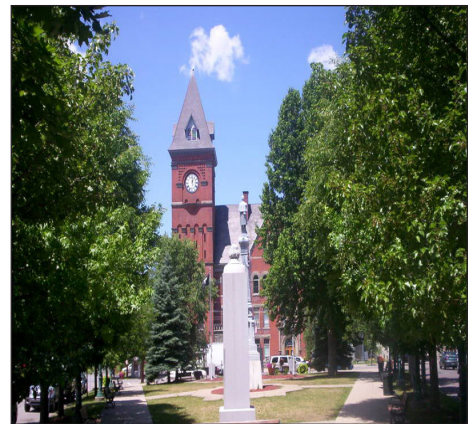




Application to host:

2017 Greenways & Trails Summit:



Scranton to Carbondale: A Trail of Two Cities

Proposed Dates:

September 16-19, 2017

September 23-26, 2017

Prepared by:

Lackawanna Heritage Valley National and State Heritage Area

April 22, 2016



I. Organization Profile

The Lackawanna Heritage Valley National and State Heritage Area (LHV) is located in Northeastern Pennsylvania. Based in Scranton, the heritage area encompasses the watershed of the Lackawanna River in Lackawanna, Susquehanna, Wayne, and Luzerne counties. LHV's signature project is the Lackawanna River Heritage Trail, which is part of 70+ mile trail system in Northeastern Pennsylvania.

The focus of LHV is renewal – renewal of the environment, renewal of a strong and diverse economic base, renewal of pride and a sense of place. The heritage area serves a number of diverse constituencies, including historic and cultural sites, environmental organizations, students, educators, municipal governments, residents, and visitors to the region.

Mission & Goals

The mission of the Lackawanna Heritage Valley is to facilitate community action in the preservation, promotion and development of the region's history, cultural heritage, and natural resources. The goals of LHV include:

- Telling the story of the Lackawanna Heritage Valley.
- Facilitating partnerships.
- Preserving and enhancing the physical character and economic vitality of the communities in the Lackawanna Valley.
- Improving the visitor experience.
- Reconnecting people and communities to the Lackawanna River.

History

In 1991, the Lackawanna Heritage Valley Authority was established and it became the first State Heritage Park in Pennsylvania. In 2000, it was designated as a National Heritage Area by the U.S. Congress in recognition of the region's unique contribution to the American experience. LHV is managed by the Lackawanna Heritage Valley Authority, a municipal authority of Lackawanna County. In 2009, Heritage Valley Partners Inc. was created as LHV's non-profit partner to support development efforts and to increase public awareness of the mission and goals of Lackawanna Heritage Valley.

Partnerships

In conjunction with its partners, LHV supports and coordinates a diverse array of projects that preserve, promote, interpret, and enhance the historic, cultural, and natural resources of Northeastern Pennsylvania. Such partnerships play a vital role in fulfilling LHV's mission. Among LHV's conservation, trails and greenways partners are:

- Anthracite Scenic Trails Association
- City of Scranton Department of Parks & Recreation
- Countryside Conservancy
- Lackawanna College Environmental Education Center
- Lackawanna County Conservation District
- Lackawanna County Office of Environmental Sustainability

Partnerships continued...

- Lackawanna County Parks & Recreation
- Lackawanna River Conservation Association
- National Park Service
- National Recreation and Park Association
- North Branch Land Trust
- Northeast Pennsylvania Conservation Partners
- North Pocono Trails Association
- Pennsylvania Department of Conservation & Natural Resources
- Pennsylvania Department of Environmental Protection
- Pennsylvania Environmental Council/Pocono Forest and Waters Conservation Landscape
- Pennsylvania Fish and Boat Commission
- Penn State Master Gardeners
- Rails-Trails Council of Northeastern Pennsylvania
- Trout Unlimited, Lackawanna Valley Chapter

Among LHV's arts and cultural partners are:

- Anthracite Heritage Museum
- Delaware & Lehigh National Heritage Corridor
- Electric City Trolley Museum
- Endless Mountains Heritage Region, Inc.
- Everhart Museum of Natural History, Science and Art
- Lackawanna County Coal Mine Tour
- Lackawanna County Convention and Visitors Bureau
- Lackawanna County Department of Arts & Culture
- Lackawanna County Library System
- Lackawanna Historical Society
- Marywood University
- Scranton Cultural Center at the Masonic Temple
- Scranton Iron Furnaces
- Steamtown National Historic Site
- The University of Scranton

LHV Staff Members

Members of the LHV staff will provide support to the planning committee if the 2017 Greenways & Trails Summit is held in Scranton, Pennsylvania. Among the staff who will participate are:

Natalie Gelb is the Executive Director of the Lackawanna Heritage Valley Authority (LHVA) and its development arm, Heritage Valley Partners, Inc. (HVP). Born and raised in Scranton, Pennsylvania, she is a graduate of Scranton Central High School and the University of Maryland, where she received a bachelor of arts degree in English and History, magna cum laude.

Natalie has a history of volunteer service in the greater Scranton community, including serving as Chair of First Night Scranton 2001 and Co-Chair of First Night 2000, the inaugural event for Marking the Millennium in Lackawanna County. She was Vice President of Scranton Tomorrow, Co-Chair of the Downtown Scranton Renaissance Initiative, the ArtSpace Steering Committee, the Scranton Riverfront Partnership, Medical Education Development Committee (MEDC) for TCMC, Mercy Health Partners, United Way, Building One PA, Waverly Community House and Temple Hesed. In 2006, she received the Lackawanna River Stewardship Award by the Lackawanna River Corridor Association (LRCA) and the Margaretta Belin Chamberlin Award from the Scranton Area Foundation for outstanding community service. In 2015, she received the "Women of Excellence" SAGE Award from the Greater Scranton Chamber of Commerce.

Linda Mlodzienski, CPA, Director of Operations

Owen Worozbyt, Trail & Environmental Projects Manager

Julie Imel, Public Relations & Programs Manager

April Rogato, Executive Assistant

Event Planning Experience

Lackawanna Heritage Valley organizes and hosts numerous events annually, including conference and fundraisers, with support from its partners and volunteers.

Among LHV's signature events are the annual Trails Symposium, which welcomes about 100 attendees from environmental and conservation organizations across the commonwealth; and the Heritage Explorer Bike Tour & Festival, which attracts an average of 500 local and regional participants each year. In addition, LHV programming includes a full calendar of community events including guided nature hikes and bike tours, Family Fun Days, featuring nature-based activities and outdoor fun for hundreds of children in the fall, gardening seminars and educational programming for children.

In 2014, LHV hosted the Trails to Prosperity Conference, which explored the impact of trails on economic and community development. The conference attracted nearly 100 state and regional participants.

Members of the Planning Committee also have extensive event planning experience. Their titles and responsibilities are detailed in section II.

II. Greenways & Trails Summit Committee

Event Co-Chairs

Owen Worozbyt, *Trail & Environmental Projects Manager, Lackawanna Heritage Valley National and State Heritage Area*. Owen oversees the planning, construction, and operation of the Lackawanna River Heritage Trail, which is part of a 70-mile, multi-purpose trail system along the Lackawanna River. Prior to joining the LHV team in 2011, he served as a Seasonal Interpretive Ranger with the National Park Service. Owen holds a bachelor's degree in Park and Recreation Management from East Stroudsburg University of Pennsylvania. His hobbies include biking, hiking, kayaking, and traveling.

Ashley Kuback, *Sales Manager, Lackawanna County Convention & Visitors Bureau*. A native of northeastern Pennsylvania, Ashley has a strong background in the hospitality industry and experience in event planning, marketing and sales. Prior to joining the staff of the Lackawanna County Convention & Visitors Bureau, she served as Senior Sales Manager at the Hilton Scranton and Conference Center.

Planning Committee

Christine Dettore, Regional Advisor, Northeast Region, Pennsylvania Department of Conservation and Natural Resources (PA DCNR)

Janet L. Sweeney, Vice President, Northeast Region, Pennsylvania Environmental Council/PFW CL

Susan Estler, Executive Director, Lackawanna County Convention & Visitors Bureau

Rene Cullen, Visitor Services Manager, Lackawanna County Convention & Visitors Bureau

Stephanie Milewski, Registered Landscape Architect, Vice President, North Pocono Trails Association, Co-Chair of NEPA Trails Forum

Bill Davis, Deputy Director, Parks and Recreation, Lackawanna County

Steve Pitoniak, Transportation Planning Manager, Lackawanna County

William Gaughan, City of Scranton Council Member

Justin Taylor, Mayor of Carbondale

Bill Kern, Executive Director, Countryside Conservancy

Mark Murphy, Director of Sustainability, The University of Scranton Office of Sustainability

Lynn Conrad, Executive Director, Rails-Trails Council of Northeastern Pennsylvania

Debbie Conway, Superintendent, Steamtown National Historic Site, Scranton, Pa

Amy Luyster, Vice-President, The Scranton Plan, Greater Scranton Chamber of Commerce

Terri Dennison, Executive Director, PA Route 6 Heritage Corridor

Planning Committees

Education Committee

Christine Dettore
Janet L. Sweeney
Stephanie Milewski

Mobile Workshops

Bill Kern
Stephanie Milewski
Justin Taylor

Social Events/ Meal Plan

Stephanie Milewski
Susan Estler
Rene Cullen
Debbie Conway
Justin Taylor

Marketing & Promotions

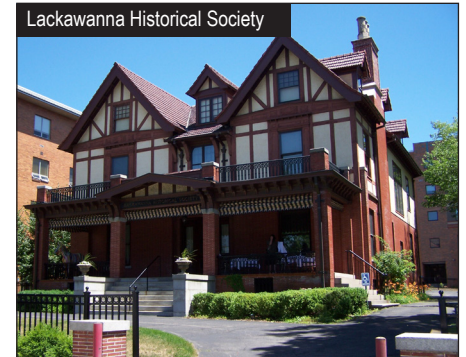
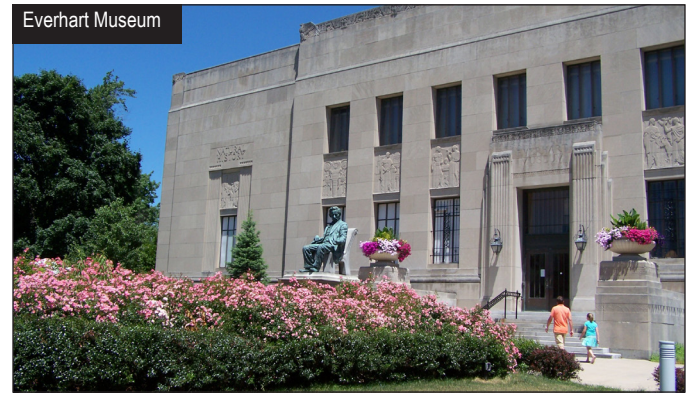
Bill Gaughan
Susan Estler
Rene Cullen
Terri Dennison

Sponsorship & Development

Natalie Gelb
Amy Luyster

Logistics

Mark Murphy
Debbie Conway
Steve Pitoniak



III. Overview of Local Assets

The City of Scranton and its surrounding communities in the Lackawanna Heritage Valley offer a wide array of cultural and recreational opportunities. From museums to parks and trails, fine dining, theater, and shopping, there is plenty to see and do in northeastern Pennsylvania. There are 30 parks in Scranton, including scenic Nay Aug Park in East Scranton, a short distance from the downtown, and McDade Park, a state park in the west side of the city. Downtown Scranton is home to a host of restaurants and pubs and cafés featuring American, Italian, Asian and Greek cuisine, including Carl Von Luger’s Steakhouse, Posh at the Scranton Club, Sambuca Italian Grille & Bar, Thai Rak Thai, Osaka, Terra Preta, Northern Light Espresso Bar, and Backyard Ale House. All are within walking distance of the proposed summit venues, the Radisson at Lackawanna Station and the Hilton Scranton Hotel & Conference Center. Visitors to the city enjoy farmers’ markets, historic walking tours of the architecture in the downtown, and tours of the sites mentioned in NBC’s hit television, *The Office*. Tourist sites and attractions in the area follow and brochures are attached for more information.

Anthracite Heritage Museum

R.D. #1 McDade Park Bald Mountain Road
Scranton, PA 18504
www.anthracitemuseum.org

The Anthracite Heritage Museum, located in McDade Park in Scranton, tells the story of the people who came from

Europe to work in the anthracite mining and textiles industries. Visitors experience the lives of proud people who endured harsh working conditions yet carved out communities filled with tradition. The diverse collection highlights life in the mines, mills and factories. Visitors are welcomed into homes and neighborhoods with a moment of reflection in the kitchen, a visit to the pub, or a seat in a local church. The Pennsylvania Anthracite Heritage Museum’s diverse regional collections represent all facets of work, life and values of the region’s ethnic communities.

Broadway Theatre League of Northeastern Pennsylvania

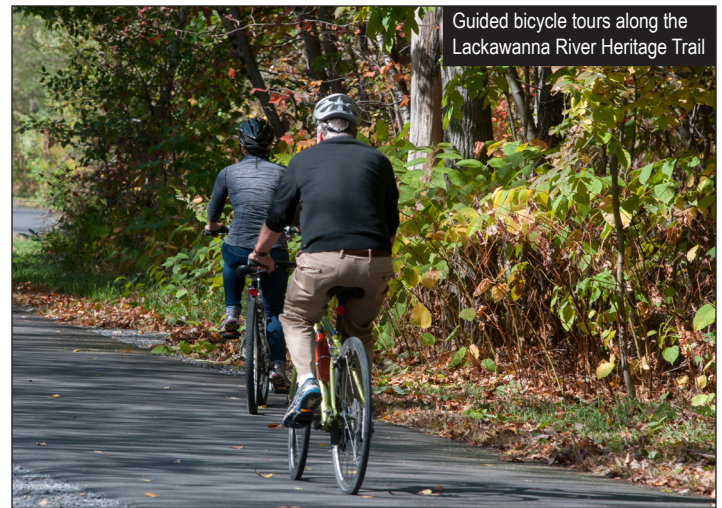
345 N. Washington Ave., Scranton, PA 18501
www.nacentertainment.com/cities/scranton

Since 1959, Broadway Theatre League of Northeastern Pennsylvania has welcomed many pre and post Broadway Tours and countless stars of stage and screen. Shows are presented in the historic Scranton Cultural Center at the Masonic Temple.

Houdini Tour & Magic Show

1433 N Main Avenue, Scranton, PA 18508
www.houdini.org

The Houdini Tour & Magic Show features professional magicians, guided tours of the museum’s collection in a 150-year old historic house, and rare film footage of Houdini doing escapes.



Overview of Local Assets continued...

Erie Lackawanna Dining Car Preservation Society

201 S. Blakely Street #333, Dunmore, PA 18512

www.eldcps.org

The Erie Lackawanna Dining Car Preservation Society operates train excursions and special events to support the restoration and operation of its historic railroad equipment.

Everhart Museum of Natural History, Science & Art

1901 Mulberry Street, Scranton, PA 18510

www.everhart-museum.org

Founded in 1908, the Everhart Museum is the largest public museum in Northeastern Pennsylvania. Located in scenic Nay Aug Park in Scranton's Hill Section, the Everhart houses 15 gallery spaces. The museum is dedicated to the education of its visitors in the disciplines of science, history, culture and art. Its collection includes a diverse array of artifacts, including American, Ancient and African art, fossils, and bird and mammal specimens. The museum's changing exhibit schedule features a range of visual artworks, historic and contemporary, as well as exhibitions on loan from other prominent institutions. The Everhart offers multi-generational programming focused on its collections and special exhibitions year-round.

The Iron Furnaces

159 Cedar Avenue, Scranton, PA 18504

www.anthracitemuseum.org

The historic Scranton Iron Furnaces in the south end of the city represent the early iron industry in the United States. The four massive stone blast furnaces are the remnants of a once extensive plant operated by the Lackawanna Iron & Steel Company.

Lackawanna Coal Mine

RD 1 Bald Mountain Rd McDade Park, Scranton, 18504

www.lackawannacounty.org/index.php/attractions/coal-mine

Go down in history – 300 feet beneath the surface of the earth in a restored hard coal mine. See where and how men and boys worked to fuel a nation and the conversion of our nation's economy from agriculture to industry.

Lackawanna County Electric City Trolley Museum

300 Cliff Street, Scranton, PA 18503

www.lackawannacounty.org/index.php/attractions/trolley-museum

Located on the Steamtown National Historic Site grounds in downtown Scranton, the Electric City Trolley Museum is housed in a restored, late 19th century mill building. The museum features interactive exhibits and displays, including vintage trolleys.

Lackawanna Historical Society

232 Monroe Avenue, Scranton PA 18510

www.lackawannahistory.org

The Lackawanna Historical Society is headquartered at the Catlin House in Scranton's Hill Section. The former residence of George H. Catlin, an early financier in the city, and his wife, Helen, the home is one of Scranton's architectural treasures.

Mohegan Sun Pocono

1280 Highway 315, Wilkes-Barre, PA 18702

www.mohegansunpocono.com

Mohegan Sun Pocono offers 1,203 slot machines. Two floors of gaming allow for smoking and non-smoking areas, plus each level has a bar with video poker. Visitors also enjoy casual and fine dining, as well as live harness racing on select days. Enjoy concerts and hockey at nearby Mohegan Sun Arena at Casey Plaza: mohegansunarenapa.com.

Overview of Local Assets continued...

Montage Mountain

1000 Montage Mountain Road
Scranton, PA 18505

shoppesatmontage.com, www.montagemountainresorts.com

Featuring the Shoppes at Montage and the Pavilion at Montage, visitors enjoy dining, shopping, nightlife, concerts and more. Montage Mountain is a short drive from downtown Scranton.

Scranton Cultural Center at the Masonic Temple

420 North Washington Avenue, Scranton, PA 18503

www.scrantonculturalcenter.org

The Scranton Cultural Center at the Masonic Temple is housed in one of the most glorious pieces of architecture to be found in Scranton, Pennsylvania. Originally built as the Masonic Temple and Scottish Rite Cathedral, the building is significant as an example of the work of architect Raymond M. Hood. Today the Scranton Cultural Center at the

Masonic Temple operates the facility as a regional performance and cultural hub. The Center serves as the residence for tours of Broadway musicals and national concert tours while hosting many of the area's top regional companies.

Steamtown National Historic Site

150 S Washington Ave., Scranton, PA 18503

www.nps.gov/stea

The only National Park solely dedicated to the history of steam railroading, and the people who made it happen, Steamtown NHS showcases steam locomotives, restored cabooses, freight cars and passenger coaches dating from the early 20th century. The 52-acre site boasts an active Locomotive Repair Shop and Roundhouse with an operational turntable, and a museum complex that includes a Visitor Center, History and Technology museums, and a 250-seat HD Surround-Sound theater. Throughout the year, visitors are welcome to enjoy the Park film, "Steel and Steam," take in the sites and observe the masterful restoration of classic rolling stock, representative of America's industrial past.

IV. Summit Venues

The Hilton Scranton & Conference Center and the Radisson at Lackawanna Station are the proposed summit venues. Located in historic downtown Scranton, both hotels can accommodate more than 200 people for general sessions, and both provide ample space for exhibits and educational programming. In addition, they are ADA accessible, and within a 5-10 minute walking distance of restaurants, pubs and eateries, trails and parks, and arts and entertainment venues.

The Hilton Scranton & Conference Center is just 7 miles from Wilkes-Barre/Scranton International Airport via complimentary shuttle. The hotel features a 24-hour business center with a range of professional technologies. The hotel's Scranton Conference Center accommodates corporate meetings and special events with more than 26,000 square feet of meeting space across 19 flexible rooms. The grand ballroom accommodates up to 872 guests and the hotel's amphitheater features 74 seats. Additional amenities

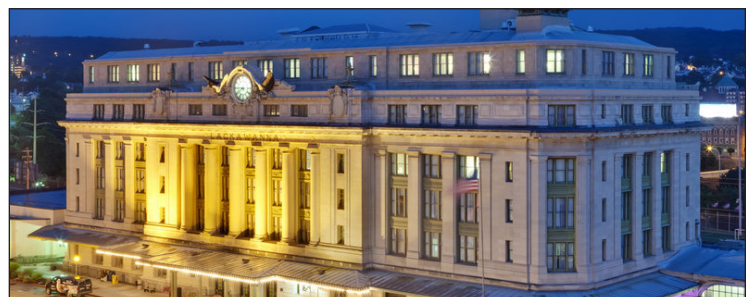
include a 24-hour fitness center, an indoor pool, and dining facilities include Trolley's Bistro, PJ's Pub, Casey's Corner, and the Coffee Bar. The Hilton is a partner in LHV's Bike-Scranton program, allowing hotel guests to borrow bicycles to tour the downtown and nearby trails.

The Radisson at Lackawanna Station Hotel is a six-story hotel that once served as a passenger train station. A neoclassical landmark, the Radisson not only adds to the grandeur of Scranton's historic downtown, but it is also on the U.S. National Register of Historic Places. Amenities include fully-renovated rooms and suites with custom artwork and marble-top furnishings and award-winning restaurants. Guests enjoy complimentary 24-hour airport shuttle service to and from Wilkes Barre/Scranton International Airport (AVP), free high-speed Internet access and an on-site fitness center, available 24 hours.

For more information, see attached proposals from the Hilton and Radisson.



Hilton Scranton & Conference Center



Radisson at Lackawanna Station

V. Summit Theme

The proposed theme for the 2017 Greenways and Trails Summit is “A Trail of Two Cities: Scranton to Carbondale,” in honor of the two major cities in the Lackawanna Heritage Valley.

Both cities played a significant role in shaping the nation’s history with the region’s railroad system, the discovery of anthracite coal in the late 1820s and the thriving iron and textile industries in Scranton. The Lackawanna River and the

Lackawanna River Heritage Trail connect these cities and surrounding communities. Participants who attend “A Trail of Two Cities: Scranton to Carbondale” will enjoy historic and recreational activities unique to this region, such as a heritage wine train from Scranton to Carbondale, historic walking tours in the downtown centers of each city, and nature hikes along the Scranton Riverwalk and the Carbondale Riverwalk, just to name a few.

VI. Topics/Speakers/Mobile Workshops

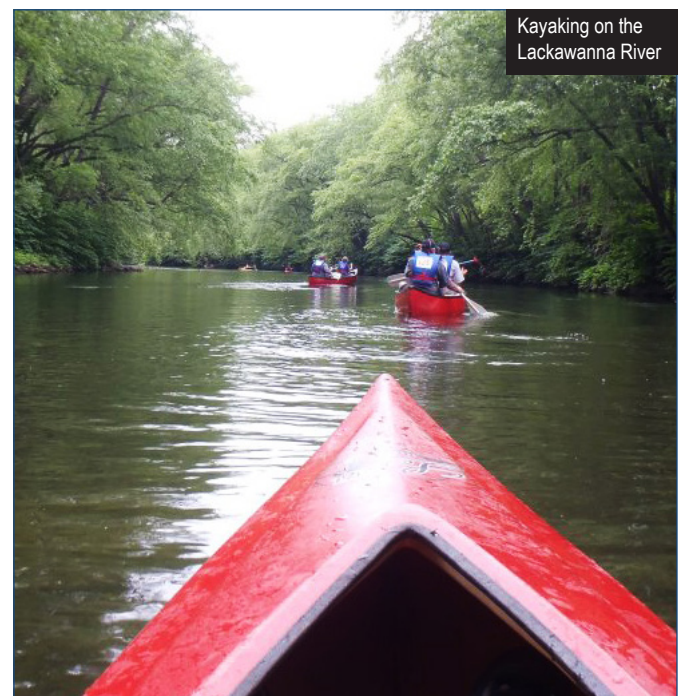
Potential Topics/Speakers

- **Keeping Our Trails Safe** – How LHV’s camera surveillance program gives trail users peace of mind, and gives vandals fair warning
- **Barrier Breakers** – Matt Byrne, founder of Scranton Running Company, shares the company’s success story, and the role Lackawanna River Heritage Trail plays in it
- **Water Trails** – Dave Buck explores the Susquehanna North Branch, the 2016 River of the Year
- **Tourism, Trails & You!** – A guide to tourism, marketing and promotion with the Lackawanna County Convention and Visitors Bureau
- **Creating, Promoting, and Marketing Mountain Biking Trails** with the Nature Conservancy
- **Co-locating Trails with Utilities: The Good, the Bad and the Ugly**, with Lynn Conrad, Executive Director of NEPA Rail-Trail Council
- **Extreme Physiology NEPA Edition**, a University of Scranton summer course with Terry Sweeney
- **Nay Aug Ave Natural Play Area** – Bringing Natural Play to Your Community with LHV Staff
- **Closing the Gaps** with D&L Staff

Mobile Workshops

Mobile Workshops will be offered on Sunday, and may include:

- **Kayaking** on the Lackawanna River
- Explore the “Secrets of the D&H” on an interpretive hike along the **D&H Rail-Trail**
- Lackawanna Heritage Valley **Ambassador Tour** featuring seven historic sites and attractions
- **Mountain biking** on Moosic Mountain
- Tour the Lackawanna River Heritage Trail on a bike provided through Lackawanna Heritage Valley’s bike share program, **BikeScranton**
- **Watershed ecology tour** along the Lackawanna River
- **Architectural walking tour** of historic downtown Scranton
- **“The Office” Walking Tour**
- **Trolley Trail walk** in the Abingtons



VII. Summit Agenda

Participants may choose one of three morning outing options:

Yoga on the Trail
Bike Around Scranton
Run Around Scranton

Sunday

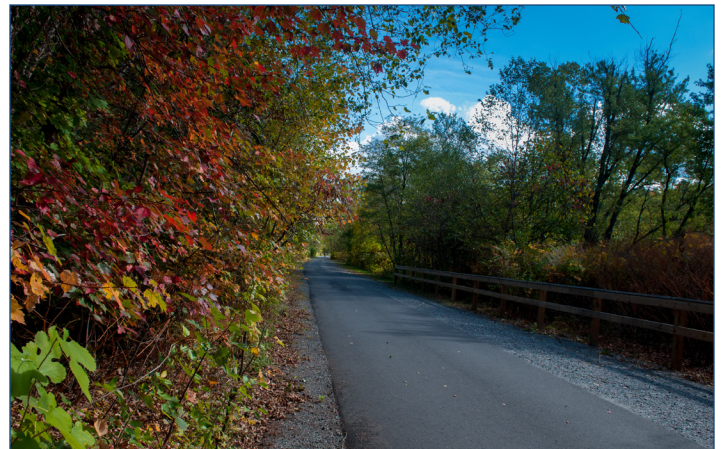
8:00 a.m. — 5:00 p.m. — Registration
9:00 a.m. — 3:30 p.m. — Mobile Workshops
5:00 p.m. — Reception
6:30 p.m. — Dinner

Monday (Exhibits open throughout the day)

6:00 a.m. — 8:00 a.m. — Morning Outings
(see options above)
7:30 a.m. — 5:30 p.m. — Registration
8:30 a.m. — 8:45 a.m. — Opening Remarks
8:45 a.m. — 9:45 a.m. — Keynote Presentation
(all attendees together)
10:15 a.m. — 11:30 a.m. — Panel & Presentation
(all attendees together)
11:30 a.m. — Lunch
12:45 p.m. — 5:15 p.m. — Education Sessions/Workshops
12:45 p.m. — 1:45 p.m. — 1-5 sessions
2:15 p.m. — 3:45 p.m. — 1-5 sessions
4:15 p.m. — 5:15 p.m. — 1-5 sessions
5:45 p.m. — Reception
6:30 p.m. — Dinner

Tuesday (Exhibits Open throughout the day)

6:00 a.m. — 8:00 a.m. — Morning Outings (see ideas above)
7:30 a.m. — 12:30 p.m. — Registration
8:15 a.m. — 12:30 p.m. — Education Sessions/Workshops
8:15 a.m. — 9:15 a.m. — 1-5 sessions
9:45 a.m. — 10:45 a.m. — 1-5 sessions
11:00 a.m. — 12:00 p.m. — 1-5 sessions
12:30 p.m. — Lunch
1:15 p.m. — 2:15 p.m. — General session
(all attendees together)
2:15 p.m. — 2:30 p.m. — Closing Remarks
(all attendees together)



VIII. Timeline

	Administration	Marketing & Promo	Mobile Workshop	Education	Social & Meals	Sponsorship Development	Logistics
March	Kickoff meeting for application - established applicant, theme, committee & assigned tasks. Solicited proposals from local venues. Brainstormed ideas for mobile workshops/tour leaders.						
April	Developed application. Committee meeting to review draft application. Submitted application.						
May							
June	Kickoff meeting with DCNR & PRPS. Confirm Subcommittees and members. Designate tasks. Press release announcing event hosts & committee.					Kickoff meeting with DCNR & PRPS.	Kickoff meeting with DCNR & PRPS
July	Organize and set agenda for monthly conference calls. Retain open line of communication with subcommittee leaders.						Review venue spaces. Establish type of spaces needed for general sessions, concurrent sessions, mobile workshops , meals, vendors, and logistics.
August	Ongoing		Continue to develop mobile workshops and tour leaders	Continue to develop potential topics & speakers	Brainstorm social events, venues, and meals.	Work with PRPS & DCNR on conference budget	Conduct site visits of potential conference venues.
September	Ongoing		Distribute survey.			Brainstorm potential sponsors	Confirm conference venue.
October	Ongoing	Review survey results and ideas generated from brainstorm sessions. Determine topics, speakers, mobile workshops, and social events.				Solicit sponsorships	
November	Ongoing	Develop marketing plan. Begin developing online & print marketing materials	Continue to develop mobile workshops and tour leaders	Based on survey results, begin contacting potential speakers	Contact venues identified for social events	Solicit sponsorships	
December	Ongoing	Continue developing marketing materials	Continue to develop mobile workshops and tour leaders	Continue to secure speakers	Contact venues identified for social events	Solicit sponsorships	
2017							
January	Ongoing	Finalize online & print marketing materials	Finalize target mobile workshop ideas	Continue to secure speakers	Finalize options for social events	Solicit sponsorships	Work with the committee to begin gathering volunteers for the conference.
February	Ongoing	Promote conference-websites, social media, press releases	Contact potential mobile workshop leaders	Continue to secure speakers		Solicit sponsorships	Assist Mobile Workshop committee with any logistical needs i.e. transportation, etc.
March	Ongoing	Continue to promote conference	Confirm mobile workshops	Continue to secure speakers		Solicit sponsorships	Finalize mobile workshop logistics
April	Ongoing	Continue to promote conference		Finalize speakers		Solicit sponsorships	Create draft agenda and program brochure
May	Ongoing	Continue to promote conference				Solicit sponsorships	Finalize agenda and program brochure
June	Ongoing	Distribute "Save the Date"					
July	Ongoing	Open Registration					
August							
September							
October							