



ALONG THE CORRIDOR

www.delawareandlehigh.org

A NEWSLETTER OF THE DELAWARE & LEHIGH NATIONAL & STATE HERITAGE CORRIDOR

National Trails Day a Scorching Success

Braving temperatures that soared into the 90s, dozens of volunteers, hikers, D&L staff, various town officials, and interested parties turned out on Saturday, June 7 to mark National Trails Day along the Delaware & Lehigh National Heritage Corridor.

The event, organized nationally by the American Hiking Society, is an annual effort to raise awareness of the more than 200,000 miles of trails available to Americans.

Along the Corridor, however, the day took on added significance as the D&L celebrates its 20th anniversary. Staff members organized the installation of numerous mile markers and the first of the D&L's new maroon directional "blades."

From Walnutport south to Bristol, the first eight blades were unveiled in a series of events to mark the occasion. The striking seven-foot blades are intended to facilitate movement along the Trail and indicate direction and distance to points of interest.

In **Bristol**, D&L Vice President of Heritage Programs Elissa Marsden Thorne joined Jerry Lepping from the Bucks Convention and Visitors Bureau (CVB), Landmark Towns Board Member Bill Salerno, and a mix of borough representatives, revitalization task force members, and others to dedicate the blade that will direct northbound visitors to Morrisville.

Attendees picked up D&L water bottles, granola bars, trail maps, and other items and then enjoyed a tour of the Bristol Marsh, led by Mary Zagar. Zagar is a member of the Heritage Conservancy, a Bucks County group that works for the preservation of various historic sites.

Marsden and Landmark Towns Coordinator Donna Boone left the marsh visitors and pressed on to **Morrisville**, the site of the next blade dedication. Once in Morrisville, sixteen attendees gathered



(l-r) *Elissa Thorne, Bill Salerno, Paul Yezzie, John Driscoll, Bob Moore, Mike Schwoyer, Mary Zagar, and Jerry Lepping turned out to dedicate the Bristol Trail Blade on National Trails Day. Photo credit: Donna Boone*



Morrisville Borough Manager George Mount puts the D&L Trail to good use shortly after the unveiling of the Morrisville Trail Blade. Photo credit: Donna Boone



(l-r) *Dean Hower of Walnutport, Michael Nonnemacher of Leighton, and Matthew Klusaritz from Walnutport (with helper) show off their handiwork at mile marker 92. Photo credit: Scott Everett*

in the shade under the Calhoun Street bridge near the new trail blade. Local historian Jane Murray spoke about the town's history and the development of the riverfront, and Bill Setzer of the Morrisville Environmental Advisory Commission distributed souvenirs and talked about Greystone, a key geological feature.

Those who turned out for the dedication in **New Hope** were treated to an impromptu, DCNR-led lesson on the workings of the lock that once regulated water levels along that stretch of the canal. In its heyday, an estimated 100 canal boats passed through this village every day.

Farther north, a team of 13 Trail Tender volunteers ignored the withering heat and humidity to install the first round of mile markers along the D&L Trail in Northampton, Lehigh and Carbon counties. Seven Trail Tenders even hiked the four miles along the Trail from **Freemansburg** to Bethlehem and installed posts and markers for miles 69, 70, 71 and 72. They were the first markers to be installed as part of the Corridor's 20th anniversary signage project. Trail Tender Doug Makofka led a handful of volunteers who traveled both sides of the Lehigh River to install markers along the trail in Walnutport, Slatington, East Penn Township, and Parryville, while crew leader Charlie Derr installed additional markers in the week following National Trails Day.

Another group of 15 trail users was on hand when Corridor staffers Rayne Schnabel and Silas Chamberlin unveiled the Sand Island Trail Blade, which will direct people to Freemansburg or west into Allentown.

Trail blades were also dedicated in Walnutport and Slatington. State Representative Julie Harhart thanked everyone

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Partners and Prospects

I am very excited to report that VISTA volunteers will be helping to address acid mine water issues within the anthracite region of PA.

The *Office of Surface Mining* and the *Volunteers in Service to America* program (OSM/VISTA) have formed a partnership to provide full-time VISTA volunteers working to address acid mine watershed issues within Appalachia. More information can be found at www.accwt.org.

At the suggestion of Natalie Solfanelli, Executive Director of Lackawanna Heritage Valley, I started to explore the possibility of securing a VISTA volunteer for the D&L Corridor. Like many heritage partnership efforts, what started off as a modest attempt to increase the D&L capacity grew into a major regional initiative helping watershed groups throughout the anthracite region to address real problems.

Imagining the potential of the program, the D&L took the lead and invited the Lackawanna Heritage Valley and the Schuylkill River Heritage Valley to join us in creating an Anthracite Heritage Partnership project. Next, we invited the respective Conservation Districts and local watershed groups to join in. The OSM/VISTA was so impressed by the partnership approach that they committed to supporting our efforts.

As a result, eight watershed groups will host a VISTA volunteer for up to three years. Within the D&L Corridor there is, or soon will be, a volunteer working with communities along the Susquehanna, Nescopeck and Upper Lehigh rivers. In addition, as the lead agency, the D&L will host a volunteer to serve as team coordinator. The volunteers will address five goals: organizational capacity building, water quality monitoring & research, education & outreach, community revitalization, and professional growth.

I know everyone will welcome and assist the volunteers!

Thank you,




Trail Construction Update

Here at the Delaware & Lehigh National Heritage Corridor we are looking forward to the completion of several exciting trail projects in 2008. The following is a brief update on the progression of each.

Borough of White Haven Streetscape Project

An ADA (Americans with Disabilities Act)-compliant sidewalk has been installed on a section of Main Street in White Haven. The D&L Trail now runs through Main Street, connecting the north and south ends of the borough to the Lehigh Gorge State Park.

"Recycled" Bridge Project

Scheduled for completion in July, this project will enable D&L Trail users to travel an additional eight miles north from White Haven.

Lehigh Gap Trail and Trailhead

This joint Lehigh County/Lehigh Valley Greenways project will complete a six-tenths-of-a-mile section of trail and add a trailhead for northern Lehigh County. Construction should be completed this fall.

East Penn Township, Carbon County

East Penn Township has been working to improve the conditions of this particular section of trail. The approximately three-mile section has been cleared and rolled, and volunteers have installed gates and benches. While the surface is in need of additional improvements, it is currently suitable for walking and mountain biking.

Weissport, Carbon County

Work will get underway this summer for the Weissport project. Part of a long-awaited PennDOT TE project, plans include trail surface improvements, added fencing, and the completion of other major improvements to the trailhead itself. Completion of this project is targeted for the fall of 2008.



Parents Allen and Mary Boyer, Slatington Mayor Walter Niedermeyer, Honorable Julie Harhart, Judy Borger, friends, and D&L representatives gather at the dedication of the trail blade commemorating the trail section named in memory of Asher Boyer.

It Takes Partners to Promote

The Delaware & Lehigh National Heritage Corridor has long enjoyed a productive relationship with the regional tourist promotion agencies located within the counties of Luzerne, Carbon, Lehigh, Northampton, and Bucks. In mid-2005, that association became the stepping stone for a new integrated marketing approach.

If he were still alive and practicing that year, Sigmund Freud would have had much to say about the D&L's "personality" in 2005. Indeed, after a thorough self-analysis, it became evident the D&L was suffering from identity issues; with multiple websites, a complex mission, and hundreds of partners with differing viewpoints, it was clear that the D&L was a dynamic entity. Depending on the audience, however, it meant different things to different people. What's more, for some the D&L wasn't even on the radar screen.

The goal of integrated marketing is to use a variety of tools—an informational website, email, search engine optimization, video, print media, etc.—to create and sustain a single look or message across the entire marketing campaign. Finding a talented set of marketing professionals who grasp the diverse and interconnected partnerships that drive National Heritage Areas was a challenge. The Convention and Visitors Bureaus (CVBs), guided by Elissa Marsden Thorne, chose Scheffey Integrated Marketing of Lititz, Pennsylvania, to develop a cohesive online image. Workhorse Design of Lehigh, Pennsylvania, was selected to address related print media.

Working with the Scheffey team, the initial strategy was to first create a clear, meaningful identity for the region. Second, we sought to communicate that identity on a single website that would be the D&L's public "face." The Scheffey team was also asked to incorporate web features that would inspire visits to the region, and to develop online tools to help the organization manage, present, and promote "heritage partners." After all, drawing visitors is a critical facet of our mission. Doing so will strengthen our marketing partnerships with local CVBs, improve promotional exposure for heritage partners, and increase efficiencies in overall marketing efforts.

The resulting site, www.delawareandlehigh.org, was launched in early 2007 as an information hub. To promote the site launch, D&L mailed 2500 mousepads to group leaders, travel agencies, and qualified leads provided by the CVBs. Follow-up marketing efforts include a quarterly e-newsletter, which goes out to our ever-expanding list of partners and visitors. The site's main features ("Our Heritage," "Our Towns," and "Things to Do") enable visitors to navigate based upon their region, town, or recreational area of interest. The "Your Trip" feature helps visitors to plan an itinerary and provides detailed driving directions from a starting point to each destination, and back to the starting point. Visitors can also find featured regional events, a comprehensive trail section, a Trail Tender area, and historic lodging listings.



"Since we checked statistics last year, the number of visitors to the website has more the doubled," says Micah France of Scheffey Integrated Marketing. "The increase vs. the original website is now 4,870% (7,207 visitors in a week vs. 145)."

A successful marketing campaign, though, needs a balanced diet. An informative and easy-to-use website is important, but it's unrealistic to depend on internet marketing alone. If folks can't find your terrific website, what good is it? This is where other, more traditional measures and print media come into play.

The NPS Connection: The National Park Service "Arrowhead" is the hallmark for conservation and preservation in America. As a National Heritage Area and a prime leader in the protection of our regional resources for future generations, we teamed up with Workhorse Design to develop new "unigridd" tri-fold rackcard and trail guide brochures to integrate the D&L with the well-known NPS "brand."

Reaching new visitors: The D&L team chose to run three print advertisements in *Preservation* magazine in 2008. *Preservation* has a circulation of 500,000 readers who enjoy traveling to historic destinations. They are actively involved in preserving their communities and spend more on domestic travel than the general public. Our series of advertisements featured various Corridor locations that convey our area's beauty, charm, and heritage of craftsmanship in an effort to raise awareness and inspire visitors to explore the Corridor.

Expanding the Search: "Pay-per-click" advertising (paying a small fee to have one's website link appear at the top of specific search results) is an effective way to supplement successful organic ("regular") search engine results. With our website performing fairly well with organic search, the D&L can now focus on reaching those users who may be interested in visiting Corridor attractions but aren't using any of our site keywords in their search criteria.

Social Networking Functionality: In order to encourage repeat site visits, bookmarking of our website, and third-party endorsement, the D&L team launched an online weblog (or "blog"). The blog is an excellent forum for discussion and allows D&L bloggers and visitors to post fresh, relevant content on the site.

20th Anniversary Activities: We have developed a number of promotional items to market the Corridor and trail activities during our 20th Anniversary celebration. These include water bottles, shopping totes, pens, rulers, and others, all sporting our name and a distinctive anniversary logo. The items will be offered at D&L events as we commemorate this special year.

"Our marketing partnership is very productive," says Mike Stersich of the Lehigh Valley Convention and Visitors Bureau (CVB), speaking for the tourism coalition. "Our ads and website are working well together, and we are looking forward to continuing our partnership. [The] Delaware and Lehigh National Heritage Corridor has been a great partner for all of us."

National Trails Day *(continued)*



Rayne Schnabel and Silas Chamberlin with the newly installed Sand Island Trail Blade. Photo by Dennis Scholl

for their hard work and dedication in making the Northern Lehigh area a center of various outdoor opportunities.

More than just a chance to connect with partners, Trail users, and enthusiasts, National Trails Day was an excellent opportunity to reinforce the Trail as a path that connects our communities. We thank everyone who ventured out to attend one (or more) of the dedication ceremonies, and we offer a big pat on the back for all of the hard work that went into making the day such a success.



Dedicating the Walnutport Trail Access and unveiling two of the eight trail blades installed on National Trails Day (l-r): Marilyn & Everett Kaul, D&L Trail Manager Scott Everett, D&L Chairperson Judy Borger, D&L President Allen Sachse, the Honorable Julie Harhart, William Leickel, Donald Leickel, and David Leickel.

Horizons for Youth Summer Camp

Northampton Community College and the Delaware & Lehigh National Heritage Corridor have partnered to create the Horizons for Youth – SUMMER 2008 Program, *Adventures along the Corridor*.

Join us August 4–7 for a fun-filled adventure along the Delaware & Lehigh Corridor! Campers will learn about the Corridor through interactive storytelling, journey to Lansford to explore a coal mine and historic cemetery, encounter natural and cultural resources in the Delaware Canal State Park, and experience 18th-century farm life at Burnside Plantation.

For just \$149.00, young explorers will receive all arts/crafts materials, bus transportation, admission to attractions, snacks, and much more.

Got questions? Contact Rayne or Amey at Delaware & Lehigh National Heritage Corridor (610-923-3548). Ready to enroll? Call the Northampton Community College Horizons for Youth Program (877-543-0998) and mention course code YTHY8548-Q1.

D&L receives \$300,000 in Support of Lehigh Valley Greenways

This spring, Pennsylvania Governor Ed Rendell announced the Delaware & Lehigh National Heritage Corridor had been approved for a \$300,000 grant from the Community Conservation Partnerships Program (CCPP), administered by the Department of Conservation and Natural Resources (DCNR).

The funding is to support the Lehigh Valley Greenways (LVG) Implementation Block Grant Phase IV. Under Phase IV, the D&L will provide coordination support for the LVG Initiative, facilitate education and outreach activities, and administer a mini-grants program. The D&L's Resource Conservation Specialist, Sherry Acevedo, coordinates the LVG Initiative and administers the block grant and mini-grants with local partners.

Some of the local partners awarded mini-grants under the LVG Implementation Block Grant Phase IV include:

- The City of Bethlehem – \$33,000 to support an Urban Forestry Program;
- City of Bethlehem Wastewater Treatment Plant – \$20,000 to remove invasive plants and restore the riparian buffer along Saucon Creek;
- Pennsylvania Environmental Council – \$13,850 to provide environmental advisory councils with Geographic Information Systems (GIS) training in natural resource conservation;
- Northampton County Conservation District – \$7,500 to develop a Cooperative Weed Management Area Plan (CWMAP) for the Martins Jacoby Watershed;
- South Whitehall Township – \$9,750 to conduct a feasibility study for pedestrian crossing/linkage to the Jordan Greenway;
- City of Easton – \$35,000 to install educational signage and visitor enhancements at the Sullivan Park Wetlands;
- City of Easton – \$33,000 to support Phase III of the Urban Forestry Program;
- Tatamy Borough – \$2,500 to provide enhancements along Tatamy Rail Trail;
- Washington Township – \$40,000 to continue trail construction and enhancements of the Slate Heritage Trail;
- D&LNHC – \$5,000 to support Trail Tender's restoration of native plant riparian zone along the D&L Trail at Sand Island;
- D&LNHC – \$32,000 to provide Conservation Assistance for Preservation (CAP) to local conservancies for land conservation efforts.

Additional funding will support land conservation, education and outreach, management, coordination and technical support for greenways projects, and the overall LVG Initiative.

The LVG is a collaborative state and local partnership striving to conserve and connect people to valued natural resources in the Lehigh Valley through targeted education, outreach, recreation, and land conservation. It is the DCNR Conservation Landscape Initiative (CLI) providing funding and technical assistance to D&L and the local LVG Steering Committee to fulfill the LVG vision. Including this year's award, D&L has received more than \$1 million in DCNR funding to support and coordinate LVG conservation and educational projects in the region. For more information about the initiative, please contact Sherry Acevedo (610-923-3548 ext. 226 or sherry@delawareandlehigh.org).

\$60,000 D&L Implementation Grant supports Pennsylvania Longrifle Museum

Ron Gabel, Curator of Collections at the Jacobsburg Historical Society's Museum of the Pennsylvania Longrifle, has an obvious passion for his work. In his role as curator, Gabel has been closely involved in the administration of the D&L National Heritage Corridor Implementation Grant that allowed the museum to expand its public exhibits, and he is quick to offer his thanks.

"Without them, we would have never begun," he says of the D&L funds that made possible the construction, design, and installation of a number of exhibits on the museum's 50-acre property. The museum was awarded the \$60,000 grant in 2004 and received matching gifts from KNBT Bank in Nazareth, the Forks of the Delaware Historical Arms Society, the state Department of Conservation and Natural Resources, and private donations. The donations didn't stop there, either. The museum has drawn interest and support from national and international sources for its continuing preservation efforts.

The Longrifle Museum celebrates the rich history of the Henry family, which rose to prominence in the 18th century as gunsmiths of regional renown. When they relocated to Jacobsburg, the Henry family purchased the original 1750s-era homestead on the banks of Bushkill Creek; along with the J.J. Henry Mansion, added to the site in 1832, the refurbished homestead now serves as the centerpiece of the Longrifle Museum. Mary Henry donated the estate and its structures to the Jacobsburg Historical Society in 1989, but the D&L grant was the main catalyst in the development of a museum within the Henry homestead.

Although the Henry's influence eventually reached to a number of areas—the law, politics, steelwork, and canal construction, among others—the society chose to highlight their contributions to the development of gunsmithing. Centuries ago, the Henry family's rifles and muskets played a role in numerous American conflicts, finding use in the hands of George Washington's Continental Army, soldiers in the War of 1812 and Civil War, and American fur traders. Today,



The J.J. Henry Mansion, circa 1900



The mansion today, restored to its original glory with funds from a D&L Implementation Grant. Photo credit: Ron Gabel

a museum of the gunsmith's art is housed within the refurbished 1750s-era cabin. In addition, the Jacobsburg Historical Society recently relocated the original Nicholas Hawk Gun Shop, one of only three remaining 18th-century gunsmith shops in the United States, to be used as a living history exhibit.

The Longrifle Museum hosts two primary events each year—the Kentucky Rifle Frolic and Fur Trade Rendezvous, held each summer and fall, respectively. Through support like the D&L Implementation Grant, the generosity of corporate and private donors, and the efforts of living historians, these events and others present an authentic display of frontier life in Pennsylvania. Visitors by the busload, both young and old, can interact with staff and volunteers in period dress, go on tours of the property, try their hand at hatchet throwing, and watch gunsmiths explaining the manufacture and use of black powder firearms. "The entire 50-acre complex is a museum," Gabel says. "And without the D&L's contribution, we would have never gotten started or have attracted the other help."

D&L Donations Now Eligible for EITC Credits

The Delaware and Lehigh National Heritage Corridor, Inc. is proud to announce its inclusion in the Pennsylvania Educational Improvement Tax Credit program (EITC).

Under the EITC program, businesses donating to educational projects are eligible for a tax credit equal to 75% of donations up to \$200,000. In addition, if a business agrees to give the same amount for two consecutive years, the credit increases to 90%.

Donations made to the D&L under the EITC will support our *Traveling Trunk* project, recognized by the state as an "innovative educational program." *Tales from the Towpath* will introduce intermediate level (fourth and fifth grade) students to the joys and challenges that faced children living in the Delaware and Lehigh Canal area circa 1855.

We are pleased to recognize Sovereign Securities, Sovereign Bancorp, Embassy Bank, and Capital BlueCross for their donations. Their support will enable the D&L to give students a comprehensive look at the local history "in their back yard."

For additional information, or to make a donation, contact Rayne Schnabel (610-923-3548 or rayne@delawareandlehigh.org).

Thank You!

The Delaware & Lehigh National Heritage Corridor would like to thank the following for their donations, which helped to make the *Traveling Trunk* project a reality:

- KNBT - \$7,500
- DCED grant through the office of Senator Wonderling - \$10,000
- DCNR - \$30,000
- D&L - \$10,000

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The Delaware & Lehigh National Heritage Corridor and State Heritage Park is a joint effort of private groups and interested citizens, county and municipal governments, the Commonwealth of Pennsylvania and the federal government to conserve cultural and natural resources and provide appropriate development opportunities for a sustainable future.

Future issues of *Along the Corridor* will be available online and via email. If you would prefer to receive the newsletter electronically, please write to the above address or send your email to info@delawareandlehigh.org.

www.delawareandlehigh.org



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Upcoming Events

June 13–October 5: Art & the River, Michener Art Museum, New Hope
www.michenermuseum.org/215-340-9800

June 21–22: Patchtown Days at Eckley Miners' Village, Weatherly
www.eckleyminers.org/570-636-2070

July 13: Coal Miners' Heritage Festival, No. 9 Coal Mine and Museum (Partnership Day with the D&L – half price mine tour admission!)
www.no9mine.com/570-645-7074

July 13: Easton Area Heritage Day
www.easton-pa.com/610-250-6600

July 18–20: Blueberry Festival, Bethlehem
www.historicbethlehem.org/610-882-0450

July 20: Old Time Music Festival & Fiddle Contest, Eckley Miners' Village
www.eckleyminers.org/570-636-2070

August 4–7: Adventures along the Corridor Youth Summer Camp
Northampton Community College/877-543-0998

August 16–17: Civil War Encampment, Eckley Miners' Village
www.eckleyminers.org/570-636-2070

August 23–24: Jam below the Dam, White Haven (Partnership Day)
www.whitehaven.org

As a reminder, the D&L Artisan Trail is always "open" for business. Visit our website to plan your excursion.