Schuylkill County Visitors Bureau
Community Report
2018–2019

One Progress Circle
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 sharing as it allows us to invest in economic development with tourists' dollars. Tourism pays for itself and as careful stewards, we enjoy the privilege of providing partner services, increasing visitation and 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. Michael Tobash
988 East Main Street
Schuylkill Haven, PA 17972
(570) 385-8238

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

Hon. Neal P. Goodman
39 West Centre Street
Mahanoy City, PA 17948
(570) 773-3075
Fax: (570) 773-3105

County Commissioners

George F. Halcovage Jr., Chairman of Commissioners
Frank J. Straudenmeier, 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, Jerry Enders, Joan Goodman, and Patrick McKinney

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.

Dear Schuylkill County Tourism Partner,

Fifty-six 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 successful year on the books, we know the only constant is change, and we embrace its potential to continue growing Schuylkill County’s tourism industry. Some changes were visible and some not so visible. Investments continue to made in our website, digital way-finding systems, and databases. Our board implemented and is executing a strategic plan that focuses on visitor experience and increased partnerships. Both our video storytelling and our evergreen marketing are compelling. Our Senior Advisory Board, designed to serve our industry through experience and knowledge while fostering innovation and change with new members, is growing.

Schuylkill County continues to be a convenient destination for a fun, uplifting experience to a variety of people. Discovering historic towns couples beautifully with woodland adventures. Our rich history, unique attractions, hand-crafted beverages, exquisite foods, and lush mountains afford us the ability to offer an authentic travel experience visitors crave, especially the heritage tourist.

While telling our stories to the heritage tourist and outdoor enthusiast market, we’ve managed to make more people aware of Schuylkill County – both here and from a distance. Hotel occupancies continue to rise. Our robust social media strategy enjoys a significant following as we continue to invest in high emotion storytelling and imagery through video. Our promotions continue to move the needle in our favor. More visitors -and their dollars- continue to find their way to our many attractions and events, restaurants and lodging facilities. Our industry continues to grow.

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 advertising, 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 Gargano

Regina Gargano
Board of Directors.

James G. Caravan, Esq.
President
Lewis, Williams & Caravan

Brian Hansbury
Vice-President
SEDCO

Robert Carl
Treasurer
Schuylkill Chamber of Commerce

Chastity Moran
Secretary
Pioneer Tunnel Coal Mine

Debbie Altobelli
Yuengling Brewery Museum & Gift Shop

David Crouse
3C's Family Restaurant

Allyson Chryst
Maid' Quarters Bed, Breakfast & Tearoom

Sandy Hess
Hess Catering

Kathy Hubble
Stone Mountain Wine Cellars

Troy Jochems
Hope Hill Lavender Farm

Noreen O'Boyle
Holiday Inn Express

Stephanie Premich
Mud & Maker

Senior Advisory Board

Jerry Enders
Jerry's Classic Cars & Collectibles Museum

Joan Goodman
Kaier Mansion Bed & Breakfast

Patrick McKinney
Schuylkill Conservation District

Staff

Regina Gargano
Executive Director

Vanessa Gerhard
Administrative Coordinator

Keri Johnson
Communications Coordinator
Community Investments.

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 and will hopefully continue for many more. Schuylkill County is successful because we all work so well in collaboration and partnership.

♦ Visitors Guide- a marketing investment designed to drive customers to our members and promote the community as an amenities-rich outdoor recreation destination has grown to 60 pages. We create & print 100,000 copies of the Schuylkill County Visitors Guide & 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.

♦ Growing Senior Advisory Board- Created to provide sustainability by further cementing former board members' long-term experience, competence, supervision, excellence, and leadership of county tourism, our senior advisory board continues to grow and assist in retaining talent.

♦ Customizable Historical Walking Tours of Pottsville & John O'Hara's Gibbsville

♦ Craft Beverage Trail- designed to drive visitation and to build awareness of each of its member locations by featuring this successful and growing segment of tourism. Trail currently consists of eight wineries, one distillery, and 4 breweries.

♦ Created a tourism survey designed to gather information to assist a partnered effort in determining a brand for Schuylkill County. The purpose of the survey is to gather information that aids in the development of a brand that builds value for and showcases Schuylkill County's authenticity as a destination.

♦ Key Lead Partners in Pottsville Economic Strategic Revitalization Plan Pottsville Hotel Study based primarily on tourism, livable communities, and art.

♦ Video Project- Continuing to expand and create new videos to add to our current series of over 28 different local attractions, events, and experiences which present viewers with an intriguing glimpse of a destination that is truly an American Original. We utilize the videos to market the county to attract tourists and feature messaging that leads audiences to higher engagement in a compelling and powerful way. We made the video series available to any and all partners throughout the region to utilize the video series to showcase the county, educate their partners, and spread the good news that there is plenty of fun to be had in Schuylkill County.

♦ State of the Art Digital Way-finding Kiosk system– Continuous expansion to this project which is designed to increase visitor spend, provide member connectivity, and move people and revenue around Schuylkill County. It also assists in gathering crucial visitor data such as zip code, most searched categories of interest, number of visitors to a location, and more.

♦ Evergreen marketing featuring Top 10 Things To Do in Schuylkill County, Top 10 Things for Kids To Do in Schuylkill County, Schuylkill New Year's Resolution List, Schuylkill Summer Passport to Fun.

♦ Numerous event sponsorships, co-ops, funding opportunities, marketing support, and assistance to organizations throughout the county & region. Including, but not limited to: Schuylkill Haven Island Park, Sweet Arrow Lake County Park, Hawk Mountain, Schuylkill County Wine Festival, Pottsville On Tap, The Great Pottsville Cruise, Winterfest, DSI, TACP/TCAC/Tamaqua Chamber, Block of Art, Yuengling Light Lager Jogger, Halloween Hustle 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

♦ Increased industry membership and partnerships

♦ SkooCal- partner sponsors and direct link for SkooCal, the free, premier online event calendar resource for the community.

♦ Itineraries- provide customizable itineraries and related resources
Membership.

Members are the heart and soul of the Visitor’s Bureau! 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.

1787 Brewing Company
3 C’s Family Restaurant
AAA Schuylkill County
Alchemist’s Cove Games & Comics
Alvernia University Schuylkill Center
Annual Girardville St. Patrick’s Day Parade
Anthracite Outdoor Adventure Area
Armstrong Valley Winery
The Art of Escape
The Arts Barn
Ashland Area Chamber Of Commerce
Ashland Mother’s Memorial
Ateeco Inc. - Mrs. T’s Pierogies
Beehive Hair Salon
Berkshire Hathaway Home Service
Home Sale Realty
Benigna’s Creek Vineyard & Winery
Brickhouse Grill
Buddy’s Log Cabin Family Restaurant
C & C Candies And Country Store
CACL Federal Credit Union
Camp-A-While Campground
Christmas Pines Campground
City of Pottsville
Comfort Inn & Suites
Country Inn & Suites
Crimson House
Crossroads Inn
Crystal Cave
Demmergraphics Screen Printing
Downtown Shenandoah Inc.
Eastern Press Quality Printing
Echo Valley Campground Inc.
Ellen’s Gourmet Baskets
Evans Delivery Company
Fairlane Village Mall
Famous Reading Outdoors
Fieldwood Winery
Fighter’s Heaven
Forget-Me-Not Florist
Frackville Business & Professional Association
Frackville Rotary Club
Friedensburg Country Restaurant
Gabriel Chamber Ensemble
Galen Glen Vineyard & Winery
Gaudenzia Pottsville Outpatient
Good Intent Hose Company #1 of Llewellyn
Gramma’s Family Dining
Greater Schuylkill Haven Area Business Association
Greater Shenandoah Area Historical Society
Hampton Inn at Pine Grove
Hawk Mountain Sanctuary
Healthy Habits National Market
Heisler’s Cloverleaf Dairy
Hess Catering
Hidden Valley Golf Course
Hillside SPCA
Holiday Inn Express And Suites
Hometown Farmers Market
Hope Hill Lavender Farm
Inn At Birch Wilds
Island Committee
It’s Just Barbecue
Jack Azz Distilling
Jerry’s Classic Car & Collectibles Museum
Joan Goodman Real Estate
Johannes Schwalm Historical Assn.
Kaier Mansion Bed & Breakfast
Ken’s Tire Inc.
King Cole Winery
Kline Brothers Auto Body Shop
Kowalonek’s Kielbasy Shop
L & K Construction
Lakeside Ballroom
Catalpa Grove Event Venue
Lake Wynnohn Homeowners Assn.
Lasting Legacy for Pottsville
Laurel Lake Campsites
Leesport Farmers Market
Lehigh Carbon Community College
Lehigh Gorge Scenic Railway
Lehigh Valley Wine Trail
Leslie’s Garden Greenhouse & Gift Shop/Avenues
Lodge at Sharp Mountain
Long Trout Winery
Lori’s Angels
Made in PGA
Mahanoy Area Historical Society
Maid’s Quarters Bed, Breakfast, & Tea Room
Manheim Diner
Majestic Theater
Mimm’s Country Inn
Momma Millie’s Bakery
Mountain Valley Golf Course
Mud and Maker
Murphy Jewelers of Pottsville
Myrtle May’s Café
The Nature And Discovery Store
No. 9 Mine & Museum
Old White Church Preservation Committee
O’Neals Pub
Orwigsburg Business and Professional Association
Orwigsburg Historical Society & Museum
Our Town Foundation
Palestinian Orthodox Church of America Chancery
Peace Frog Natural Foods
Penn State Schuylkill
Penn State Master Gardeners
Pine Grove Comfort Inn
Pine Grove Pilot Travel Center
Pine Lanes Bowling Center
Pioneer Evergreen Farms
Pioneer Pole Buildings
Pioneer Tunnel Coal Mine
Pottsville Business Association
Pottsville Commission on Tourism
Pottsville Free Public Library
Pottsville Lions Club
Pottsville Motor Inn
Pressed Coffee & Books
Pristine Green Cleaning Service
R & J Transportation
Ramada Inn
Rausch Creek Trailriders
Reading Baseball
Red Lion Cafe
Red Ridge Lake Campground
Red Shale Ridge Vineyards
Revere Brewery
Roman Delight
Republican Herald
Roma Pizzeria & Restaurant
Rosemount Camping Resort
Schaeffer’s Harley-Davidson
Schuylkill Ballet Theatre
Schuylkill Chamber of Commerce
Schuylkill Choral Society
Schuylkill County Airport
Schuylkill County Board of Realtors
Schuylkill County Conservancy
Schuylkill Conservation District
Schuylkill County Council for the Arts
Schuylkill County Fair Association
Schuylkill County Historical Society
Schuylkill County’s Vision
Schuylkill County Wine Festival
Schuylkill Country Club
Schuylkill Keep It Pretty
Schuylkill River Greenway Association
Schuylkill Transportation System
Schuylkill YMCA
Scottdee’s Catering
Stoker’s Brewing Company
Stone House Bed & Breakfast
Stone Mountain Wine Cellars
Strike Zone Alleys
Subway
Summer Valley Guest House
Susquehanna Heartland Wine Trail
Tamaqua Area Chamber of Commerce
Tamaqua Community Art Center
Tamaqua Historical Society
Tamaqua Station Restaurant
Tamaqua SOS
Valley View Park Association
Veterans of the Vietnam War Post # 29
Vintage 61 Storehouse
Vist Bank
Vito’s Coal Fire Pizza & Restaurant
Werner Lumber Company
Walk In Art Center
Wanamaker, Kempton, & Southern Railroad
Wheel Restaurant
White Birch Golf Course
Whitewater Rafting Adventures
Wilkes-Barre/Scranton International Airport-AVP
Winterwalk Train Display & Gift Shop
Wooden Keg Tavern
Yuengling Brewery Museum & Gift Shop
Professional Affiliations.

The Schuylkill County Visitor’s Bureau 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**

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*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.