



Explore
Schuylkill
Community Report

2020–2021



One Progress Circle
Suite 100
Pottsville, PA 17901
570-622-7700
www.schuylkill.org

Special Thanks.

Our deepest appreciation and thanks to our legislature's public investment in the tourism industry.

We are grateful for tourism's hotel tax revenue designation as it allows us to invest in economic development with tourists' dollars, not local dollars. Tourism pays for itself and as careful stewards, we enjoy the privilege of providing partner services, increasing visitation and diversified economic investment, and marketing Schuylkill County by telling her stories to the outside world.

State Legislators

Senator David Argall
100 North Centre Street
Pottsville, PA 17901
(570) 621-3400
Fax: (570) 622-6629

Hon. Joe Kerwin
15 E. Main Street
PO Box 95
Schuylkill Haven, PA 17972
(570) 385-8235

Hon. Jerry Knowles
202 E. Broad Street
Tamaqua, PA 18252
(570) 668-1240
Fax: (570) 952-3374

Hon. Tim Twardzick
128 S Lehigh Ave
Frackville PA 17931
(570)794-4039
Fax: (570) 874-5201

County Commissioners

Barron L Hetherington, Chairman
George F. Halcovage Jr., Commissioner
Gary J. Hess, Commissioner
401 N. Second St. Pottsville, PA 17901
(570) 622-5570
Fax: (570) 628-1210

County Treasurer

Linda L. Marchalk
401 N. Second St. Pottsville, PA 17901
(570) 622-5570
Fax: (570) 628-1210

Partners & Supporters

Senior Advisory Board Members Robert Carl, David Crouse, Jerry Enders, Joan Goodman, Patrick McKinney, and Noreen O'Boyle

1874 Tamaqua Railroad Station
18 North Railroad St., Tamaqua, PA, 18252

Senator James J. Rhoades Municipal Center Building
39 West Centre Street, Mahanoy City, PA 17948

Locust Lake State Park, Tuscarora State Park, Swatara State Park, Sweet Arrow Lake County Park, Schuylkill Conservation District, Weiser State Forest, Schuylkill River Greenways, Schuylkill County Conservancy, Schuylkill County Sportsmen's Association, SEDCO, Tamaqua Area Community Partnership.

City of Pottsville, Boroughs of Ashland, Auburn, Coaldale, Cressona, Deer Lake, Frackville, Gilberton, Girardville, Gordon, Landingville, Mahanoy City, McAdoo, Mechanicsville, Middleport, Minersville, Mount Carbon, New Philadelphia, New Ringgold, Orwigsburg, Palo Alto, Pine Grove, Port Carbon, Port Clinton, Ringtown, Schuylkill Haven, Shenandoah, Saint Clair, Tamaqua, Tower City, Tremont, and the Townships of Barry, Blythe, Branch, Butler, Cass, Delano, East Brunswick, East Norwegian, East Union, Eldred, Foster, Frailey, Hegins, Hubley, Kline, Mahanoy, New Castle, North Manheim, North Union, Norwegian, Pine Grove, Porter, Reilly, Rush, Ryan, Schuylkill, South Manheim, Tremont, Union, Upper Mahantongo, Walker, Washington, Wayne, West Brunswick, West Mahanoy, West Penn.

Greeting.

Dear Schuylkill County Tourism Partner,

Fifty-eight years ago we became your designated tourism promotion agency working to bring visitors and their dollars to Schuylkill County. Over that time, the tourism industry continues to change and so do we, but one thing remains the same: we're telling our community's stories.

As we close another tumultuous year on the books, we know the only constant is change. Covid-19 has upended the tourism industry as well as the entire U.S. economy. Explore Schuylkill has weathered the storm thus far via our prudent emergency reserves set aside over time by our responsible stewardship of funding. We look forward to the 2021-22 fiscal year with hope as the economy recovers.

We feel good about how our destination has weathered the storm. Tremendous change also brings innovation, opportunity, and growth potential, and Explore Schuylkill is up to the challenge. We are blessed with a dedicated team of employees and a dedicated board of directors who will work alongside our community partners to keep growing Schuylkill County's tourism industry.



Schuylkill County continues to be a convenient outdoor recreation destination providing a fun, uplifting experience to a variety of people. It's a place where historic town escapes couple beautifully with woodland adventures. Our rural location, rich history, unique attractions, handcrafted beverages, exquisite foods, and lush mountains afford us the ability to offer the authentic travel experience visitors crave, especially in the new landscape.

While telling our stories to the heritage tourist and outdoor enthusiast market, we continue to intrigue people about Schuylkill County – both here and from a distance. We've watched hotel occupancies stabilize and look forward to growth. Our robust social media strategy enjoys a significant following as we continue to invest in high emotion storytelling and imagery through video and content that resonates with eager travelers. Our promotions continue to move the needle in our favor. More visitors –and their dollars– will again find their way to our many attractions and events, restaurants, and lodging facilities.

Thanks to the work of our dedicated Board of Directors, Senior Advisory Board, and industry partners, we continue to grow, make larger financial investments in evergreen content, and create a larger impact as one component of our county's comprehensive economic development plan. We continue to move forward telling Schuylkill County's stories and competing as a unique Pennsylvania destination, and are excited to be in partnership with you.

Sincerely,

Regina M. Gargano

Board of Directors.



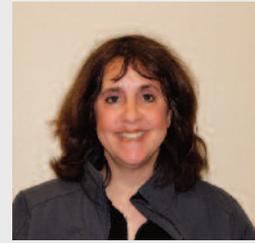
Troy Jochems
President
Hope Hill
Lavender Farm



Chastity Moran
Vice-President
Pioneer Tunnel
Coal Mine



Mandy Fitzpatrick
Secretary/Treasurer
Schuylkill County's
VISION



Debbie Altobelli
Yuengling Brewery
Museum & Gift Shop



Samantha Chivinski
Schuylkill Chamber
of Commerce



Allyson Chryst
Maid's Quarters Bed,
Breakfast & Tearoom



Jeanne Elberfeld
Schuylkill County's
VISION



Sandy Hess
Hess Catering



Hellen Kocur
Holiday Inn
Express



Holly Konkus
Stone Mountain
Wine Cellars



Stephanie Premich
Mud & Maker



John Ross
Tamaqua Station
Restaurant

Senior Advisory Board



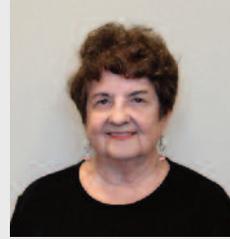
Robert Carl
Schuylkill Chamber
of Commerce
Staff



David Crouse
3C's Family
Restaurant



Jerry Enders
Jerry's Classic Cars &
Collectibles Museum



Joan Goodman
Kaier Mansion
Bed & Breakfast



Patrick McKinney
Schuylkill
Conservation District



Noreen O'Boyle
Holiday Inn
Express



Regina Gargano
Executive Director



Vanessa Gerhard
Administrative
Coordinator



Keri Johnson
Communications
Coordinator

Community Investments.

In these difficult and uncertain times, we are fortunate to continue making a number of community investments with our members in Schuylkill County and around our region of East Central Pennsylvania. Many of these investments are ongoing in nature, have been occurring for many years, and will hopefully continue for many more. Schuylkill County is successful because we all work so well in collaboration and partnership.

- 2021 Visitors Guide Provided for FREE – a \$29,000 tourism industry marketing investment designed to drive customers to our members and promote the community as an amenities-rich outdoor recreation destination. We create & print 100,000 copies & market the guide electronically, via our website, mobile website, & social media. Our printed guide is distributed on turnpikes & rest areas including Dauphin, Cumberland, Susquehanna, Luzerne, Lehigh, Chester, Centre, Pike, Bucks, Philadelphia, Columbia, Montour & more. It is also distributed at PA Welcome Centers including PA Welcome Center at Dutch Country PA/MD, PA Welcome Center at the Lehigh Valley PA/NJ, and PA Welcome Center at Endless Mountains PA/NY.
- Optimized Website In Process - When completed, this project will accurately convey our brand's message while offering our target audience an exceptional and engaging user experience by utilizing responsive design, increased online interaction, social media and video integration, and visitor statistics, metrics, and tracking.
- Member and Partner Covid-19 support, resources, and assistance - Explore Schuylkill continued to provide current, timely, user-friendly information and hands-on support for all Covid-19 assistance programs without inundating an already beleaguered tourism industry and our partners. In addition, in an effort to aid our partners, we put our money where our mouth is and provided a free year of membership benefits to all our current members in good standing.
- Customizable Historical Walking Tours of Pottsville & John O'Hara's Gibbsville. Expansion of cool Road Trips and Trails itineraries designed with timeliness and flexibility.
- Continued development of relationships with media influencers to increase media reach and coverage.
- Ever-growing Craft Beverage Trail- Designed drive visitation to and build awareness of each of its member locations by featuring this successful and growing segment of tourism. Trail currently consists of nine wineries, three distilleries, and four breweries.
- Evolve Schuylkill County's brand building value and showcasing destination authenticity. Explore Schuylkill, where your woodland escape and historic town adventures come together naturally serves multiple themes and partners and fosters mutually beneficial, cohesive evergreen work across the community.
- Continuous Expansion Video Library- Continuing to expand and create short new videos designed specifically for marketing and socials to add to our current series of over 34 different local attractions, events, and experiences which present viewers with an intriguing glimpse of a destination that is truly an American Original.
- Continuous Digital Way-finding System Enhancement – Continuous expansion including scan to mobile access to this system is designed to increase visitor spend, provide member connectivity, and move people and revenue around Schuylkill County.
- Evergreen content designed to resonate including Top 10 Things to do in Schuylkill County, Top 10 Things for Kids to do in Schuylkill County, Schuylkill New Year's Resolution List, Explore Schuylkill Passport to Adventure, 5 Reasons to Visit Schuylkill County, The Schuylkill Foodie List, Local Shopping, To-do, and more.
- Continuation of numerous event sponsorships, co-ops, funding opportunities, marketing support, and assistance to organizations throughout the county & region during Covid-19. For all members and partners who had to postpone and cancel, we did not request refunds but instead asked that they keep the sponsorship dollars in the hopes that we can support them in continuing their missions and keeping community events ongoing in the future. This includes but is not limited to: Girardville Saint Patrick's Day Parade, Schuylkill Haven Island Park, Sweet Arrow Lake County Park, Hawk Mountain, Schuylkill County Wine Festival, Schuylkill County Historical Society, DSI, TACP/TCAC/Tamaqua Chamber, Block of Art, Yuengling Light Lager Jogger, Spooky Schuylkill 5k, Arts Barn, Walk In Art Center, Schuylkill County Fair, Folk Art & Culinary Festival, Schuylkill River Sojourn, Valley View Park, Celebrate Schuylkill Spirit of the Holidays, and many more.
- Visitor Resources, customizable itineraries, maps, and all related resources.
- Increased industry membership and partnerships for our members.

Membership.

Members are the heart and soul of Explore Schuylkill! After all, they comprise Schuylkill County's tourism product; therefore, they are the reason we exist. We can't showcase Schuylkill County's tourism product and tell our story if there's nothing to showcase and no story to tell.

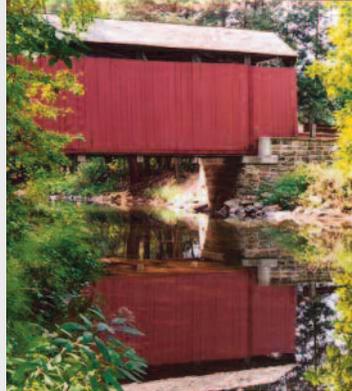
We are grateful for your partnership.

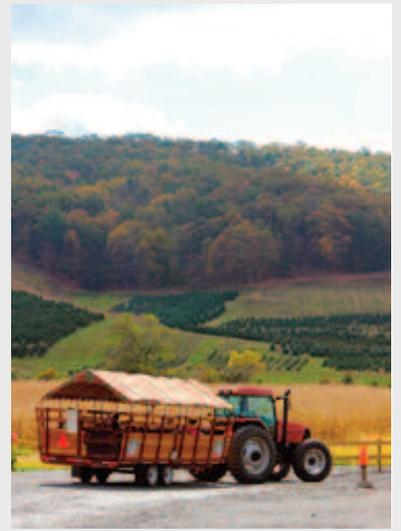
3 C's Family Restaurant	Greater Shenandoah Area Historical Society	May's Drive In	Schuylkill County Conservancy
AAA Schuylkill County	Hampton Inn at Pine Grove	Mimm's Country Inn	Schuylkill Conservation District
Alchemist's Cove Games & Comics	Hawk Mountain Sanctuary	Momma Millie's Bakery	Schuylkill County Council for the Arts
Alvernia University Schuylkill Center	Hegins Valley Arts & Craft Faire	Mountain Valley Golf Course	Schuylkill County Fair Association
Annual Girardville St. Patrick's Day Parade	Heisler's Cloverleaf Dairy Inc	Mud and Maker	Schuylkill County Historical Society
Armstrong Valley Winery	Hess Catering Inc.	Murphy Jewelers Of Pottsville	Schuylkill County's Vision
The Art of Escape	Hidden Valley Golf Course	The Nature and Discovery Store	Schuylkill County Wine Festival
Arts Barn, The Gallery & Education Center	Hillbilly Hooch	No. 9 Mine & Museum	Schuylkill Country Club
Ashland Mother's Memorial	Hillside SPCA	Old White Church Preservation Committee	Schuylkill River Greenway Association
Ateeco Inc. - Mrs. T's Pierogies	Holiday Inn Express And Suites	O'Neals Pub	Schuylkill Transportation System
Beehive Hair Salon	Hometown Farmers Market	Orwigsburg Historical Society & Museum	Schuylkill YMCA
Berkshire Hathaway Home Service	Hope & Coffee	Our Haven Foundation	Scottdee's Catering
Home Sale Realty	Hope Hill Lavender Farm LLC	Our Town Foundation	Shade Mountain Winery
Benigna's Creek Vineyard & Winery	Hydrangea Cottage Tea & Gifts	Palestinian Orthodox Church Of America Chancery	Stoker's Brewing Company
Black Rock Brewing Company	Inn at Birch Wilds	Peace Frog Natural Foods	Stone House Bed & Breakfast
Brickhouse Grill	Island Committee Inc	Penn State Schuylkill	Stone Mountain Wine Cellars
Buddy's Log Cabin Family Restaurant	Jack Azz Distilling	Penn State Master Gardeners	Strike Zone Alleys
Bum's Rush Restaurant & Pub	Jerry's Classic Car & Collectibles Museum	Pine Lanes Bowling Center	Summer Valley Guest House
C & C Candies And Country Store Inc	Joan Goodman Real Estate	Pioneer Evergreen Farms	Susquehanna Heartland Wine Trail
CACL Federal Credit Union	Johannes Schwalm Historical Association Inc.	Pioneer Pole Buildings	Tamaqua Area Chamber of Commerce
Camp-A-While Campground	Kaier Mansion Bed & Breakfast	Pioneer Tunnel Coal Mine	Tamaqua Community Art Center
Cellar Beast Winehouse	Ken's Tire Inc.	Pottsville Business Association	Tamaqua Historical Society
Christmas Pines Campground	King Cole Winery	Pottsville Commission on Tourism	Tamaqua Station Restaurant
City of Pottsville	Kline Brothers Auto Body Shop	Pottsville Diner	Tamaqua SOS
Comfort Inn & Suites	Kowalonek's Kielbasy Shop	Pottsville Free Public Library	Valley View Park Association
Country Inn & Suites	L & K Construction	Pottsville Lions Club	Veterans of The Vietnam War Post # 29
Crimson House	Catalpa Grove at Lakewood Park	Pottsville Motor Inn	Vintage 61 Storehouse
Crystal Cave	Lake Wynonah Property Owners Association	Pressed Coffee & Books	Vist Bank
Demmergraphics Screen Printing	Lasting Legacy for Pottsville	R & J Transportation Inc	Vito's Coal Fire Pizza & Restaurant
Downtown Shenandoah Inc.	Laurel Lake Campsites	Rausch Creek Trailriders	Werner Lumber Company
Drasdis and Son Clothier	Leesport Farmers Market Inc.	Red Lion Cafe	Walk In Art Center
Eastern Press Quality Printing	Lehigh Gorge Scenic Railway	Red Ridge Lake Campground	Wanamaker, Kempton, & Southern Railroad
Echo Valley Campground Inc.	Lehigh Valley Wine Trail	Red Shale Ridge Vineyards	The Washington Hotel
Evans Delivery Company	Lessie's Garden Greenhouse & Gift Shop/Avenues	Revere Brewery	Wheel Restaurant
Fairlane Village	Lewis General Store	Roman Delight	White Birch Golf Course
Famous Reading Outdoors LLC	Lisa's Floral Expressions & Marketplace	Republican Herald	Whitewater Rafting Adventures Inc
Fieldwood Winery LLC	Long Trout Winery	Roma Pizzeria & Restaurant	Wilkes-Barre/Scranton International Airport-AVP
Fighter's Heaven	Made In PGA	Rosemount Camping Resort	Yocko's
Forget-Me-Not Florist	Maids' Quarters Bed, Breakfast, & Tea Room	Schaeffer's Harley-Davidson Sales & Services	Yuengling Brewery Museum & Gift Shop
Frackville Business & Professional Association	Main Street Moonshine	Schuylkill Ballet Theatre	
Friedensburg Country Restaurant	Manheim Diner	Schuylkill Chamber of Commerce	
Gabriel Chamber Ensemble	Majestic Theater	Schuylkill Choral Society	
Galen Glen Vineyard & Winery		Schuylkill County Airport	
Good Intent Hose #1		Schuylkill County Board of Realtors	
Greater Schuylkill Haven Area Business Association			

Professional Affiliations.

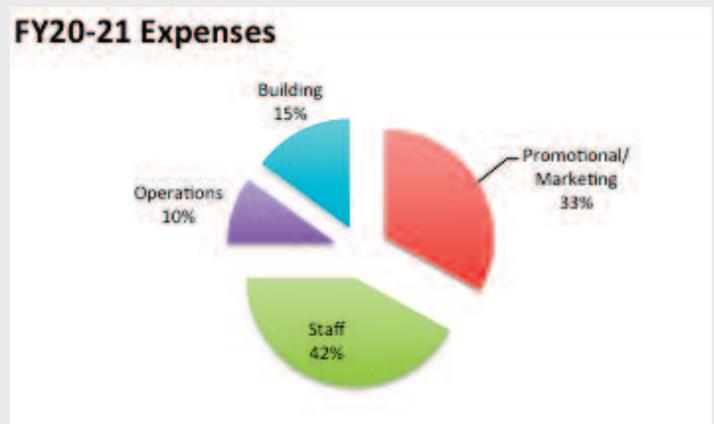
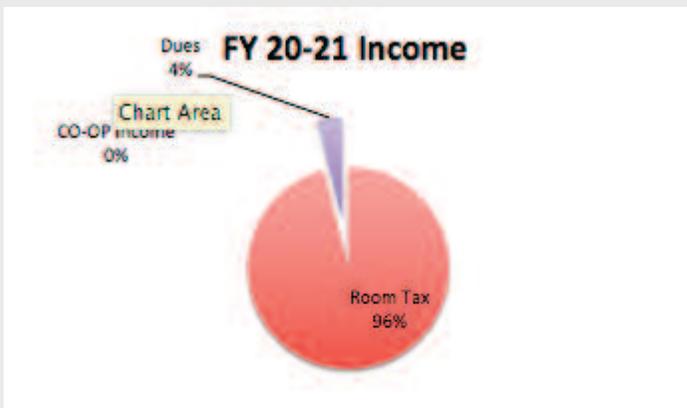
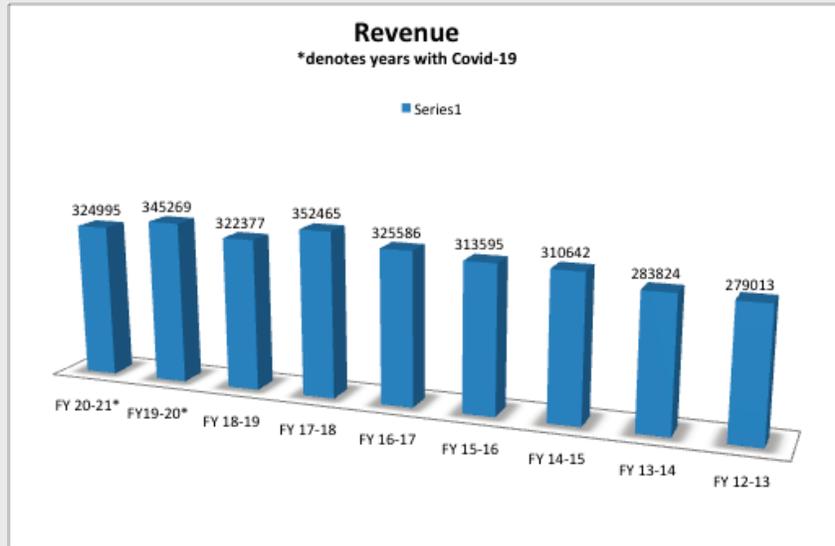
Explore Schuylkill realizes that our tourism industry partners need as many resources as they can possibly get in today's competitive industry environment and that's why we subscribe to an extensive list of professional affiliations that are key components to our destination product. We bring the benefits of these relationships to our partners and keep costs at a minimum.







Performance.



Travel Economy Impacts

YEAR	Total Travel Demand	Employment	Labor Income	State & Local Taxes	Federal Taxes
2019	\$222.10	1504	\$48.20	\$11.90	\$11
2018	\$216.50	1498	\$45.80	\$11.30	\$10.20
2017	\$215.90	1498	\$45.30	\$11.20	\$10.30
2016	\$215.80	1453	\$42.90	\$11.20	\$10.30
2015	\$217.40	1446	\$46.70	\$11.40	\$10.80
2014	\$209.50	1402	\$38.90	\$10.40	\$9.60
2013	\$196.40	1220	\$38.30	\$10.40	\$9
2012	\$195.70	1203	\$36.90	\$10.30	\$8.80
2011	\$176.30	1177	\$35.30	\$9.30	\$8.20
2010	\$159.20	1165	\$33.10	\$8.60	\$7.70

*Source PADCED, Office of Tourism

**All dollar amounts in millions

Media Partnerships.

With tight media and ad budgets, public relations is more important than ever. It's a cost effective way of getting information about Schuylkill County out to the media, our target audiences, and our community. Social media, in particular, is extremely effective for us. However, we are fortunate to have many media partners that support the tourism industry and its economic impact in Schuylkill County. Their contribution, support, and partnership make it possible for us to continue to tell Schuylkill County's story.



Standard~Speaker





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