Organization & History

• Organization began in 1974 in Wyomissing, PA
  • To conserve and preserve the Schuylkill River greenway

• 1996 State Heritage Area Designation

• 2000 National Heritage Area Designation

• Now headquartered in Pottstown

• Mission -
  • “To connect residents, visitors and communities to the Schuylkill River and the Schuylkill River Trail by serving as a catalyst for civic engagement and economic development in order to foster stewardship of the watershed and its heritage.”
STRATEGIC PLAN

(Re)Turn to the River

Complete the Schuylkill River Trail
Connect Communities to the Trails
Restore & Protect the Schuylkill River Watershed
Engage Constituents
Key to Strategic Planning Success:

- Board buy-in
- Community/Partner engagement
- Guidance for Executive Director
- Funder confidence
- Specificity/ability to measure
SIGNATURE PROJECT Schuylkill River Trail
• 120 miles of planned Trail
• 75 miles completed
• From Philadelphia to Frackville
• Four active projects now
• Schuylkillriver.org for more info on trail
SIGNATURE EVENT

Schuylkill River Sojourn

2019 Sojourn:  June 1 to June 7
Connecting to the River

New Kayak Launch in Bridgeport, Montgomery County

New launch in Berks
OTHER EVENTS & PROGRAMS

Pedal & Paddle Trips

Schuylkill Explorers
Education and Water Quality Monitoring

A Mayfly in Towpath Park

Measuring turbidity, dissolved oxygen & conductivity
Schuylkill River Restoration Fund

Reevesdale AMD Site
Schuylkill County
Restoration Fund Funding Summary

• Project stats
  • 105 projects funded in 14 years
  • Over 30 agricultural farm projects completed
  • Over 10,000’ of streambank restored
  • 6 Philadelphia school projects
  • Almost 2,000 acres of open space preserved

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**TOTAL**       **$3,647,928**
Pottstown Mural Rug

In partnership with

SCHUYLKILL RIVER GREENWAYS
NATIONAL HERITAGE AREA

In partnership with

ARTfusion 19464
June 26-30  Pottstown Riverfront Park
July 3-7  Valley Forge National Historical Park – Betzwood
July 10-14  Valley Forge National Historical Park – Betzwood
July 17-21  Royersford Riverfront Park
July 24-28  Royersford Riverfront Park
August 1-4  Norristown Riverfront Park
Thank You!

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