across the creek to the other side.

George leaned toward the sign. "Says that this gorge was once completely cut and then burned over. Now it's all forest again."

He continued reading: "Early conservationists, like Gifford Pinchot, former governor of Pennsylvania and founder of the US Forest Service, bought acres of logged over lands on the dollar. The forests around you represent a vision that none of the early conservationists lived to see."

Bethany laid her hand on his shoulder. "Can you imagine working to create something that you'll never live to see?" she asked. George shook his head even as the image of quarterly financial reports fluttered through his mind. He flipped his sunglasses down.

They pedaled a few more miles and then stopped by a large stone in the creek. The current picked up speed through the narrow passages on either side of the rock, frothing the water into a miniature white-water rapid.

"You should drink some water, George."

"I'm not thirsty. Pass me the camera, would you?" He made a frame with his hands to compose a photo of the rock. (*continued on next page*)

(continued from page 55)

"If you don't drink enough water, you could get dehydrated and that'll give you headaches."

The thought of taking aspirin on his vacation convinced him to postpone the photo. He popped open his water bottle. To sweeten up the dull water, he took out the maple candies.

"Want one?"

"Thanks, George."

While he chewed, he absorbed the gorge's view. Though the steep walls towering overhead reminded him of his office building, George breathed the cool air deep into his lungs. If he breathed too deeply in his office, he inhaled carpet dust, which tickled his throat and made him cough. Passing cyclists reminded him of his co-workers, whose approach to his office window often meant they wanted something from him. Here, though, the cyclists' silent whooshing by relaxed him. And strangely, even though the sun shone bright on the creek bank where he sat, George unsnapped his sunglasses. When he removed them from his regular frames, the trees were greener than the uniforms of the Philadelphia Eagles. He decided not to wear his sunglasses again while he traveled in Pine Creek Gorge.

Chapter 4: Star Gazing at Cherry Springs



Dave Wymer

Later that evening, George and Bethany drove to Cherry Springs State Park. When they arrived, the last beams of sunlight filtered through western treetops. George and Bethany waited with several other people for the guide

to kick off the tour. They paced to warm themselves from the cool mountain air creeping under their T-shirts and shorts. The first stars winked in the darkening sky.

A young man who wore a park uniform walked up to the group. "Good evening," he said and directed a red flashlight onto his face. "I'm your guide for tonight's hike. I bet most of you thought that conservationists only preserved earth-bound life. Tonight, your horizons will be expanded beyond this park . . . even beyond Earth itself."

He walked to the other side of the group. "I'm glad to see some of you brought red flashlights." Several visitors carried flashlights with red cellophane or plastic discs covering the bulb. "Red light, you know, unlike white, does not cause pupils to contract. This way you don't interfere with your neighbor's stargazing. And let me tell you," he laughed, "you don't want to make a stargazer mad with white light."

Bethany whispered, "We should've brought a red flashlight."
"I guess we can tag along with someone who has one."

(continued on next page)

(continued from page 56)

The guide concluded, "You'll notice that the stargazers are out in force tonight because of the new moon. It'll be nice and dark." The guide led them down a wooded path while he described the habits of owls, coyotes, and other night creatures. A half hour later, George and the others stepped from the forest into a grassy field. Beyond the tree canopy, George's attention was caught and held by an explosion of stars spattering the night sky. Thousands coalesced into a gigantic glowing band that arched from horizon to horizon. Although George couldn't name more than a handful of the most commonly known constellations, he could have invented hundreds of constellations with all those stars. He imagined a stellar Mercedes kicking up space dust as it shot across the sky.

Finally, George looked down at the field. He felt Bethany place her hands on his arm. He said, "Check out the field." Scores of red lights flitted around, as if the park hosted a giant firefly convention. George was glad the park did a good job at keeping down light pollution. He didn't want to see what livid stargazers could do.

Bethany turned toward the guide. "Are all these people here to see the stars?"

The guide had already begun to speak: "Conservation is hardly reserved for land and sea." The red light of his torch illuminated his chin and cheeks, causing his eyes, nose, and mouth to appear as black pits. During the pause, he leaned toward her and whispered "yup," then continued, "Pennsylvania's forefathers of conservation, who sowed the seeds for the park system, did not live to see the final product of their forest conservation efforts. Neither did they imagine that the sky over

their protected forests would become a resource in need of protection, as well. That's why Cherry Springs was declared a 'dark sky park.' Does anyone know what that means?"

George raised his hand. When he realized the guide couldn't see him in the darkness, he spoke up. "It means this place has very little light pollution."

"Exactly. It's one of the darkest in the northeast and the first dark sky park in Pennsylvania. To protect the park's celestial ecosystem with its Great Bear, scorpion, winged horse Pegasus, and other animal denizens, the Pennsylvania Department of Conservation and Natural Resources enforces the red light rule," the guide waved his flashlight, "even for the bathrooms, which are over there on the other side of the field, in case you need them," he illuminated his arm so people could see which way he pointed.

George mused, "Who would have thought that beyond the lights of Harrisburg there were so many stars?" He glanced about at the human silhouettes next to him, searching for Bethany. "Unfortunately, on Monday all I'll have above me is a regular sky."

"George, stop thinking about work," remarked one of the silhouettes. *(continued on next page)*

(continued from page 57)

Chapter 5: Walking through Civilization in the Wild

The next day, George and Bethany strolled along South Street in historic downtown Ridgway. They stopped at the base of a hill, and peered up at the Jerome Powell Residence, a massive Victorian house framed by tall oaks. Sixteen white Doric columns supported a circular porch roof. White, intricately carved balusters connected the lavender banister that encircled the house's façade. The first floor alone stood two stories tall. Just below the roof, spaced at even intervals, dark wooden beams jutted perpendicularly from the walls. Lavender molding adorned every juncture of wall and roof.

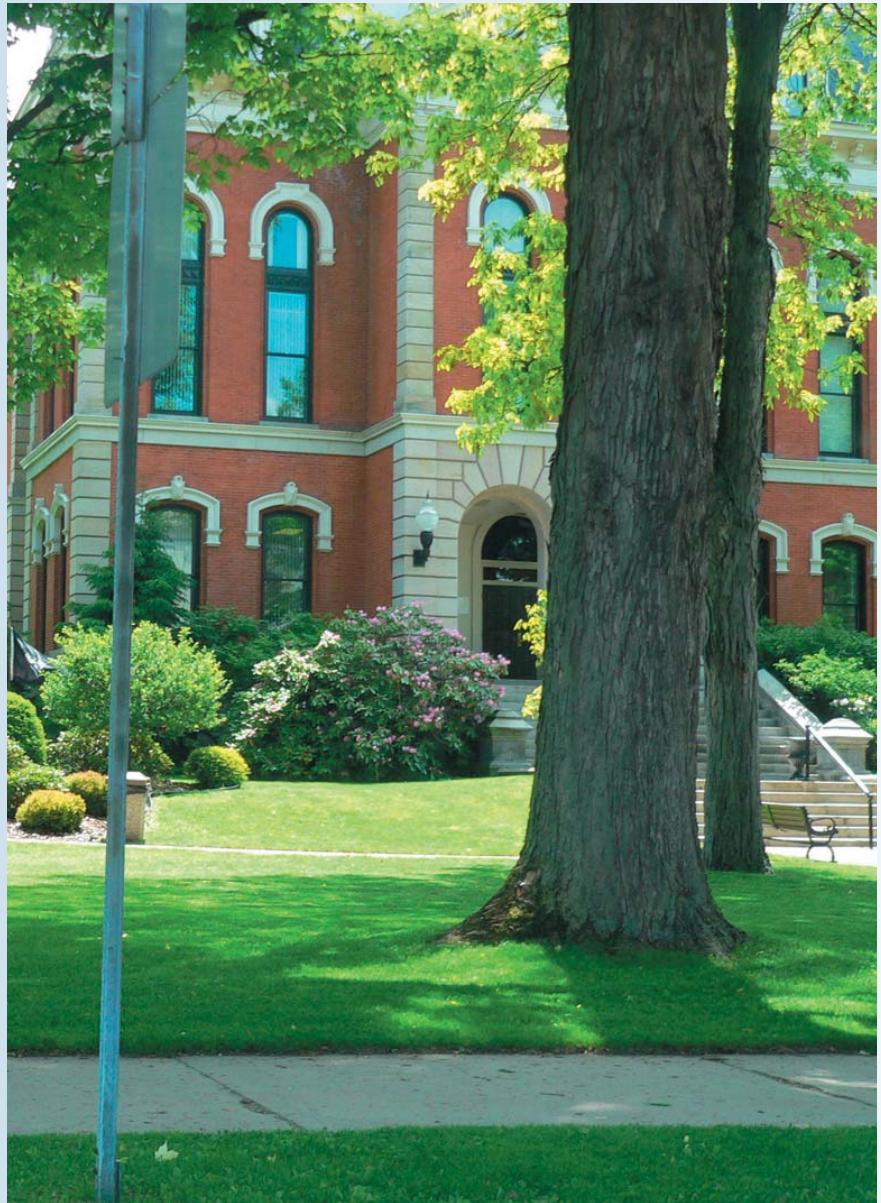
"Why would anyone build a house like this in the middle of nowhere?" George asked.

His wife snatched the walking tour brochure from his hand. "It says that Ridgway once supported more millionaires per capita than anywhere else in the United States. They were lumber barons, George. It says that Mr. Powell was involved in many successful business ventures, but that most of his money was acquired through lumber. He built this Italianate Villa styled home in 1865."

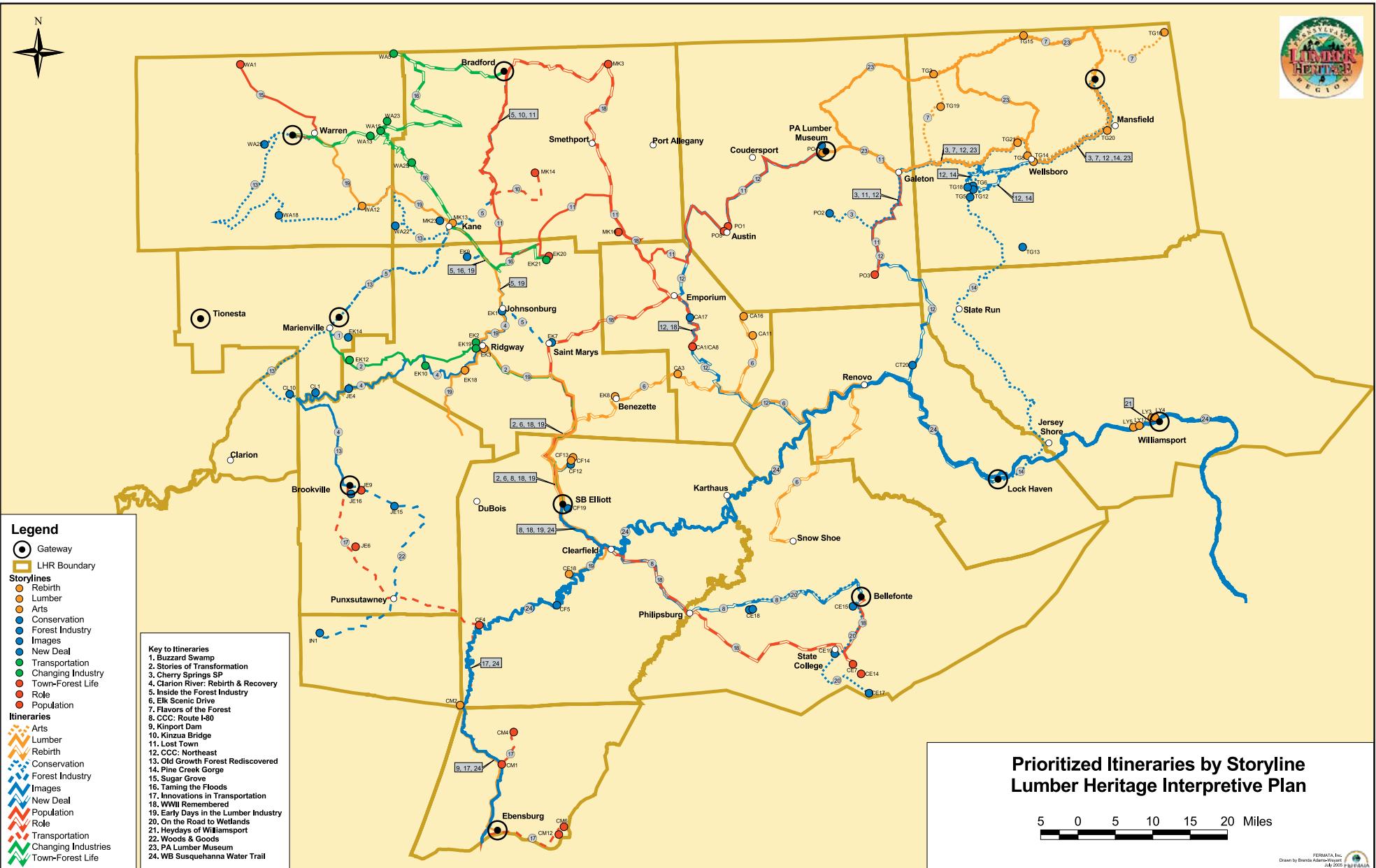
He looked at her. "It's hard to believe the forests here were so vast that men became millionaires from them."

"Until the land was deforested."

George viewed the tree-lined street. "But everywhere we've visited, they've grown back. Imagine that, cut down the forest entirely and it grows back entirely." (continued on page 138)



Elk County Courthouse, Ridgway, Jon Kohl/FERMATA, Inc.



Recreational Linkages

AND INTERPRETIVE PLAN ITINERARIES GUIDE PEOPLE ACROSS LAND AND MEANING



The IP assumes that each itinerary will need another iteration of development where the actual route is thought out in detail, the services such as lodging and dining along the way identified, the name reworked, and marketing activities defined. The following descriptions merely indicate how a grouping of itineraries can work together and use the thematic framework. The IP makes no attempt to define details better left to experts such as Tourism Promotion Agencies. For a complete description of how the itineraries work together in the Recreation Linkages Plan, see page 15.

Two Scenic Byway Designations Would Improve the LHR

Based on the seven criteria described in the Policy Framework (p. 32), the IP

recommends two highway stretches that should be nominated for national and state scenic byway designations.

1. Clarion River

A combination of local roads (see below) run from Irwin Run to Cooksburg along the National Wild and Scenic River. The route is one of the best undeveloped driving stretches in the LHR. Aside from the forest surrounding the route, the road also benefits from paralleling the most scenic river in the LHR, as well. As such the road meets the intrinsic qualities for scenery, nature, and recreation. The presence of Arroyo could afford the route an archeological quality.

If federal byway designation is sought, then coordination with the ANF will be necessary. If designated, the national scenic byway would become the ANF's responsibility for its entire length because oversight of such designations typically goes to closest federal property.

Jon Kohl/FERMATA, Inc.

2. Extend the High Plateau Byway from Renovo to Sweden Valley: PA Routes 144 & 44

This route starts at PA 120, follows PA 144 north to Carter Camp, then follows PA 44 north to Sweden Valley on US Route 6 (51 miles). This route, between Renovo and Sweden Valley, is a high priority because it would link up the existing PA High Plateau Byway with US Route 6 which is a National Recreation Trail, State Heritage Area, and according to *National Geographic*, "One of America's Most Scenic Drives." The route meets several intrinsic qualities: scenic, natural, historic, and recreational.



Clarion National Wild & Scenic River, Ted Lee Eubanks/FERMATA, Inc.

Multi-Site Itineraries

INTEGRATE SAME-STORYLINE SITES

Itinerary	Pine Creek Valley
Ranking	One
Days	Two
Storyline	Conservation
Primary Gateways	Mansfield & Lock Haven
Secondary Gateway	Lumber Museum
*Sub-brand	WildsWaters & WildsWays
Mode	Hiking, biking, floating, walking, driving, covered wagon rides
Primary Sites	Leonard Harrison State Park, Colton Point State Park, Rail Trail, Babb Creek
Add-on Sites	None
Intrinsic Qualities	Scenic, natural, historic, archeological, recreational

*A brand is an assortment of unique values and attributes that a particular product or service promises to deliver to its consumers. This assortment of values and attributes distinguishes the particular product or service from other products and brands in the market. A sub-brand in this case is one aspect of the Pennsylvania Wilds brand. See the DCNR Recreational Plan for more details.

Pine Creek Valley

Connection to Framework

The Valley is perhaps the most noteworthy symbol of the success of conservation and resilience in the region. Where once were great conflagrations, now it is a major forest-blanketed attractions. Here, visitors can clearly see the triumph of the conservation movement and abundance of resources and their resilience in the region.

Strategy

- These sites run from the Rail Trail trailheads in Wellsboro and Jersey Shore (portals to Pine Creek).
- This is the only itinerary in the LHR that has two gateways: Mansfield and Lock Haven.
- The DCNR Outdoor Recreation Plan identified this area for an early action strategy.
- This site will interpret the conservation story in the LHR. It will illustrate the dec-

laration of the valley and its guardian parks, **Leonard Harrison** and **Colton Point**.

This national natural landmark most likely played an earlier role in the development of state parks and conservation than other locations in the region. The story will focus on the fathers of conservation, their purchase of the land, putting out fires, and the general recovery from stumps to natural area.

- The portals will interpret appropriate behavior in the area such as Leave No Trace. They will use signs and posters in service areas such as lodging and restaurants. This is especially important given the high visitation enjoyed by the Valley.
- Gateways will interpret the storylines with exhibiry since there are no planned visitor centers at the portals.
- Most of the conservation storyline will be told on the Leonard Harrison side due to the greater visitation and the rare quality within the LHR of being able to see down over a broad forested landscape. With signage bearing early photos of



Pine Creek Gorge from Colton Point State Park, Jon Kohl/FERMATA, Inc.



Gorge Overlook, Leonard Harrison State Park,
Jon Kohl/FERMATA, Inc.

USA Today voted the Rail Trail in
the gorge as one of **top 10 places**
in the world to take a bike tour in
July 2001.

deforestation and fires, the contrast with today's forests will be a powerful tool to interpret how conservation has changed the landscape.

- The conservation storyline alludes to the CCC role but directs visitors to Colton Point for the in-depth story (see Northeast CCC itinerary below).
 - The **Rail Trail** will be interpreted for this story including the recovery of the Pine Creek fishery and valley history.
 - The Rail Trail will tell the same story with non-sequential waypoints since visitors come from both directions.
 - On the northern end, signage will interpret the acid mine drainage of **Babb Creek**. Because there is subtlety about how the acid mine drainage
- recovery works, starting up where the mine was to the actual water remediation, the Pine Creek Valley environmental educator, based in Wellsboro, will offer personalized interpretation of acid mine drainage in the context of the larger conservation storyline. DCNR will work with private tour operators and other institutions to offer a menu of fee-based interpretive programs throughout the year, bringing a diversity of groups to Babb Creek.
- To the extent possible the trail system within the area will link up with other trails and use the junctures as opportunities to reinforce DCNR messages about the agency's efforts in conserving public lands in Pennsylvania.

Elk Scenic Drive

Connection to Framework

The elk is perhaps the most iconic of the recovering forest. With the forest rebirth, was reborn the character of the LHR as an area boasting an abundance of resources and a resilience in the face of change over time.

Strategy

- When materials are reprinted, they will include a more direct reference to storyline in order to tie the Drive into the thematic framework.

Itinerary	Elk Scenic Drive
Ranking	Two
Days	One
Storyline	Rebirth
Primary Gateway	SB Elliott State Park
Secondary Gateway	None
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Benezette, Sinnemahoning State Park, and sites listed with the Drive
Add-on Sites	Hyner View State Park
Intrinsic Qualities	Scenic, natural, recreational

North central Pennsylvania has the second largest elk herd east of the Mississippi.

The herd was transplanted from Yellowstone National Park. It has an 835 square mile range. www.pennsylvaniaelkherd.com



Bull Elks Battle During Mating Season, Terry R. Younkin

On the Susquehanna River: The West Branch Water Trail

Connection to Framework

As with other rivers in LHR, the Susquehanna, declared a highway in 1771, is now a major recreation throughway. Its process of recovery and changing images reflect the on-going conservation and resilience and abundance of water resources in the LHR.

Strategy

- The Clarion River illustrates what a complete turn-around can look like. The West Branch of the Susquehanna is in an earlier stage of recovery. Yet it still exemplifies how people have changed the river's image over time.
- Because the Water Trail was designed with little interpretation in mind, it needs retooling, identifying key sites along its path with interpretation written into the waterproof map already adopted.

Itinerary	On the Susquehanna River
Ranking	Three
Days	Variable
Storyline	Images
Primary Gateway	Ebensburg
Secondary Gateways	SB Elliott State Park, Lock Haven, Williamsport
Sub-brand	WildsWaters
Mode	Boating
Primary Sites	Need to be determined
Intrinsic Qualities	Scenic, natural, historic, recreational

- Because boaters will go downstream, the Trail can sequence the changing image storyline following the adventure of the Last Raftsmen (see page 40). At one point the river was merely for transportation, and the Last Raftsmen marked the change of eras.

Itinerary	Inside the Forest Industry
Ranking	Four
Days	One-Two
Storyline	Forest Industry
Primary Gateway	Marienville
Secondary Gateway	Bradford
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Kane Hardwood, Kane Experimental Forest, Weyerhaeuser, Trout Run Park
Add-on Sites	None
Intrinsic Qualities	Natural, cultural

The only TRIPLE Continental Divide east of the Mississippi is found in northern Potter Co. It is the headwaters of the Allegheny, Pine Creek, and Genesee Rivers. Dr. George Mosche of USGS

Inside the Forest Industry

Connection to Framework

The resources of the region suffered temporary damage under the practices of the early lumber era. Practices reflected the public attitudes of the times toward all natural resources. Through the work of the fathers of conservation, the region is today known as a leader in sustainable forestry practices both in private and public sectors. Seeing the working forests of today allows visitors to recap the damage of the lumber era, the contributions of the conservation fathers, and the success of modern forestry. All told, visitors can see the great resources of the region as well as their resilience in their ability to grow back and continue to yield.

Strategy

- Because visitors to the **Kane Experimental Forest** unlikely will know what they are viewing and private sites do not want visitors without appointments, this tour will be an appointment-only guided tour organized by the Allegheny Hardwoods Utilization Group (AHUG).

- Coming out of Marienville the tour will begin in Kane (where AHUG is headquartered) in the working forest, move through the production chain, and end products and conservation.
- The tour will begin in the Kane Experimental Forest or **Kane Hardwood** forests. Here the guide shows sustainable harvesting techniques. Because equipment moves around, new stands open up, harvest locations shift, and forest ecology evolves, a knowledgeable guide is very important for moving visitors to current locations of action.
- From there, the tour proceeds to the sawmill and lumber processing of Kane hardwood.
- After that the tour proceeds to the **Weyerhaeuser** plant to see how paper is produced. Visitors will also see the company trout hatchery indicating how much they have improved the water quality.

- The tour will finish at the **Trout Run Park** where lumbermen created this conservation park, symbolically representing how the industry and society have evolved from exploitation to conservation.
- Because the USFS is planning on installing exhibits in Marienville, it is an ideal opportunity for the exhibits to dovetail with sustainable forest practices that visitors will soon see in the private sector of the tour.
- Different kinds of audiences who might choose this guided tour include general interest, academics, forestry students, wood products people, and other special interests. Because the audiences vary from technical to general, a guide is necessary to adapt the material to the changing audiences.

Dague Nursery Helped Reforest Pennsylvania

*Bob Merrill
Black Moshannon State Forest*

At one time the Dague Nursery, formerly the Clearfield Nursery, was one of the premiere tree nurseries in Pennsylvania, capable of producing 50,000,000 tree seedlings per year. It was started in a mountain meadow by William F. Dague, District Forester for Moshannon State Forest, in 1911. It flourished under his management during the time of the Civilian Conservation Corps (CCC). The nursery stopped producing young tree seedlings in 1978, but continues as a seed orchard to supply seed to the state nursery at Penn Nursery along Route 322 east of State College.

Itinerary	Old Growth Forests Rediscovered
Ranking	Five
Days	Two
Storyline	Conservation
Primary Gateway	Warren
Secondary Gateways	Marienville, Brookville
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Hearts Content Scenic Area, Ander's Run Natural Area, Tionesta Scenic Area, Cook Forest State Park
Add-on Sites	Zahniser's Grave
Intrinsic Qualities	Scenic, natural, recreational

Old Growth Forests Rediscovered

Connection to Framework

Though most virgin forests no longer exist, the patches that remain are in a way the elder statesmen of a forest which has benefited remarkably from conservation efforts. Today's forests have as much economic value and wildlife as the ancient forests of old. Though their composition is different, today's old-growth indicates the great resources of the region and their resilience in the face of change.

Strategy

- This driving tour is a smaller version of the DCNR old-growth auto-tour. DCNR personnel helped the interpretive planners choose sites for variety and proximity. The tour will interpret old-growth stand ecology, how each of these sites survived, how much is left, and what makes them so special. It will also emphasize that old-growth, like all forest types, is changing, matching the underlying current of change in the LHR.

- In general, interpretive signage will be located on stands' edge, near trail heads, so as to minimize interruption of visitor's experience of virgin forest. Whichever institution takes charge of this tour will also create a walking booklet with trail maps, again to minimize visual distractions on site.
- Coming out of Warren, the visitor will most likely first visit **Ander's Run Natural Area**. It is not a virgin plot, thus this site will interpret forest disturbance before moving on.
- **Cook Forest State Park** has a great conservation story as well as four different old-growth stands, one of which is hardwood. The tour will visit the hardwood site, the only one on the itinerary. Perhaps most relevant is that the park is planning a major overhaul of the trails and interpretation to make it world-class. This is an ideal opportunity to dovetail the interpretive plan with the site.
- The Visitor Center gateway will acquire a virgin forest stump, some 10-foot diameter as the center attraction to start people off on this tour from Route 6.



Forest Cathedral, Cook Forest State Park, Ted Lee Eubanks/FERMATA, Inc.

Itinerary	On the Road to Wetlands
Ranking	Five
Days	One
Storyline	Conservation
Primary Gateway	Bellefonte
Secondary Gateway	None
Sub-brand	WildsWaters
Mode	Driving, walking, boating
Primary Sites	Millbrook Nature Center, Black Moshannon Natural Area, Fisherman's Paradise, Bear Meadow Natural Area
Add-on Sites	Centre Co. Visitor Center, Black Moshannon CCC
Intrinsic Qualities	Scenic, natural, cultural, recreational

On the Road to Wetlands

Connection to Framework

During the early lumber era, water was seen in a very utilitarian way: transportation of logs, energy to move them, something to be controlled for flood protection, a place to store logs, etc. Most of the water bodies were damaged ecologically during the lumber era, but many have returned to health and productivity. The abundance and health of the region's water resources are a testament to the conservation efforts of the past, the abundance of resources, and the resilience of these resources.

Strategy

- This tour will interpret the conservation of water resources in the LHR.
- It will begin at **Millbrook Nature Center** where it overviews water conservation in LHR, linking it to the Chesapeake Bay watershed.



Black Moshannon Natural Area, Brenda Adams-Weyant/FERMATA, Inc.

- A guide associated with the nature center will then bring visitors on an interpreted boat ride at **Black Moshannon**. The state park will have an agreement with the nature center.
- From there the guide will bring visitors to the other sites.
- While Bellefonte gateway will direct people toward the nature center, the Centre Co. visitor center in State College will de facto serve the same function, given that the tour will begin at the nature center.
- The tour will be very popular with school and university populations.

In 1997 the National Audubon Society selected Black Moshannon State Park for the **Important Bird Areas Program** (I.B.A.). Because of its higher elevation, wetland conditions, cooler climate and varied flora, the park attracts many birds that are at the southern edge of their range. *Interpretive Prospectus*

Itinerary	Lost Town Tour
Ranking	Seven
Days	Two
Storyline	Population
Primary Gateway	Bradford
Secondary Gateway	Lumber Museum
Sub-brand	WildsWays
Mode	Walking, driving
Primary Sites	Instanter/Straight, Ghost Town Trilogy, Austin Dam Park, Austin House, Ole Bull State Park
Add-on Sites	None
Intrinsic Qualities	Historic, cultural, archeological, recreational

Lost Town Tour

Connection to Framework

As people took lumber and other resources from the forests, sometimes the forests and land took back from people, consuming their towns when abandoned or overpowering and bursting dams. The coming and going of communities often parallels the rise and fall of concomitant industries and exemplify the challenges of this rugged land. The abundance of resources attracted populations of people and tested their resilience.

Strategy

- This tour will interpret the rise and fall of communities. The survival of communities in this rugged land can be linked to several factors: changing industries, flood control, disaster, and ruggedness.

- All sites will rely heavily on photos and personal accounts of people who lived in these communities.
- The construction of a reservoir led to the intentional drowning of the towns of **Instanter and Straight**. They are best viewed from a kiosk at Elk State Park. Here a Plexiglas shield will be erected. It will have a transparent photo superimposed on the current locations of the towns. The kiosk will also benefit from underwater photographs of the ruins.
- The second site is the **Ghost Town Trilogy**, a series of three communities abandoned after the lumber boom passed. Due to the work of Ross Porter and his students (www.planetsmethport.org), this is best interpreted with a combination of virtual and physical visits. The interpretation will be as simple as a picture book of the photos of the towns that correspond to

numbered posts at the sites. More sophisticated and dramatic presentation will include a combination of a guided tour where the guide uses a screen, projector, and computer directly in the field. There is room to be creative with lights and different kinds of projections.

- The tour will be most engaging if the guides were Porter's high school students who have worked on the project.
- The town of Austin has been partially destroyed by the famous dam burst in 1911 as well as successive fires. The Dam is found in the **Austin Dam Park**.
- The new Austin House museum because of its central location will be the principal interpretation spot for the Lost Town Tour. It will focus on the Austin disaster.
- The museum will have a projection room to show the video and also use an audio diary of people speaking before and after

"Ole Bull State Park is located in north central Pennsylvania in the Deep Valleys Ecological Region. This area was known as the **Black Forest** due to its dense tree cover prior to the logging era." *Interpretive Prospectus*



Mountain Laurel, Mary Jeanne Packer/FERMATA, Inc.

the flood. This will bring the inherent drama of the event to life, more than photos – and especially artifacts – can do.

- The last stop, **Ole Bull State Park**, has an artifact collection in the basement that can be reconditioned to tell this rise and fall story. It will include before and after pictures as well as personal accounts of colony members. The park was named after Ole Bornemann Bull, a Norwegian violinist who attempted to establish a Norwegian settlement at this site in 1852. After a year of severe hardship, the colony disbanded and moved westward.

The interpretation will focus on the challenge presented by the ruggedness of the land. Since people usually colonized along big rivers, not in the interior, there is an inherent drama that will be revealed through personal accounts even more than artifacts. It will answer the questions why did they go so far inward? Why did the colony fail in the Pennsylvania Wilds? What was their vision? Why is Ole Bull a national hero in Norway today?

Getting There: Innovations in Transportation

Connection to Framework

The ruggedness of the region made transportation especially important for the people who worked there. It required ingenuity and resilience to overcome the terrain and access the abundant resources found within. With Indian paths through game-poor ancient forests, water highways, or rail and tunnel engineering, the people of the region had to be hearty and determined to come and go. Even in the modern age, visitors bike, boat, hang glide, hike, and drive as they attempt to get about and understand this vast land.

Strategy

- This tour will interpret the necessity of innovation in transportation as a pre-requisite for development and resource exploitation in this challenging terrain.

Itinerary	Getting There: Innovations in Transportation
Ranking	Seven
Days	Two
Storyline	Transportation
Primary Gateway	Ebensburg
Secondary Gateway	Brookville
Sub-brand	WildsWays
Mode	Driving, hiking, riding in a coal car
Primary Sites	Brookville Equip Corporation, Coolspring Power Museum, McGees-Mills Covered Bridge, Allegheny Portage Railroad, Tunnels Museum, Susquehanna Headwaters, Seldom Seen Coal Mine (coal car ride)
Add-on Sites	Baker Trail, Ghost Town Trail, Grampian Rails to Trails, Horseshoe Curve
Intrinsic Qualities	Historic, archeological, cultural, recreational



Buffalo, Rochester & Pittsburgh Railway Passenger Train-161 at Ridgway Station, 1915, Elk County Historical Society

- The tour begins at the Gateway which is the Cambria County Historical Society. The museum has several transportation-related exhibits it can tie into this itinerary including the great train robbery and the oxen-pulled coal cart. The Gateway will also consider interpreting, albeit

briefly, the Horseshoe Curve which is a very important site in the region, though just outside the LHR's borders.

- The Gateway will produce a publication to guide visitors through the different sites.
- The **West Branch of the Susquehanna River Headwaters** will interpret raft power as an early means of transportation.
- The **Tunnel Museum and Allegheny Portage Railroad National Historic Site** will interpret innovation to get over and through the mountains.
- The **Coolspring Museum, Seldom Seen Mine,** and Brookville Equipment will interpret the engineering equipment needed to move people and goods, with a special emphasis on rail.
- The **McGees-Mills Covered Bridge** will interpret road construction.
- There are numerous specialty groups who will be interested such as railroad groups and machine people. The route will be advertised at the Antique Power Machinery Shows at Penn's Cave.

World War II Remembered

Connection to Framework

Rural areas in the US have a special relation to war efforts. Even though rural people travel internationally much less than city folks, they make a contribution to the war effort disproportionate to their numbers and travel experience. The LHR made significant contributions to WWII both in personnel and in industrial production necessary for WWII. Indeed, there may be no better example of the work of a civilization in the wild, indicating once again the resilience of the people and resources necessary to meet the military challenges of foreign enemies.

Strategy

- The LHR has several exceptional sites to interpret wars, especially World War II. The tour is anchored by two prominent military museums.
- **Eldred WWII Museum** is a high quality museum close to Bradford and Smethport. It can tell the story of the region's contribution to World War II through the small town of Eldred. Both with exhibitions and possible

Itinerary	World War II Remembered
Ranking	Seven
Days	Two
Storyline	Role
Primary Gateway	Bradford
Secondary Gateways	Bellefonte, SB Elliott State Park
Sub-brand	WildsWays
Mode	Driving
Primary Sites	Eldred WWII, McNarney Collection (Little Museum), PA Military Museum, Boal Museum
Add-on Sites	Lyman Run State Park, Sylvania & German Bomb Targets in Emporium, Duhring, Boalsburg Cemetery, Little Museum
Intrinsic Qualities	Historic, archeological



Eldred WWII Museum, Jon Kohl/FERMATA, Inc.

site visits to the old munitions factory, the museum has the resources to put the entire story in context. Though tangentially related to WWII, visitors will visit the nearby Arms & Armory Museum which has a significant collection of military hardware including tanks from World War II.

- The second stop in Cameron County expands on the region's contribution. The **Little Museum** at Sterling Run has an excellent collection of artifacts of **General McNarney**, Eisenhower's Chief of Staff during the war. It can tie its exhibition on **Sylvania** who made bomb fuses into this theme. With the use of a map and even site visits, the museum can interpret the sites in the area rumored to be on a recovered German bombing target list. The museum will discuss how state forests harvested a great deal of fiber for the war even though the forests were still young.
- The **Pennsylvania Military Museum** in Boalsburg opens in 2005 and interprets not only WWII but Pennsylvania's role in US military history offering a wider view of the region and the state.

Pennsylvania Lumber Museum

Connection to Framework

Lumber is the defining industry of the LHR's forest life. Its rise and fall underpins the character of the region and exemplifies especially the resilience and resources of both the forests and the people who worked there.

Strategy

- This three-museum and tannery tour focuses strongly on the role of the tannery in lumber heritage, especially in this county. At one time, tanneries converted hemlock forests into chemicals used to process loads of Buffalo hides coming off the plains.
- The tour begins at the **Pennsylvania Lumber Museum** which tells about the role of tanneries, the wood chemical industry more broadly, in the lumber history of Pennsylvania.

Itinerary	Pennsylvania Lumber Museum
Ranking	Ten
Days	One
Storyline	Lumber
Primary Gateway	Lumber Museum
Secondary Gateway	Mansfield
Sub-brand	WildsWoods
Mode	Driving
Primary Sites	Pennsylvania Lumber Museum, Westfield Tannery, Coates Heritage House, Robinson House
Add-on Sites	Woodsman Show (Cherry Springs State Park), Patterson Lumber, Bark Peeler's Convention
Intrinsic Qualities	Historic, archeological, cultural



Fleshing hides, Elk County Historical Society

- The tour continues to **Westfield Tannery**. The Lumber Museum or Tioga County will create an agreement with the owner of the now defunct tannery (as of April 2005) for an ex-employee or museum staff to be trained to give a guided tour of the interior. In the event that this is impossible, museum staff (perhaps from the Coates Heritage House) can interpret the facility from the outside. This tannery represented the last operating Pennsylvania tannery. Another tannery in Clearfield arrived a few years ago from Canada.
- The visitor will also visit the **Coates Heritage House** (tannery interpretation) and Robinson House (local lumber history).

Civilian Conservation Corps Legacy: In the LHR's NE Corner Connection to Framework

The CCC was perhaps the second most important factor in the conservation of the region after the work of the conservation fathers. The CCC built much of the infrastructure on public lands, especially the state park system. With their help, the abundance of resources in the region and their resilience in the face of change become evident. The work of the CCC on the deforested landscape exemplifies the character of the LHR.

Strategy

- This tour interprets the role of the CCC in conserving and developing the park system of the LHR.
- It is a guided tour beginning at the **Lumber Museum**. The museum will video record an account of an old-time veteran of the CCC living and working in sites on this tour. The costumed guide then will role play this historical character and take the visitors from site to site. Even if the guide is an indepen-

Itinerary	Civilian Conservation Corps Legacy: In the LHR's NE Corner
Ranking	Ten
Days	One
Storyline	New Deal
Primary Gateway	Lumber Museum
Secondary Gateways	Mansfield, Lock Haven
Sub-brand	WildsWays
Mode	Driving
Primary Sites	Pennsylvania Lumber Museum, CCC Wayside Memorial, Hyner Run State Park, Leonard Harrison State Park, Cherry Springs State Park, Colton Point State Park
Add-on Sites	Welcome center and CCC tour in Tioga (on Route 15)
Intrinsic Qualities	Historic, archeological

"The creation of the Civilian Conservation Corps was the salvation for this watershed. It brought stability and structure.... Black Moshannon State Park is a monument to the efforts of the CCC." *Interpretive Prospectus*

- dent, the museum will train and supervise the guide's work.
- The Museum will install some or all of the CCC exhibiry in the rescued CCC building now on its property that currently is underutilized. Additional space may need to be added to accommodate the CCC exhibit.
 - The tour includes **Hyner View State Park**, the only site on the tour where a CCC camp can be interpreted.
 - The **CCC Wayside Memorial** on Route 120 was built by the CCC to memorialize CCC people who died in a forest fire. Additional signage can interpret field work by the CCC and also hook people into the itinerary to visit other CCC sites.
 - The tour also includes **Colton Point State Park** which because of the CCC buildings and rustic feel makes it the most appropriate location in the Valley to interpret the CCC story. This way it also complements Leonard Harrison which best interprets the conservation story.

- Colton Point will interpret the CCC structures and design. It will emphasize the role of the CCC in building the park system.
- **Cherry Springs State Park** interprets public service infrastructure through the pavilion and replica of the historic hotel built as a major rest stop on the Coudersport-Jersey Shore pike.
- The route should celebrate the CCC's 75th anniversary in 2008.
- The route should base its research on Mike Shultz's (cccfdr@comcast.net) CCC Camps in the Lumber Heritage Region 1933-1942 Project which has over 700 pictures and information on all 79 camps. It may also talk with Dan Perry from Lackawanna (PA) National Heritage Area who is from Wellsboro. His grandfather was in the CCC that built Colton Point and Leonard Harrison State Parks. He would be happy to speak with anyone developing stories for interpretation. *The results of this research can be found at <http://wia.ncentral.com/procurement>*

Heyday of Williamsport

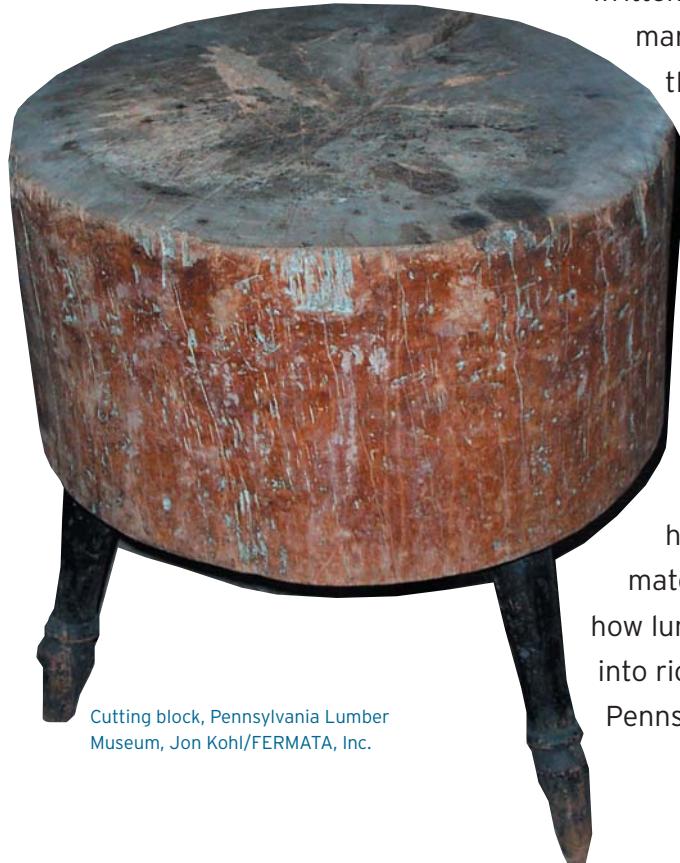
Connection to Framework

Lumber is the defining industry of the LHR's forest life. Its rise and fall underpins the character of the region and exemplifies especially the resilience and resources of both the forests and the people who worked there.

Strategy

- Williamsport has been the capital of the lumber history in the LHR with the main offices of the major lumber companies. It has many resources to interpret this history.
- The tour begins by interpreting civilization, the result of money that flowed from the forests and then moved backward again toward the forest.

Itinerary	Heyday of Williamsport
Ranking	Ten
Days	One
Storyline	Lumber
Primary Gateway	Williamsport
Secondary Gateway	None
Sub-brand	WildsWoods
Mode	Driving, walking, boating
Primary Sites	Taber Museum, Millionaire's Row, Hiawatha Riverboat or Timber Trail
Add-on Sites	West Branch Canal
Intrinsic Qualities	Historic, archeological, recreational



Cutting block, Pennsylvania Lumber
Museum, Jon Kohl/FERMATA, Inc.

- The tour starts at the **Taber Museum**. Taber was a great author of logging history, having written many books across the state with many photos. Considering the breadth of the Taber lumber history collection, the museum needs to sharpen its interpretation, focusing more on Williamsport's lumber history, its regional significance, and add an exhibit on Taber too.

- After the museum, the visitor steps outside onto **Millionaire's Row**. Here the visitor sees the civilized results of the lumber history. The Row needs walking tour materials and house tours focusing on how lumber barons converted raw forests into riches. Williamsport is the edge of the Pennsylvania Wilds.

- The visitor then chooses between the **Hiawatha Boat** or the **Timber Trail** (currently under construction). The boat trip uses a guide who interprets the river and lumber history around Williamsport. The Timber Trail will also interpret (through signage) the river and how logs and money flowed into Williamsport from the forests. The Trail might be more appropriate year round (or nearly year round) than the seasonal boat trips.

Civilian Conservation Corps Legacy: Along Route I-80

Connection to Framework

The CCC was perhaps the second most important factor in the conservation of the region after the work of the conservation fathers. The CCC built much of the infrastructure for the state park system. With their help, the abundance of resources in the region and their resilience in the face of change become evident. The work of the CCC on the deforested landscape exemplifies the character of the LHR.

Strategy

- The strategy and approach of this tour is similar to that of the other CCC tour. This tour relies principally on two high-quality CCC sites for its interpretation.
- The tour will interpret different aspects of CCC. The museum at Parker Dam mainly tells story of the life in a CCC camp. This is the most commonly told CCC story; there is room for a different angle. It can include the work

Itinerary	Civilian Conservation Corps Legacy: Along Route I-80
Ranking	Thirteen
Days	Half
Storyline	New Deal
Primary Gateway	SB Elliott State Park
Secondary Gateway	Bellefonte
Sub-brand	WildsWays
Mode	Driving
Primary Sites	Cabin and day use area of SB Elliott State Park, Black Moshannon State Park, Parker Dam State Park CCC Museum
Add-on Sites	None
Intrinsic Qualities	Historic, archeological



Black Moshannon State Park, Brenda Adams-Weyant/FERMATA, Inc.

they did, how important it was to stewardship, the impact to public lands, and the influence it still has today. Too often it is about the CCC boys and how it changed their life.

- The tour starts at **SB Elliott State Park cabin and day use area** and then proceeds to Parker Dam **CCC Museum**, where the visitor can see tools and the splash dam built by the CCC. Although not in the interpretive database, the park has a CCC camp and an unusual octagonal building.
- From the museum, the visitor travels to **Black Moshannon State Park** with one of the best sets of CCC buildings in the LHR.
- See CCC references in the other CCC tour strategy.

Early Days in the Lumber Industry

Connection to Framework

Lumber is the defining industry of the LHR's forest life. Its rise and fall underpins the character of the region and exemplifies especially the resilience and resources of both the forests and the people who worked there.

Strategy

- This tour aims to interpret the first three lumber history eras, stopping short of conservation and sustainable forestry which are best interpreted through other itineraries.
- Tour begins at Warren visitor center where an exhibition overviews the five eras of lumber history and identifies the sites along this tour. **Buckaloons Recreation Area** on Route 6 West of Warren - Pre-History, Pioneers of Logging, Spars and Sticks and Bark Peelers and Lumber Barons.
- Leave Warren and travel to **Hearts Content Scenic Area** using SR 3005 to SR 2002 and see Virgin White Pine and Hemlock Stand - Bark Peelers and Lumber Barons.

Itinerary	Early Days in the Lumber Industry
Ranking	Thirteen
Days	Two
Storyline	Lumber
Primary Gateway	Warren
Secondary Gateway	SB Elliott
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Sheffield, Holgate Toy Company, Hyde-Murphy Plant, Weyerhaeuser Plant, Robinson House, Hearts Content Scenic Area, Kane Statue
Add-on Sites	Clarion Little Toby Rail-Trail, Buckaloons Recreation Area, Allegheny River
Intrinsic Qualities	Natural, historic, archeological, cultural



Hyde Murphy Company Planing Mill, 1884, Elk County Historical Society

- Travel from **Hearts Content Scenic Area** to **Sheffield** on SR 2002. See Hardwood Mill and Tionesta Valley Railroad - Bark Peelers and Lumber Barons.
- Travel from **Sheffield** to **Kane** (Black Cherry Capital of the World) on Route 6. Also in Kane, see **Holgate Toys** and **Kane Statue** for Civil war connection to Gen. Thomas Lepier Kane, land owner, lumberman, railroad developer and commander of the famous "Bucktail Regiment."

- Travel from Wilcox to Johnsonburg on Route 219 South Tour **Weyerhaeuser Mill Machine #5** (Facility founded in 1880) Bark Peelers and Lumber Barons. Two branches of the Clarion River (East and West) join at Johnsonburg at the Weyerhaeuser Mill - Early history is Spars and Sticks on the East Branch.
- Leaving Johnsonburg on Route 219 South and travel to Ridgway to see major industrial community with **Robinson House**, Pioneers of Logging (James Gillis, Enos Gillis, George Dickinson, Joseph Smith Hyde) Spars and Sticks Era **Hyde-Murphy Plant**. Bark Peelers and Lumber Barons - The United States Leather Company in the Masonic Temple building (became owner of most tanneries in the region including the Eagle Valley Tannery in Ridgway). Assets also included the Central Pennsylvania Lumber Company and its railroad that were used to complete the final cuttings during the 1920s and early 1930s.

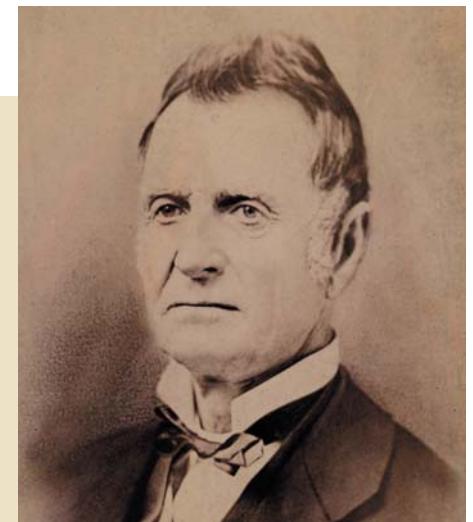
Hyde-Murphy Marks Pinnacle of Lumber Development in the LHR

Dale Lauricella, Ridgway

The challenge of the lumber industry anywhere is to add value to raw cut logs. In the LHR The Hyde-Murphy Company added so much value that its work now appears in some of the most esteemed buildings in the United States.

The Company grew into one of the largest specialty woodworking mills in the eastern United States. It employed over 100 artisans and craftsmen who created unparalleled architectural millwork. Hyde-Murphy began in 1884 as a partnership between business associates Walter P. Murphy of Freeport, P.A., Joseph S. Hyde and his son William H. Hyde of Ridgway. Joseph Hyde was an early pioneer who became one of the largest manufacturers of lumber in the country, with extensive timber holdings, mills and railroads. Well-known public buildings bearing their signature include Constitution Hall, the Smithsonian Institution, All Soul's Church (Washington,

DC), Biltmore Country Club (NY), George Vanderbilt Hotel (Asheville, NC), Hotel Dupont (Wilmington, DE), and the University Club and Kaufman's Department Store in Pittsburgh, PA. Countless numbers of homes and public buildings in Ridgway bear witness to the legacy of Hyde-Murphy craftsmanship.



Joseph Smith Hyde, Elk County Historical Society

The Hyde-Murphy Company was the culmination of a commercial empire that began with the extraction of raw timber and developed into a company that focused on value-added artistic craftsmanship of national and international significance. The Hydes and the Murphys were members of a relatively small group of hard-working entrepreneurs who created tremendous personal wealth and contributed greatly to the building of many industries and communities in the LHR.

In 1961, the company went out of business.

Itinerary	Woods and Goods: Products for People Today
Ranking	Thirteen
Days	One
Storyline	Forest Industry
Primary Gateway	Brookville
Secondary Gateway	None
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Matson Lumber, Smicksburg, BWP Bats
Add-on Sites	None
Intrinsic Qualities	Cultural

Woods and Goods: Products for People Today

Connection to Framework

The resources of the region suffered temporary damage under the practices of the early lumber era. Practices reflected the public attitudes of the times toward all natural resources. Through the work of the fathers of conservation, the region is today known as a leader in sustainable forestry practices both in private and public sectors. Seeing the working forests of today allows visitors to recap the damage of the lumber era, the contributions of the conservation fathers, and the success of modern forestry. All told, visitors can see the great resources of the region as well as their resilience in their ability to grow back and continue to yield.

Strategy

- This tour interprets the process of adding value to lumber.
- The tour starts off at **Matson Lumber** discussing how a sawmill adds value to whole logs by turning them into timber.

The tour also talks about US Forest Service timber sales.

- The tour then goes to **BWP Bats** where different kinds of woods are fashioned into bats, some of which are used by Big Leaguers. It will have an exhibit on Johnny Damon and the Red Sox's ascent over the Yankees. This company adds great value for national markets.
- In **Smicksburg** the visitor can see a variety of value-added products from the low end such as bowls to high-end furniture and artwork made of Black Cherry. Visitors can see different kinds of artisan methods by Amish craftsmen.
- At the Gateway, visitors can get a map of the different sites, especially those in Smicksburg. On the reverse side of the map, there will be a graphic of different kinds of wood products found in the LHR (including Holgate Toys, Hyde-Murphy wood decoration) from whole logs to high end valued added. The material will also talk about the different kinds of woods and their value to the lumber history from white

Saddle Club's Octoberfest to benefit Punxsy library. Page 3.

THE PUNXSUTAWNEY SPIRIT
FRIDAY, OCTOBER 22, 2004

Poll shows Bush, Kerry in dead

Brookville hits a homerun

loneter named Rotary

FANNING THE FI

pine for masts, hemlock for tannins, and today's hardwoods which constitute one of the most valuable forests in the world.

Itinerary	Stories of Transformation: Changing Industries, Changing Communities
Ranking	Thirteen
Days	One-Two
Storyline	Changing Industries
Primary Gateway	Marienville
Secondary Gateway	SB Elliott State Park
Sub-brand	WildsWoods
Mode	Driving, walking
Primary Sites	Towers Inn, OB Grant, Arroyo, Loleta
Add-on Sites	None
Intrinsic Qualities	Scenic, natural, historic, archeological

Stories of Transformation: Changing Industries, Changing Communities

Connection to Framework

With the end of the lumber era, many communities faded away. But the area around Elk County grew back with the forests spawning a variety of new industries, most of which were tied to the lumber industry. It evolved and grew with the forests, indicating both the abundance of the resources in the region and the resilience of the people to create new industries in this part of civilization in the wild.

Strategy

- This tour interprets the rise and fall of lumber by focusing on abandoned sites and also the permanent sites such as mansions found in Ridgway.
- The tour is guided by private guides and operators based in Ridgway. Guides are especially effective when taking visitors to places in the field, showing pictures of how the sites once looked and telling anecdotes, especially at **Loleta Recreation Area**. A guide is also necessary to ensure that visitors do not

collect souvenirs. At **Towers Victorian Inn**, the owners will tell the history of the house and provide links to the storyline.

- The tour starts at **OB Grant House**.
- The tour then visits the Towers Inn.
- The tour goes back in time as it goes to the field and visits **Arroyo** and **Loleta Recreation Area**. Here visitors see the large contrast between the high end life of Ridgway lumber barons and the work done by the labors with all the risks and rapid change implied in a boom and bust town. Lumber camps are portable and the mansions are enduring. The caste difference is clear.
- **Loleta Recreation Area** and **Arroyo** are both ANF interpretive plan sites. Thus this tour may enjoy ANF support and good reference materials. Partnerships between ANF and private entities support the public value of protecting these sites.
- ANF plans to make a little museum at the CCC bathhouse at **Loleta Recreation Area**.



O.B. Grant, Elk County Historical Society

Itinerary	Taming the Floods
Ranking	Seventeen
Days	One-Two
Storyline	Town-Forest Life
Primary Gateway	Warren
Secondary Gateway	Bradford
Sub-brand	WildsWoods
Mode	Driving
Primary Sites	East Branch Clarion River Lake, Kinzua Dam, Kinzua Town, Cornplanter's Monument, Jakes Rocks, Kiasutha Recreation Area
Add-on Sites	Sinnemahoning State Park (George Steven-son Reservoir), Bald Eagle State Park (Say-er's Lake), Little Pine State Park (Little Pine Lake).
Intrinsic Qualities	Scenic, historic, archeological, recreational

Taming the Floods

Connection to Framework

The construction of flood control projects, use of eminent domain, recreational uses are all elements of how growing towns interact with the abundant water resources of the region. Many of these water bodies seem almost natural now, hiding how civilization modified the wild. In many cases wildlife have taken advantage of human-created water bodies.

Strategy

- This tour interprets how water and towns have interacted, necessitating the construction of flood control and hydroelectric dams. The tour focuses on Allegheny Reservoir as its example.
- The tour begins at the **Army Corps of Engineers** interpretive center below the Kinzua Dam. The center interprets how towns and water ways interact to benefit the towns in the wild.

- At **Kinzua Town** (KPIC) the visitor is introduced to the issues of eminent domain especially as it pertained to the Seneca Indians in the region.
- The visitor then goes to **Jakes Rocks** for a view of the dam.
- The visitor can then opt to go to **Cornplanter's Monument** for the story of how land was taken away from the Seneca.
- If the visitor does not go to the Monument, he will proceed to **Kiasutha Recreation Area**, where signage interprets the recreational potential on the lake.
- The visitor then arrives at the **East Branch Clarion Lake** along the upper reaches of the Clarion River. This dam helps to mitigate water quality problems through dilution, effluent from Weyerhaeuser and acid mine drainage. The signage also interprets the remediation done right there too.
- As the itinerary winds around the Allegheny Reservoir, portions of it follow the Longhouse National Scenic Byway. This byway is a 29-mile loop made up of Forest Road 262, PA 59 and PA 321.



Kinzua Dam, Jon Kohl/FERMATA, Inc.

Itinerary	Flavors of the Forest
Ranking	Eighteen
Days	One
Storyline	Arts
Primary Gateway	Mansfield
Secondary Gateway	None
Sub-brand	WildsWays
Mode	Driving
Primary Sites	Mansfield Cider Mill, Patterson Maple, Draper's Apiary, Endless Mountain Cheesery, Miller's Maple Products
Add-on Sites	Maple Syrup Education Center (Hills Creek State Park)
Intrinsic Qualities	Cultural

Flavors of the Forest

Connection to Framework

There are various non-timber forest crafts that produce sweet things, especially characteristic of the new forests that have grown back since the lumber era because of the greater presence of sugar maple. This aspect of forest life in the LHR indicates again the many resources and ways of living in the region.

Strategy

- This looping route interprets the sweet products that come from the forest. The sites interpret how people throughout the LHR's history have extracted the products they need from the woods, especially sweet things like maple syrup, honey, and fruits.
- Because of the seasonality of various products, some sites will pop in and out of the itinerary throughout the year.

- The tour starts out in Mansfield where the visitor center will interpret the non-timber forest sweets and how the forest has supported the lumbermen and others for centuries, especially in the secondary forests of today.
- The visitor then proceeds to **Mansfield Cider Mill** to taste apple products.
- The next stop is in Wellsboro to the **Endless Mountain Cheesery** where cheeses are made with berries.
- Then to **Patterson's and Miller's maple production**, where the interpretation contrasts commercial and family-owned production.
- The visitor can go to **Draper's Apiary** to learn about honey production.
- During the summer, visitors can also go to the **Maple Syrup Education Center (Hills Creek State Park)** to learn about the craft of maple production.
- A brochure will link all the sites to the interpretive framework.



USDA

Itinerary	On the Clarion River: Rebirth and Recovery
Ranking	**
Days	Variable
Storyline	Images
Primary Gateway	Brookville
Secondary Gateway	None
Sub-brand	WildsWaters
Mode	Boating, driving
Primary Sites	Clarion River Water Trail, Clarion National Wild & Scenic River
Add-on Sites	None
Intrinsic Qualities	Scenic, natural, historic, recreational

**Though this itinerary scored higher than Flavors of the Forest, the latter was added earlier due to its fulfillment of the Arts storyline. This itinerary was added to ensure that a high quality river participates in the mix of LHR itineraries.

On the Clarion River: Rebirth and Recovery

Connection to Framework

Like many of the rivers in the region, the Clarion River was polluted with acid mine drainage, industrial effluent, and damages caused by the lumber era. In 1996, 52 miles of the Clarion River was designated a National Wild and Scenic River. Seventeen miles have a scenic designation, and 35 miles a recreational designation. This dramatic change can be attributed to the success of conservation efforts in the region and the state by the fathers of conservation, and the work of DCNR and the ANF. This water resource, like so many, indicates the abundance of such resources in the region and their resilience, with a little help, to change.

Strategy

- This itinerary will present the river as a model for how a recovery can result.
- Though during the high water season, many canoeers and kayakers use the river. They receive no interpretation. This itinerary will use hand-held itinerary markers



Clarion National Wild & Scenic River, Ted Lee Eubanks/FERMATA, Inc.

- and small number markers along the river so that the viewscape is not diminished.
- The drive from Irwin Run to Cook Forest is a fabulous drive along the river. It is one of two routes identified by the IP for scenic byway designation. See recommendations below.

- The interpreter for this itinerary will have to travel its length to identify the actual sites where interpretation will occur. As with all itineraries, the IP does not design the site-level interpretive details and stories.

Stand Alone Sites

CAN INTERPRET A STORYLINE BY THEMSELVES

Itinerary	Cherry Springs State Park
Ranking	One
Days	One
Storyline	Conservation
Primary Gateway	Mansfield
Secondary Gateway	None
Sub-brand	WildsDarkSkies
Mode	Driving, hiking
Intrinsic Qualities	Scenic, natural, historic, recreational

Cherry Springs **has the darkest skies in the northeast**, the Dark Sky Province Park, 0% light pollution. First "Dark Sky Park" in Pennsylvania DCNR.

Cherry Springs State Park

Connection to Framework

Conservation does not include just land, but sky as well. Cherry Springs represents yet another aspect of the successful conservation story in the region and also yet another of the region's abundant resources, in this case, the dark skies.

Strategy

- Cherry Springs State Park is an early implementation site for the DCNR Outdoor Recreation Plan. Its focus is conservation of the night skies and other nocturnal activities.
- The park needs a menu of fee-based programs available to the public about astronomy, nocturnal walks, nocturnal life, etc.
- As a stand alone site, the park will interpret light pollution and dark conservation for the entire region perhaps using examples from beyond. It will examine other dark

skies in Pennsylvania and techniques used to preserve them. It will suggest what visitors can do to protect their own dark skies. It will also discuss the value of moonlight, made all the more visible by dark skies, to early settlers and pioneers in a pre-electricity night sky.

- The new facilities will include educational spaces for group programming, office for the educator, and sufficient storage space for equipment and natural history programs.
- It will be the state's first dusk to dawn park. See the early action plan for more details, as well as the accompanying artist conception of Cherry Springs development.



Itinerary	Kinzua Bridge
Ranking	Two
Days	One
Storyline	Transportation
Primary Gateway	Bradford
Secondary Gateway	None
Sub-brand	WildsWays
Mode	Driving
Intrinsic Qualities	Scenic, historic, archeological

Kinzua Bridge

Connection to Framework

In order for people and resources to come in and go out of the region, transportation had to overcome the rugged challenges of the land. Throughout the history of the LHR, people have innovated new means of overcoming the challenges to better take advantage of the abundance of resources in the region. The resilience of the people has allowed a continued improvement in the means of transporting men and materials.

Strategy

- The Kinzua Bridge superbly interprets the need to innovate in transportation to overcome the challenges of the terrain. The tornado that knocked down much of the bridge underlines the challenges in conquering the Pennsylvania Wilds.
- The park has plans to create a visitor center. Exhibits and maps will interpret comings and goings and the transportation storyline throughout the LHR.
- The center will have a projection area to show the Kinzua Bridge DVD, and will talk about the two transportation itineraries in the LHR (innovations and eastern transportation).

Kinzua Viaduct: Tracks Across the Sky

Allegheny National Forest Visitor Bureau

As engineering masterpiece, the Kinzua Viaduct soared 301 feet high and 2,053 feet across, and was once the highest and longest railroad bridge in the world. Surrounded by forests, the viaduct was built of iron in 1882 and reconstructed of steel in 1900 to handle the heaviest trains ever made. For generations people were thrilled by the experience of traveling "The Tracks Across the Sky."

The men who built the bridge were larger than life. First among them was General Thomas L. Kane. A decorated Civil War Veteran, General Kane carved a community out of the toughest terrain in Pennsylvania and mediated a resolution to an impending war between the Mormons and the U.S. Army at the urging of President Buchanan. Kane dreamed of building a bridge across the Kinzua Gorge to ship the rich coal deposits in the south to the ready markets in the north.

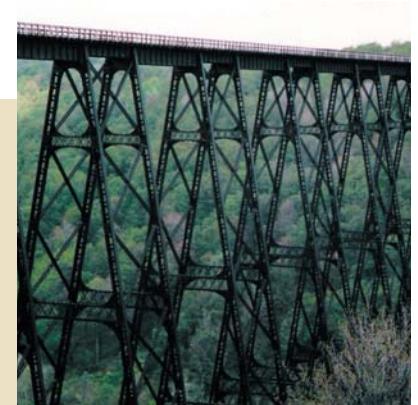
General Kane enlisted two celebrated engineers to come up with the plans – German born Adolphus Bonzano, chief engineer of the Clarke, Reeves and Company; and Octave Chanute, chief engineer of Erie Railroad. Chanute, a self-taught railroad engineer,

designed the first bridge over Missouri River and the elevated train system in New York City. He would later teach the Wright Brothers how to fly.

Clarke, Reeves, and Company, in 1882, used Phoenix columns prefabricated of tubular iron, to construct the twenty towers of the original Kinzua Viaduct. Innovative techniques were used again in 1900 when it came time to strengthen the bridge for bigger loads. Two Howe trusses, or Timber travelers, at each end of the viaduct worked toward the center, replacing the iron with steel and demolishing the old towers one at a time as the new ones were built. It took 125 men just four months to finish.

For the greater part of the 20th Century, freight trains loaded with coal, lumber, and oil, and excursion trains brimming with sightseers rolled across the Kinzua Viaduct, enjoying its magnificent views.

On July 21, 2003 an F1 tornado toppled eleven of the 20 towers. The remaining nine towers of the viaduct stretch high above the Kinzua Gorge, spanning generations. Today, the park features lovely picnic areas, hiking trails, and scenic overlooks.



Kinzua Viaduct, Kinzua Bridge State Park, Brenda Adams-Weyant/
FERMATA, Inc.

Itinerary	Sugar Grove
Ranking	Three
Days	One
Storyline	Population
Primary Gateway	Warren
Secondary Gateway	None
Sub-brand	WildsWays
Mode	Driving
Intrinsic Qualities	Historic, cultural, archeological

Sugar Grove

Connection to Framework

Many different kinds of human populations have come and gone through the forests of the region, not the least important of which were runaway slaves fleeing the south along the Underground Railroad. Sugar Grove has become a veritable capital in the story of the Underground Railroad, a hallmark to the resilience of the people here, once again emphasizing the high degree of importance placed on independence in this forest civilization.

Strategy

- Sugar Grove will have a wide variety of venues to interpret the Underground Railroad.
- Attached to this larger effort, LHR will have exhibitory that interprets the Underground Railroad throughout the LHR in the context of another group that passed through the region but did not stay.

Cherry Tree Monument

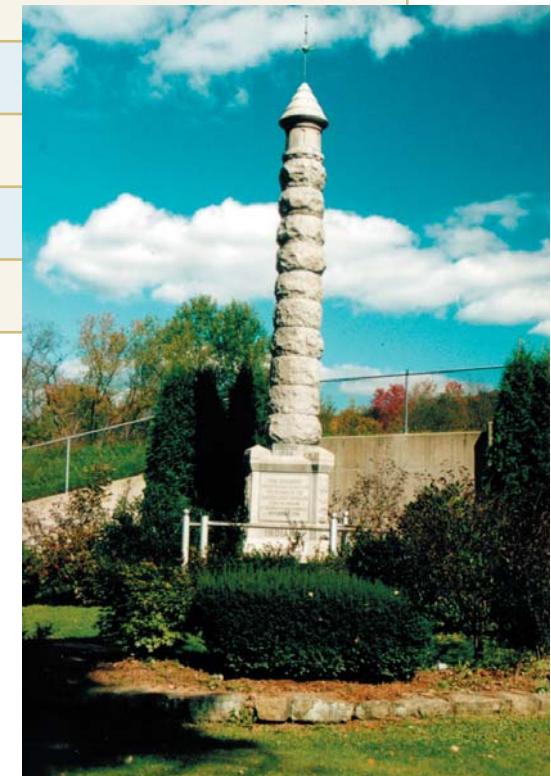
Connection to Framework

Cherry Tree Monument was a famous high water rafting location on the West Branch, illustrating the lumber era both through the rafting and logging history (and the Last Raftsmen).

Strategy

- This site will interpret the rafting and logging aspect of the lumber heritage story. Due to the presence of the West Branch Headwaters, the beginning of the Susquehanna Water Trail, the monument itself, as well as the memorial ode to the Last Raftsmen, this location serves well to interpret this aspect of the story.
- An outdoor kiosk will interpret the story, citing additional evidence and details than does the kiosk found at the Ebensburg Gateway.
- Note also that the launching point for the West Branch Susquehanna Water Trail begins next to the Cherry Tree Monument.

Itinerary	Cherry Tree Monument
Ranking	Four
Days	One
Storyline	Lumber
Primary Gateway	Ebensburg
Secondary Gateway	None
Sub-brand	WildsWoods
Mode	Driving
Intrinsic Qualities	Historic



Cherry Tree Monument, Jon Kohl/FERMATA, Inc.

Itinerary	Buzzard Swamp
Ranking	Five
Days	One
Storyline	Conservation
Primary Gateway	Marienville
Secondary Gateway	None
Sub-brand	WildsWoods
Mode	hiking, bicycling
Intrinsic Qualities	Scenic, natural, cultural

Buzzard Swamp

Connection to Framework

Wildlife found itself under great assault, especially hunting and habitat loss in the region. Nevertheless with the passing of the lumber era and the assiduous work of the conservation fathers as well as the USFS, many species have returned to the region that were extirpated and others have recovered from heavy losses. With

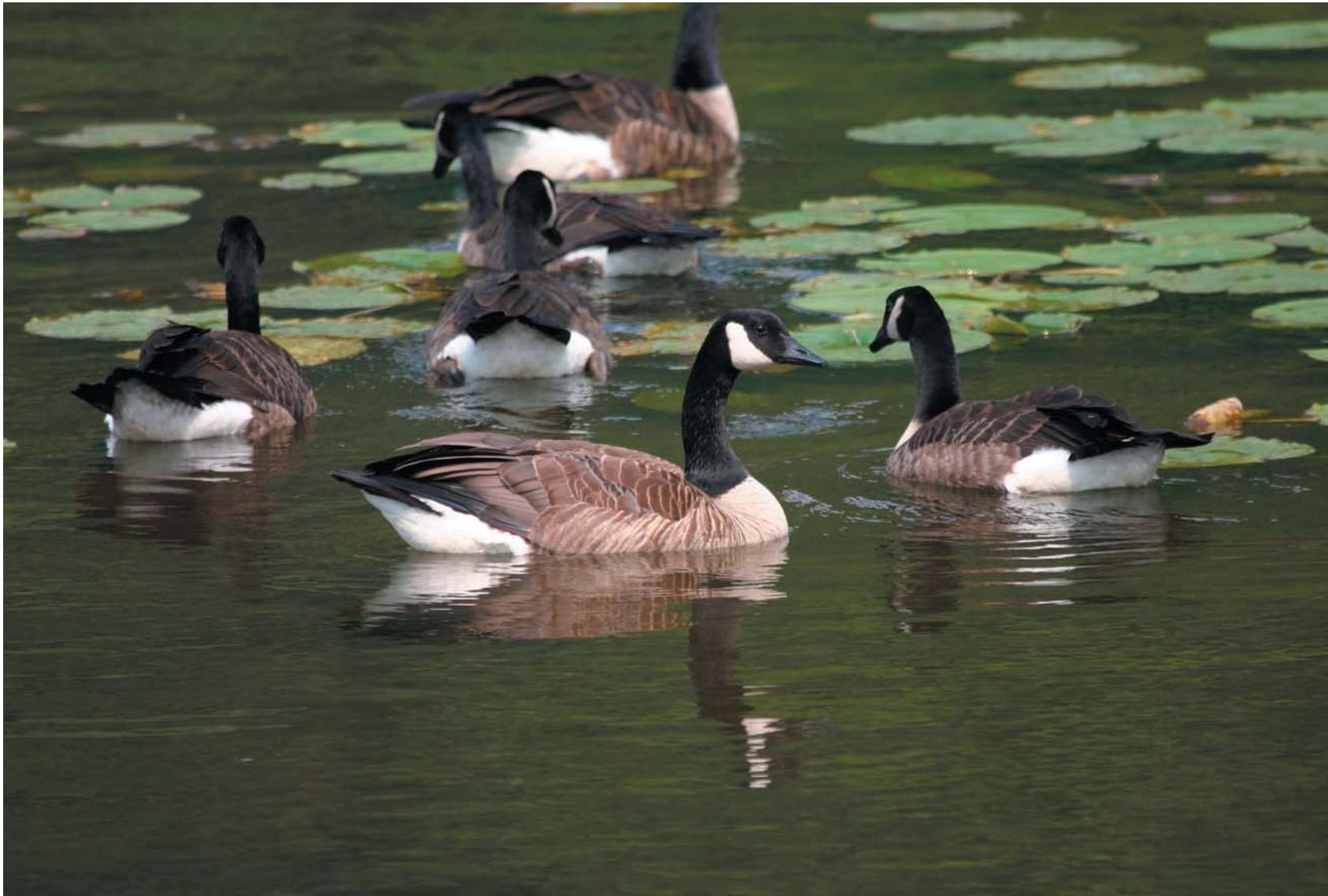


Buzzard Swamp, Allegheny National Forest,
Brenda Adams-Weyant/FERMATA, Inc.

some help, these species indicate the abundance of resources in the area and their resilience in the face of change.

Strategy

- This site will interpret wildlife management strategies across the Pennsylvania Wilds. Buzzard Swamp, managed by the ANF, itself can illustrate many of these strategies as well as talk about wildlife reintroductions such as elk recovery (in a different location of the LHR), otter, and fisher. This will be the key location to interpret the wildlife management aspect of the LHR conservation storyline.
- ANF wants low-profile exhibits throughout the swamps and a kiosk at the beginning.



Canada Geese, Kettle Creek State Park, Rob Tizard/FERMATA, Inc.

Gateways Help Visitors

.....

CROSS THE TOWN-FOREST BOUNDARY



Hills Creek State Park, Mary Jeanne Packer/
FERMATA, Inc.

Gateways Welcome Visitors from outside the Region and Initiate Itineraries

In the LHR, gateways orient and prepare people to enter the region. In most cases, gateways consist of a specific location within a town where visitors go to learn about and prepare for the offerings of the LHR. For example, Ebensburg is a gateway but the actual point of information is at the Cambria County Historical Society. For Mansfield and Warren, visitors start off at the visitor centers. In all cases but one, the gateways are on major routes through which visitors come into the region from the outside. In all cases, gateways launch visitors on the interpretive itineraries that snake through the region.

The exception on both counts is Tionesta. Tionesta is not on a major throughway and does not make a convenient starting point for most itineraries. It was not one of the original gateways chosen in the LHR MAP. It was added in an

update because the Pennsylvania Hunting and Fishing Museum will eventually be built there. The methodology used for this IP, however, only includes sites that are in existence (that is the one major criterion that distinguishes the current database of 250 sites from the 1,600 found in the MAP).

Partly for these reasons the plan does not initiate any itineraries from Tionesta and subsequently recommends that it be delisted as a gateway. When the Museum opens, the IP would most likely categorize the museum as a stand alone site. The Museum will be more than capable of orienting its own visitors and will unlikely change the routes by which people enter the region. The more likely gateways for that site would be Brookville and Warren.

See gateway maps pages 117-127.

Gateways Prepare Visitors to Go on Itineraries

To be effective, gateways must offer the following minimal services:

1. Exhibitry/signage covering in order of priority:
 - Standard introduction to the LHR/ Pennsylvania Wilds
 - Primary itinerary/storyline that initiates from this gateway
 - Secondary itineraries/storylines that initiate from this gateway
 - Gateway community itself
2. Map of all gateways and itineraries in the region
3. Brochures for all itineraries
4. Additional information about itineraries that initiate from this gateway and how they may link up with other itineraries
5. Listing of all major events that take place throughout the year
6. Listings of local lodging, restaurants, and related services at the gateway



Tioga Welcome Center, Mary Jeanne Packer/FERMATA, Inc.

"Full-time spring coverage since 2001 has shown that Tussey consistently has the highest numbers of migrating golden eagles in the east." www.users.fast.net/~aquilac/tussey/

Because the Pennsylvania Lumber Museum is developing a new wing for visitor services it should become the model gateway containing all of these items plus whatever else it has planned.

LHR Has Two New Gateways

Since the MAP Update which added Tionesta and the Pennsylvania Lumber Museum to the list of gateways, the Governor's Task Force on the Pennsylvania Wilds has also proposed the addition of S.B. Elliott State Park as the home of the central gateway for the entire region. The state will construct a visitor center as well as other infrastructure at this gateway in the heart of the LHR.

Additionally, the IP recommends adding Lock Haven to the list as it provides access to the central forests of the LHR via Route 120. The addition of Lock Haven as a gateway, therefore, reflects the reality of probable visitor behavior and use. Several itineraries already take advantage of this proposed gateway and the itinerary map reflects its inclusion.

Interpretive Kiosks Will Help Prepare Gateways

The LHR MAP suggested that LHR increase its wayfinding capacity by placing kiosks in key locations. In 2002, funding for Phase One Interpretive Signage was made available for developing wayfinding signage for what is now known as the Elk Scenic Drive. The current objective is to use this and matching funds to deploy these kiosks throughout a broader area. For more information on the Phase One Interpretive Signage see the description in the appendix (in separate volume).

List of LHR Kiosks at Gateways and Other Sites

All new sites will have one general sign and two specific signs. All existing sites currently have two general signs and one specific sign. To be installed outdoors unless otherwise noted. The following LHR MAP-designated gateways already have kiosks and signage and thus will not require additional signage at this time: Bellefonte, Brookville, Ebensburg, and Mansfield.

Site Name	When Listed as Gateway	Exact Location	Primary Itinerary	Local Story	Existing Kiosk or Signs Installed
Sterling Run/ Little Museum	n/a	Kiosk inside museum	WWII Remembered	Largest spar ever cut in Cameron from Sterling Run	
Ridgway	n/a	Kiosk at Clarion River Bridge overlook, Main St.	Stories of Transformation	Ridgway project will determine the third sign's local story.	
Downtown St. Marys	n/a	Kiosk on the Diamond	Early Days of Lumber Industry	Arriving in 1842, same-generation Germans in Philadelphia came here to set up a German settlement because they bought land from a land company before they knew exactly where it was. It became an agricultural community.	
Bradford	MAP	Kiosk at Old Post Office	WWII Remembered	Lumber to oil transition	
Smethport	n/a	Kiosk at Smethport Motel	Lost Town Tour	Smethport Mansion District, part of Route 6 Town-Life Itinerary	
PA Lumber Museum	MAP amended	Signs in parking lot	Northeast CCC	Already exists	X

MAP - Management Action Plan.

(table continued over next 2 pages)

List of LHR Kiosks at Gateways and Other Sites (continued)

Site Name	When Listed as Gateway	Exact Location	Primary Itinerary	Local Story	Existing Kiosk or Signs installed
Coudersport	n/a	Kiosk in front of Courthouse	Route 6 Town-Life	Coudersport (port of Couder one of first to set up the port) along Susquehanna. This along with Port Allegheny were major jumping off points to settle NW PA. Couder was from CT and there is New England architecture here. They came after they lumbered New England.	
Clearfield	n/a	Kiosk, Lower Whittmer Municipal Park	Southern Town-Life	Seneca Indians called Clearfield "chinklamoose" which translates into "clear field where the bison roamed." Bison kept it mowed down.	
Curwensville Dam, Clearfield	n/a	Kiosk at trailhead	Southern Town-Life	An early control dam to hold and move logs to be branded. Now the dam serves a new purpose for flood control. Case study of all other dams in the region.	
Punxsutawney	n/a	Kiosk on Barclay Square	Innovations in Transportation	In the latter part of the 19th Century the town's leading industry was the Rochester & Pittsburgh Coal & Iron Company. The development of its extensive coal and coke interests was largely responsible for the transformation of Punxsutawney from a tiny village into a small city.	
SB Elliott State Park	MAP amended	Site to be chosen by DCNR so that it is not in way of lodge construction but visible from lodge	Elk Scenic Drive	At one time the Dague Nursery, formerly the Clearfield Nursery, was one of the premiere tree nurseries in Pennsylvania, capable of producing 50,000,000 tree seedlings per year. It was started in a mountain meadow by William F. Dague, District Forester for Moshannon State Forest, in 1911. It flourished under his management during the time of the Civilian Conservation Corps (CCC). The nursery stopped producing young tree seedlings in 1978, but continues as a seed orchard to supply seed to the state nursery at Penn Nursery along route 322 east of State College.	

List of LHR Kiosks at Gateways and Other Sites (continued)

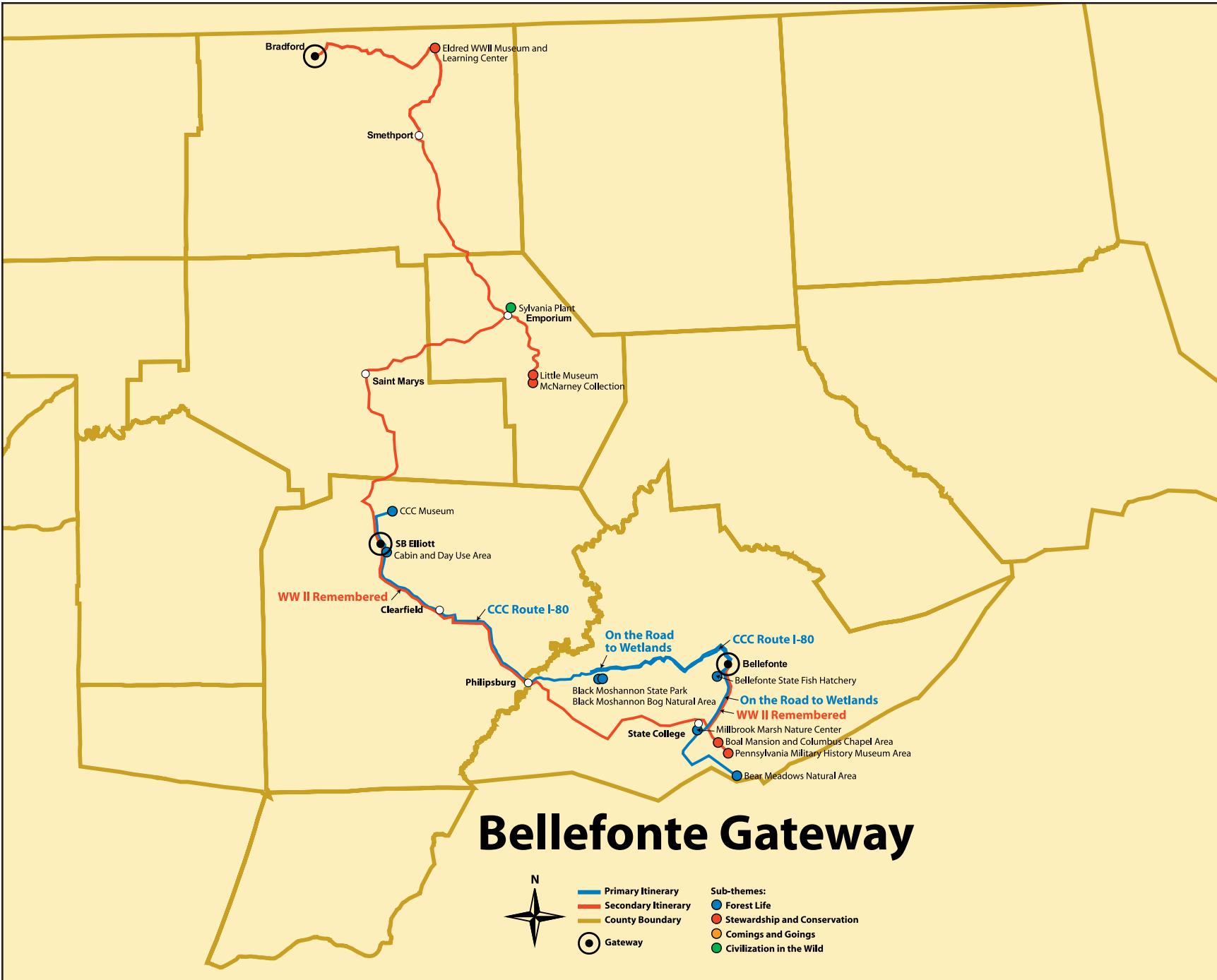
Site Name	When Listed as Gateway	Exact Location	Primary Itinerary	Local Story	Existing Kiosk or Signs Installed
Warren	MAP	CVB Visitor Center	Old-Growth	The Allegheny River was used as a transportation highway during the 1800s to move large rafts of timber to market in Pittsburgh and New Orleans. The river flows through downtown Warren. A staging area rafters used to assemble the rafts was located at the foot of Hickory Street in downtown Warren and the tie-down rings remain today, anchored to a concrete wall adjacent to the river.	
Williamsport	MAP	North side of river on top of levee	Heyday of Williamsport ("Rafting on the river" in the Timber Trail)	Floods on the River (Story from the Timber Trail)	
Lock Haven	added by LHR IP	Riverfront Park	Pine Creek Valley	Consisted of a series of dams; logs sometimes backed up almost to Lock Haven from Williamsport. Locks to control level of water to move logs from down river. The locks were not for boats.	
Marienville	MAP	US Forest Service Visitor Center	Complete Forest Industry	Boom and bust town of Loleta cut down all trees; and in 15 years the town was dismantled and closed down. They just took everything up to Brookston in 1913, on route 948, first mobile homes.	
Cherry Springs State Park	n/a	Proposed interpretive kiosk inside the main green area	Cherry Springs, stand alone site	How Cherry Springs came to be a dark skies site and what is a dark skies site.	X
Tionesta	Delisted by LHR IP				



Austin Dam Historic Marker, Brenda Adams-Weyant/FERMATA, Inc.

Gateway Maps Illustrate Itinerary Locations

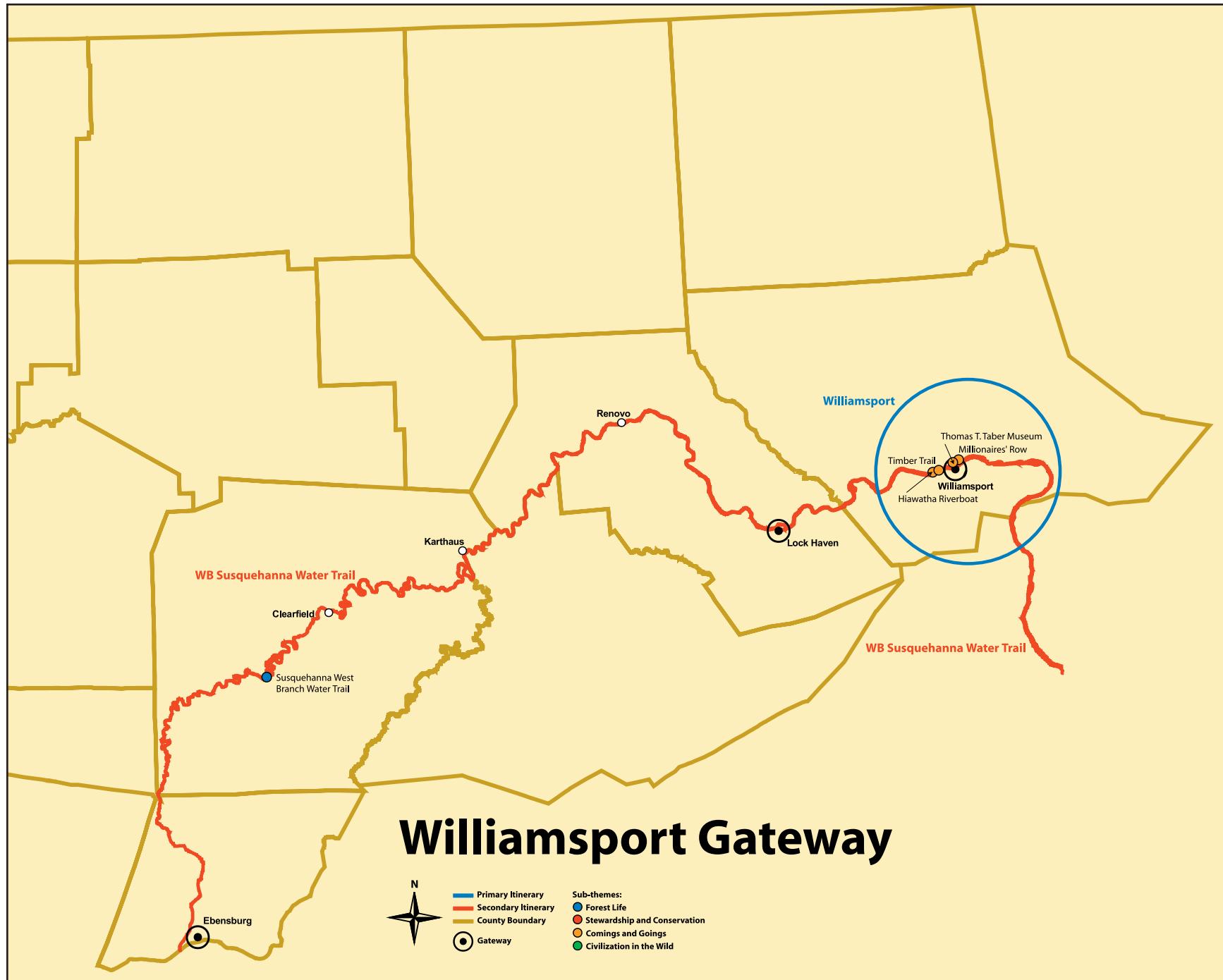
The following 11 gateway maps offer a close-up look of the primary and secondary itineraries emanating from each gateway and how these itineraries tie the various gateways together into a thematic network of itineraries criss-crossing the region. Each map contains the primary sites for each itinerary, major communities, and also add-on sites. Sites are colored by corresponding sub-themes. For exact storyline designations by site, see the site database in the appendix or the itinerary descriptions (all primary sites in an itinerary have the same storyline designation).





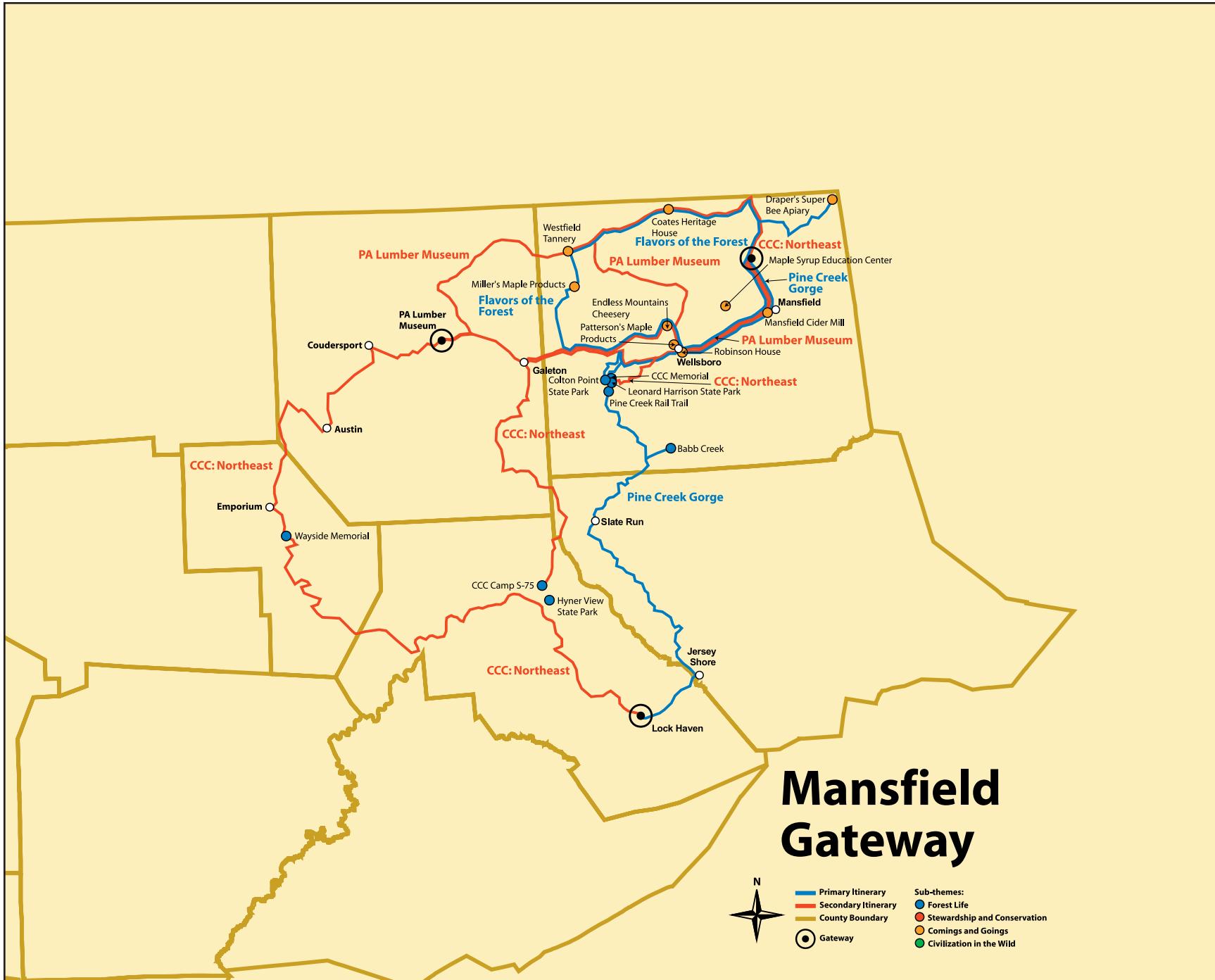










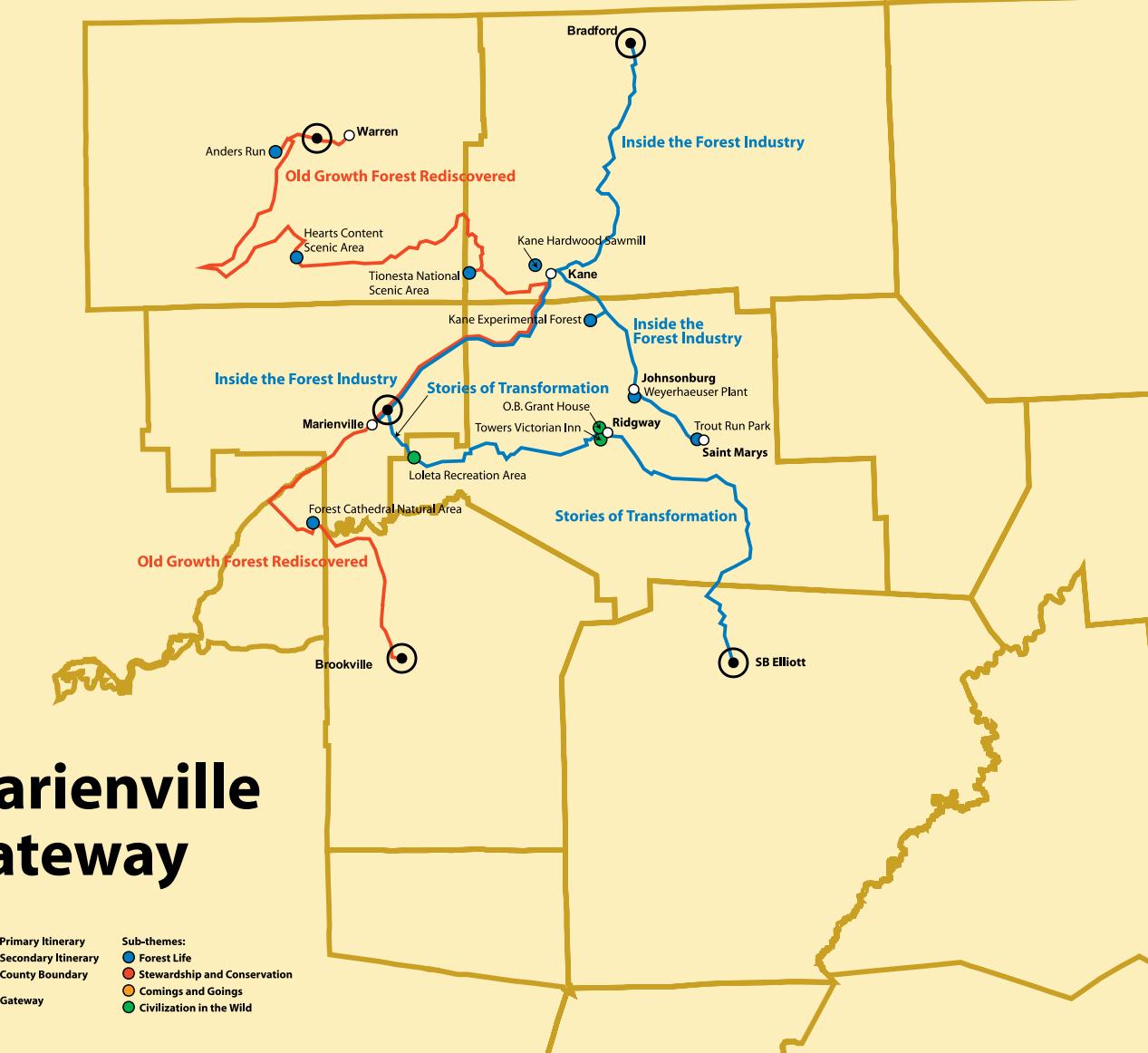


Marienville Gateway

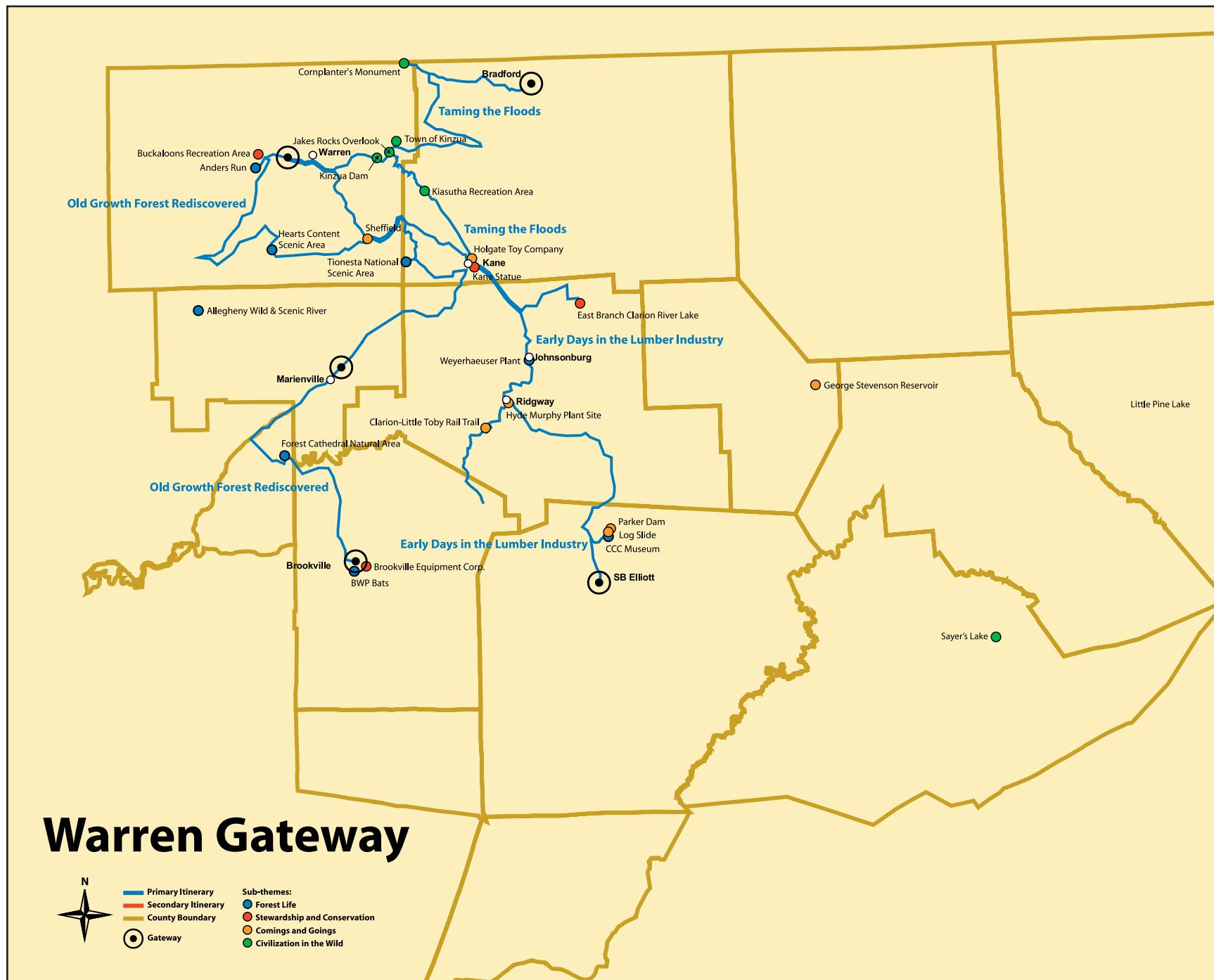


Primary Itinerary
Secondary Itinerary
County Boundary
Gateway

Sub-themes:
Forest Life
Stewardship and Conservation
Comings and Goings
Civilization in the Wild









Indigo Bunting, USFWS

Bucktails Originate in Smethport

Ross Porter, Smethport

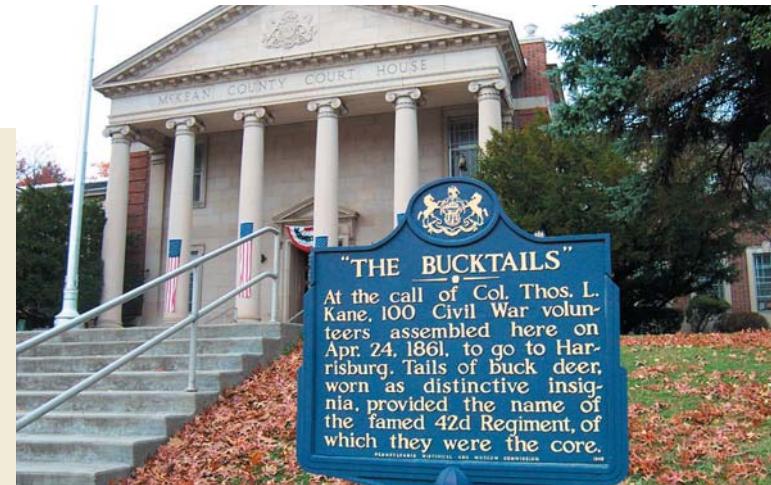
In April 1861, an important and proud chapter in U.S. Civil War was written in Smethport. Within days of the bombardment of Fort Sumpter in 1861, the news reached the McKean County community. Immediately McKean County landowner and Philadelphian Thomas Leiper Kane wrote Pennsylvania Governor Curtin offering to raise a militia in Elk and McKean Counties. Perhaps it was the same pioneering spirit Kane recognized in Smethport's founders that inspired him to choose the Bennett House Hotel in Smethport as his recruiting headquarters.

A seemingly innocent act by recruit James Landregan would propel the unit into history. Across from the courthouse in Smethport Landregan saw a deer hanging at the butcher shop. With a penknife he cut off its tail and affixed it to his hat. Others followed suit, cutting strips of fur and adding them to their caps. Kane approved, calling the men "the Bucktails." Thus the First Pennsylvania Rifles, 42nd Volunteers, gained a nickname which would follow them in battle.

Kane recruited approximately 700 men, enough to fill seven companies. The McKean volunteers marched to Cameron County, where they met the volunteers from Elk County.

The Bucktails would distinguish themselves in battle, including Dranesville, the Seven Days Battles of Mechanicsville, Gaines Mill, New Market Crossroads and Malvern Hill, Second Bull Run, South Mountain, Antietam, Fredericksburg, Gettysburg, the Wilderness, Spotsylvania, and Bethesda Church.

The highway from Williamsport to Kane was named "The Bucktail Trail" in their honor as well as a monument in Driftwood, Cameron County.



Bucktail Historic Marker, McKean County Court House, Jon Kohl/FERMATA, Inc.

Recommendations

PROMOTE THE PLAN'S IMPLEMENTATION

The Pennsylvania Fish and Boat Commission has six special designations for high quality trout streams. **More miles of streams with these special designations occur within the LHR than any other part of the state.** Within the LHR alone, there are more than 220 miles of designated Wilderness Trout Streams, Five Heritage Trout Angling streams, and 144 Class A Wild Trout streams.
Pennsylvania Fish & Boat Commission, 1999

The creation of meaning and design of experiences, for all the theoretical benefit they can provide for sites, will never transform visitors without implementation. This section provides LHR with specific recommendations to do that. Also see the table in the appendix that presents the possible media and cost estimates for the development of the primary sites that compose the itineraries in the Recreation Linkages Plan.

Interpretive Steering Committee Will Continue to Guide Interpretation in the Region

The steering committee will continue its duties to ensure quality, cooperation, and general direction for the interpretation and product development functions of LHR, Inc.

LHR, Inc. Acts as Coordinator for the Development of Products

By itself, LHR, Inc. cannot do everything to make the IP a reality. Nor should it. On its own, LHR, Inc., will not produce all the programs and products for the market. Rather, the LHR will coordinate the development of new programs and products.

LHR, Inc. will work with the region's many sites and projects and with contractors. As an entity that can provide funding to individual sites for specific projects and products, the LHR will function as a granting agency and technical advisor. The LHR has already developed a protocol for this function – the Partner Site Designation Application – by which individual sites in the region can become official members or associates in the LHR venture. Within parameters, this protocol makes it possible for individual sites to self-select a working relationship with the heritage region that best suit their needs. Currently

four types of LHR partner levels exist: Strategic Investment Area, Strategic Investment Partner, Affiliate Site, and Point of Interest.

With the adoption of this IP, registering partner sites will become a major LHR activity. Partners will provide LHR with a network of cooperators and colleagues. LHR will coordinate communication among them. In addition, the LHR will sponsor regional workshops and events where partners can share ideas, experiences, problems, and solutions. By its very nature, the Partnership Initiative will raise the level of interpretation and adherence to the thematic framework throughout the region while also improving the standard of the projects supported with LHR grants.

Even with new staff and an active partner network, the LHR will need to work with contractors and vendors specializing in program development, for example tour operators, nature guide services, and exhibit design firms. Thus LHR will function as both contractor and coordinator in product and program development.



Pine Creek Valley, Brenda Adams-Weyant/FERMATA, Inc.

No doubt in time different organizations will want to create their own itineraries and have them included in the LHR/Pennsylvania Wilds marketing. Thus, the following are the requirements for registering a new itinerary:



Wykoff Run Natural Area, Rob Tizard/FERMATA, Inc.

1. The itinerary must interpret a LHR storyline
2. All basic data about the itinerary must be furnished. This should be contained in an application and require at the least: storyline, strategy, support services, primary and add-on sites, itinerary promoter, route map
3. The itinerary promoter must identify funding for maps, signage, brochure, exhibitory, etc. for the itinerary and corresponding gateway.
4. Present letters of support from all constituent sites.
5. Promoter should be an LHR partner.
6. Approval by LHR, Inc.
7. The itinerary must re-qualify every three years with LHR, Inc. in order to ensure quality.

Pine Creek Valley: Early Action Project

While the IP offers strategic direction in how to conceptualize and deploy interpretation across the region, it can offer little to site managers about how to transition from the thematic framework to on-the-ground implementation. To illustrate how interpreters can transform the IP into programming, the LHR, Inc. will focus on an early action project. By focusing intensively on just one site, it can demonstrate to others throughout the region what quality interpretation might look like, how DCNR units can integrate the thematic framework, and what its success feels like. An early action interpretation plan would focus on at least the following:

1. How the unit will manifest its participation in all interpretive itineraries associated with it.
2. How the unit will interpret all storylines associated with it, even those not mentioned in the IP. Note that the IP focuses only on primary itineraries but any site will likely want to interpret other storylines as well.

3. Which programs, both personalized (tours) and non-personalized (signs, exhibiry, etc.) that could be developed at the unit.
4. Which infrastructure needs to be developed to support this programming (roads, buildings, bridges, etc.).
5. Which resources will be necessary to develop the plan (money, personnel, time, political support).

The IP has chosen Pine Creek Valley as its early action project for the following reasons:

1. The highest ranking interpretive itinerary runs through it.
2. Because of high current visitation, the valley urgently needs interpretation to urge visitors to participate in the protection of the natural and cultural resources.

3. Its high profile makes it an ideal demonstration site for others in the region and beyond.
4. The valley serves as an anchor for visitation to the region.
5. The valley, because of its profile, is more likely to attract the resources necessary to develop the interpretive plan.

The IP for Pine Creek Valley should focus on the following four storylines:

1. Conservation
2. New Deal
3. Lumber
4. Transportation

The early action project proposed by the DCNR Outdoor Recreation Plan highly recommends that DCNR produce the Pine Creek Valley interpretive plan as soon as possible.



Wild Columbine, Allegheny National Forest,
Ted Lee Eubanks/FERMATA, Inc.

Northcentral Pennsylvania is one of the largest blocks of forest left on the East Coast. It is the largest grouping of public lands in the East. ANF (513,000 acres and only National Forest in Pennsylvania, largest national landholding in state), 10 state forests (1.4 million acres), 34 (of 115) state parks, 69 state game lands (450,000 acres).

DCNR Parks Can Integrate the Thematic Framework into Interpretive Prospectuses

All DCNR state parks have interpretive prospectuses. These all follow a consistent format and focus only on respective unit. Now that LHR has a thematic framework that covers the entire region, DCNR should integrate the thematic frameworks into their interpretive prospectuses, thus permitting state parks in the region to serve not only their local interpretive goals but those of the region as well.

Considering that many of the state parks are very small, their ultimate success depends on the degree to which they can integrate in and cooperate with their regional context. The Pine Creek Valley early action project that includes Leonard Harrison and Colton Point State Parks will demonstrate how a state park can implement the thematic framework.

Sites and Stakeholders Need Incentives to Stick to the Thematic Framework

As has become evident from past experience, sites and stakeholders will not get on board with the IP and thematic framework simply because they are "good ideas." Incentives are essential tools in successful implementation and follow-through. Incentives also help maintain quality and prevent dilution of interpretive messages.

Consider the following incentives:

- LHR will award grants only to projects that adhere to the LHR's thematic framework, including the IP.
- The benefits of partnership designation will motivate adoption of the thematic framework.
- LHR will include only those products and programs that participate in the thematic framework in marketing materials and gateways, thus contributing to the region and not just their own particular sites.
- LHR and DCNR will create benefits to those who integrate the messages of the LHR. Such benefits include mention in newsletters, eligibility or training programs and workshops.

- LHR will work with the Pennsylvania Wilds to place special emphasis on those products with a regional focus, based on the IP, over others that do not vie for the Pennsylvania Wilds experience.

LHR Web Site Will be a Virtual Gateway to the LHR

The LHR's web site will function as a virtual gateway to the region. The site will reflect the thematic framework in condensed and visitor-friendly form. Visitors will also be able to access descriptions of all itineraries there and see all LHR signage. The web site will provide prospective visitors with links to partner and related sites (such as www.planetsmethport.org), including a wide array of striking historical and contemporary images of the region.

In addition to serving the public, the website can also serve the LHR network of sites. Since a major service of LHR, Inc. is to supply up-to-date information to visitors about sites, it requires a mechanism where information can be updated quickly without exorbitant human

resource costs. One way to do this is to link the site database (derived from the one produced with this plan) to the web site through a clickable image map. Then site managers can enter the password-protected database and update their data. When visitors call up the information through interactive itinerary maps, they will have information as up-to-date as site managers allow. This system also frees LHR, Inc. from the time-consuming task of maintaining site information. The Illinois Rivers Association uses such a system for its member sites (www.fermatainc.com/il/trail_1.html).

This database would be shared with all gateways. It would also contain real time sightings reported throughout the LHR. It should be piloted with Elk Scenic Drive sites such as Winslow Hill and Sinnemahoning State Park and the SB Elliott gateway.



Chalk-fronted Corporal, Black Moshannon State Park, Ted Lee Eubanks/
FERMATA, Inc.

"The ANF has the highest concentration of Black Cherry in the world." *Allegheny National Forest Interpretive Plan*

LHR Will Promote Itself Among Various Constituencies

Simply because LHR, Inc. approves the plan does not mean that other stakeholders are familiar with it or see the benefit of using it. For example, the LHR should present the plan to at least the following:

1. County commissioners.
2. TPAs
3. Pennsylvania Wilds members
4. Park managers
5. Lumber Museum exhibit planners
6. Governor's Institute on Education and the Pennsylvania Department of Education
7. Pennsylvania DCED Office of Tourism
8. Tour operators
9. Clarion River Gateway Committee

LHR Will Maintain Quality Control of the Experience and the Message

To maintain quality of programming and of the experience, LHR will build in monitoring and evaluation into all interpretive programs and processes. Grant projects need to be critically evaluated by both the sponsor (the LHR) and the recipient (the individual sites) in mid-phase and upon completion. Similarly, partners need to update their designation at established intervals, perhaps every three years. Even the newsletter can serve as an assessment tool, asking partners to respond to questionnaires and evaluation instruments of themselves and the region.

Site visits by the director, the program developer, and members of the Steering Committee are tools in quality control. These visits can also be working sessions at which the site and its public offerings are systematically reviewed and evaluated with a standard instrument developed by the region.

Another method LHR can use to maintain quality is to train gateway staff in hospitality and also in the basic information necessary to direct visitors to other itineraries, to explain the thematic framework, purpose of LHR, Inc., etc. This same information is important for partners.

LHR Needs a Programs Developer to Promote the Plan's Implementation

LHR currently enjoys the active involvement of the Interpretive Steering Committee and director. Along with consultants and the expertise of DCNR, to date these human resources have been adequate to the tasks before LHR.

To develop the next phase of its existence, however, LHR will need additional staff. While site partners and TPAs will be players in the development of interpretive experiences, by their very nature they cannot be expected to act with a regional perspective. Only LHR personnel and contractors can facilitate development of programs with the entire region in mind.

IP recommends the following in-house position: program developer. This person will initiate and implement new regional public programs and products that draw on the thematic framework and can be marketed by the Pennsylvania Wilds.

The program developer will work with sites, tour companies, and others to develop and implement itineraries, gateway programs, and programs that travel about the region from one site to another like Smithsonian traveling exhibits that go from city to city. This person will be capable of developing products him or herself but more importantly can facilitate the work of sites in the expansion of their interpretive programming. He or she will be the facilitator in helping sites integrate the thematic framework and build the interpretive itineraries. The program developer must have experience in interpretation, recreation planning, and facilitation.



Aphrodite Fritillary, Tamarack Swamp Natural Area,
Ted Lee Eubanks/FERMATA, Inc.



Call of the Wilds *(continued from page 58)*

Last Chapter: Going Home

Now on the way home, driving east along I-80, George was thinking. His wife leaned toward him, "You're not thinking of work, are you, dear?"

"Of what?" George smiled. "No. I was thinking that I never knew there were so many things to see out here."

Pennsylvania has a lot more than you thought."

"You can say that again!" He looked into the wide, cloud-filled sky. No buildings marred the view. All that expansiveness made him a little dizzy. He squinted at the road, gripped the wheel tighter, and the feeling passed. He eased his grip. What a shame that this sky didn't exist over Harrisburg. As nice a city as it was, he didn't want buildings to replace trees, jackhammers to replace blue jays, or even cement dust to replace pollen. "I think we should add to the list of places we want to see: the fallen Kinzua Viaduct, Parker Dam, Bucktail Scenic Byway, Clarion River, Bloody Knox..."

Bethany laughed. "Hold on!" She fumbled for a pen. "You're going too fast."

"Sorry. But there's a lot to see."

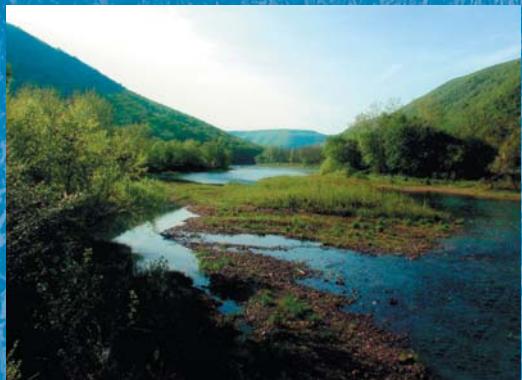
Bethany laughed again. "And you thought this place was just a big empty space on the map."

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Landscape, Clarion County, Jon Kohl/FERMATA, Inc.





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