

Slatington Trailhead Visitor Center (Awarded 2018)

Northern Lehigh Recreation
Authority
125 S. Walnut Street
Slatington, PA 18080

Lehigh Valley Greenways Conservation Landscape

SUCCESS STORY



FUNDING

Grant Award:
\$2,721.87

Match:
\$4,717.77

Total Project Cost:
\$7,439.64

PARTNERSHIP IS KEY

The establishment of the Slatington Welcome/Visitor Center would not have been possible without the full commitment of the Venture Group, which oversees the maintenance and continued improvement of the facility and the Borough of Slatington, which empties trash regularly throughout the Center's operating

SUMMARY

Opening the Slatington Trailhead Visitor Center made a bold statement to both the Northern Lehigh community and to area trail users that Slatington is a welcoming and trail friendly town. The project involved staffing and maintaining the center for 26 weeks during the height of the summer / fall season and was done in partnership with the Venture Group, an organization comprised of Northern Lehigh area non-profit organizations that are committed to the success of the D & L Trail and the Slatington Trailhead.

CHALLENGE

Northern Lehigh wanted to create a community known to support hikers, bikers, and anglers and to promote the trail use to its citizens as a resource to be protected, celebrated and used.

The goal of the Visitor Center was to improve our trail and trailhead, and to promote further economic development and community programs as we sought to become the D&L's first Trail Town.



SOLUTION

The project achieved its objective to provide, educate and connect people to the D & L, and the many other trail opportunities in Northern Lehigh while promoting healthy living, recreation, and knowledge and understanding of the region's wonderful natural resources and recreational opportunities.

The Visitor Center was open from May through October on weekends during the time of day- between 9:00 am and 2:00 pm, when the trail and trailhead were observed to be busiest. The Visitor Center Attendant (renamed Ambassador) interacted with trail users and residents and proved to be a true ambassador for the trail community, as well as for businesses in Slatington and Walnutport by encouraging trail users to visit local shops, stores and restaurants.

RESULTS

The Slatington Trailhead was able to open and remain staffed during weekends for the busiest time of year for the trail. The Staff was able to educate the public on all things D&L as well as other programs offered by Northern Lehigh Recreation Authority.

Contact



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