

2012 Fayette County Tourism Grant Program Recipients & Project Descriptions

1. **Allegheny Trail Alliance** (*Marketing*) - **\$5,000**

Contact: Linda McKenna Boxx

The ATA is a coalition of trail organizations dedicated to building, maintaining and managing the Great Allegheny Passage, a tourist attraction in the Laurel Highlands that boasts local, national and international visitors. This unique and scenic trail connects Pittsburgh to Cumberland, MD, then onto Washington D.C. In 2011, the GAP hosted over 800,000 visitors. This grant will be used to maintain the ATA website and to reprint the yearly-updated trail map/brochure for the Great Allegheny Passage.

2. **Brownsville Area Revitalization Corporation** (*Marketing*) - **\$7,500**

Contact: Dennis Cremonese

Established in 1989, The Brownsville Area Revitalization Corporation works towards community development in historic Brownsville. In the past, BARC has hosted concerts, festivals, wine tastings and cultural events, all aimed at drawing tourists to Fayette County. This grant will be used to market the Flatiron Building Heritage Museum & Visitor Center and the Frank L. Melega Art Museum, as well as to market fundraisers and events including the Taste of Italy wine tasting event and the 2012 Mon Ducky Race.

3. **Brownsville Area Revitalization Corporation** (*Operations*) - **\$5,000**

Contact: Dennis Cremonese

This grant will be used to cover utilities, office supplies and Giftworks donor software costs.

4. **Brownsville Historical Society** (*Marketing*) - **\$1,000**

Contact: Edward T. Stevenson

The Nemaquin Castle, located in Brownsville, helps to tell the story of the westward migration via the National Road and the Monongahela River. Built in 1789, the castle today offers a fantastic venue for ghost tours, weddings and other gatherings. This grant will be used to print and distribute pamphlets.

5. **Brownsville Historical Society** (*Capital*) - **\$4,000**

Contact: Edward T. Stevenson

This grant will help repair and replace the Conservancy floor at Nemaquin Castle.

6. **Carnegie Free Library (*Capital*) - \$20,000**

Contact: Casey Sirochman

The Carnegie Free Library, in conjunction with the Connellsville Area Historical Society, is working towards opening the Connellsville Area Historical Museum on the second floor of the Library. Due to lack of funds, the room remains closed to tourists visiting the area. The capital grant will be used to remodel the room and to purchase museum display cases so that the museum is ready to accommodate visitors.

7. **Carnegie Free Library (*Operations*) - \$15,000**

Contact: Casey Sirochman

This grant will provide funds for an array of items including office and maintenance supplies, utilities, software, insurance, etc.

8. **Connellsville Area Historical Society (*Capital*) - \$15,000**

Contact: Karen Hechler

Bringing people together who are passionate about history is the goal of the Connellsville Area Historical Society. This society aims to discover, collect and preserve the history of the Connellsville area, and above all, to celebrate the rich history of Connellsville via activities and public programming. The capital grant will be used for repairs and improvements to the Colonel Crawford Cabin Site which is frequented by visitors to Connellsville.

9. **Connellsville Area Historical Society (*Operations*) - \$10,000**

Contact: Karen Hechler

This grant will help fund office supplies, utilities, property insurance, etc.

10. **Dunbar Historical Society (*Capital*) - \$10,000**

Contact: Donna R. Myers

Founded in 1996, the Dunbar Historical Society is an active force within the Dunbar community. The capital grant will be used to construct a building to house an original B&O Railroad Speeder Motorcar that was donated to the historical society.

11. **Dunbar Historical Society (*Marketing*) - \$1,723**

Contact: Donna R. Myers

This grant will be used to print and distribute brochures and for website and internet maintenance.

12. Dunbar Historical Society (Operations) - \$2,400

Contact: Donna R. Myers

This grant will be used to offset the society's utility and mortgage costs.

13. East End United Community Center (Tourism Education) - \$5,000

Contact: Dr. Norma D. Thomas

In its 37th year, the East End United Community Center serves as a home for historical memorabilia. They primarily focus on the rich African American history found throughout Fayette County. This center plans to interview older African Americans in the community who can share their experiences and recollection of the history of communities in the county. A tourism education program will be developed for African Americans highlighting Baker Alley's significance in the Underground Railroad. Monthly educational seminars will also be hosted by the organization.

14. Fayette County Agricultural Improvement Association, Inc. (Capital) - \$20,000

Contact: William K. Jackson

The largest agricultural event held in Fayette County, the Fayette County Fair, has been providing education and quality entertainment in the community for 58 years. The 10-day event attracts around 100,000 visitors to the Laurel Highlands each year. The fair now boasts 33 buildings and covered grandstands to showcase the county's agriculture products. This grant will be used to expand and remodel the offices of the Association.

15. Fayette County Agricultural Improvement Association, Inc. (Marketing) - \$18,000

Contact: William K. Jackson

This grant will be used to advertise the Fayette County Fair in various media including TV, radio, print, online and signage.

16. Fayette County Community Health Improvement Partnership Healthy Lifestyles Task Force (Tourism Education) - \$2,500

Contact: John Rapano, PHD

Formed in 1995, the Task Force focuses on the health of Fayette County residents. It was created by the Community Health Improvement Partnership to encourage a more active lifestyle in the county. These funds will help market a series of ten walks in different locations throughout Fayette County to promote health and fitness in the region.

17. Fayette County Cultural Trust (Capital) - \$25,000

Contact: J. Michael Edwards

The Fayette County Cultural Trust was created in order to provide a better experience of the cultural, artistic, historic and natural aspects of Fayette County for the residents

and visitors to the area. The group assists with various community endeavors and also sponsors festivals and events, such as Art on the Yough and the Heritage Trail Walking Tour. The Cultural Trust will utilize this grant to install an informational kiosk, benches, trash receptacles, pebble-coated planters and perennial plants to compliment similar items that have been installed previously to beautify downtown Connellsville.

18. Fayette County Cultural Trust (Marketing) - \$15,800

Contact: J. Michael Edwards

This grant will enable the Cultural Trust to develop and publish new brochures featuring a year-long contest for visitors and various ads in conjunction with the Laurel Highlands Visitors Bureau.

19. Fayette County Cultural Trust (Operations) - \$20,000

Contact: J. Michael Edwards

This grant will be used for various expenses of the organization that are necessary for its day-to-day operation which include rent, insurance, office supplies and utilities.

20. Fayette County Historical Society, Inc. (Capital) - \$9,985

Contact: Christine A. Buckelew

Since 1982, the Fayette County Historical Society has been responsible for various historic sites within Fayette County, including the Searight's Tollhouse. The Society will use this grant to finish the restoration of the Abel Colley Tavern and Museum. The renovation has largely been completed by thousands of hours of volunteer labor, but materials must be purchased in order to complete the kitchen, basement, second story porch, smokehouse and restroom. An authentic sign will also be created for placement at the site. The finished product will provide Fayette County with a beautiful and accurate historical site for meetings, reunions, workshops and visitor tours.

21. Fayette County Historical Society, Inc (Operations) - \$5,000

Contact: Christine A. Buckelew

This grant will improve the Abel Colley Tavern and Museum by enabling the Society to purchase technological materials necessary for the Museum to host guest speakers. The equipment will include items such as a projector, lectern with microphone and speakers and a laptop.

22. Fay-Penn Economic Development Council (Capital) - \$20,000

Contact: Devan Grote

The Fay-Penn Economic Development Council is a non-profit organization that focuses on the revitalization of Fayette County by attracting and overseeing the entrance and maintenance of business and commercial initiatives into the area. This grant will be

used to first repair and restore the walls and roof of the former VFW building in downtown Uniontown as the forerunner of a mosaic project that will enable members of the community to create an artistic mosaic representing the cultural groups of the area.

23. Fay-Penn Economic Development Council (*Marketing*) - \$16,000

Contact: Devan Grote

This grant will be used to launch a campaign advertising the Fayette County Farmer's Market Programs. Billboards, radio, TV, newspaper, and magazine ads, brochures and yard signage will all be used as part of their campaign.

24. Friends of Ohiopyle State Park (*Marketing*) - \$5,000

Contact: Andrea Funyak

The Friends of Ohiopyle organization was founded in 2005 with the goal of providing an additional avenue through which volunteers and enthusiasts could help to preserve the natural beauty and resources of the park. This grant will be used for a marketing campaign that will include the printing of fliers, brochures and posters. The campaign will primarily feature events held at Ohiopyle State Park, such as Music in the Mountains and Winterfest.

25. Miracle League of Pennsylvania's Laurel Highlands (*Capital*) - \$25,000

Contact: Lisa A. Ferris

"Every child deserves a chance to play baseball" perfectly encompasses the purpose of the Miracle League. The group functions as a baseball league that welcomes all players, but especially those with physical and mental handicaps. Through the program, all players have the opportunity to experience all parts of the game, including batting, running the bases and scoring. This grant will be utilized in the League's efforts to renovate Bailey Park in Uniontown in order to make the baseball field and surrounding amenities into a friendly environment for all of the League's members and players. The funds will specifically be used to complete the first phase of the project by providing a clay-like substance with which to cover the field and level bases, purchase fencing, and provide for modifications to the restrooms, bleachers and dugouts to meet current ADA standards.

26. Monongahela River, Railroad and Transportation Museum, Inc. (*Marketing*) - \$1,100

Contact: Ernie Bradmon

This museum offers a unique addition to Fayette County because it houses a variety of historically significant and interesting items, such as railroad and river travel items and coal mining equipment, all inherent to the Monongahela River, Railroad and the Historic

National Road in Brownsville. This grant will be utilized in a campaign to raise the awareness of the museum through the publication of brochures and rack cards.

27. Monongahela River, Railroad and Transportation Museum, Inc. (Operations) - \$2,763

Contact: Ernie Bradmon

This grant will be used to purchase a security system, develop a website and for basic utility costs of the museum.

28. National Road Heritage Corridor (Marketing) - \$6,525

Contact: Donna Holdorf

The National Road Heritage Corridor works to advocate, build awareness of and encourage the conservation of the cultural, historic, natural, recreational and economic resources along the Historic National Road in Southwestern Pennsylvania. This grant will provide the NRHC with funds for professional photography, printing and distribution for their brochures.

29. National Road Heritage Corridor (Capital) - \$3,200

Contact: Donna Holdorf

This capital grant will be used to establish the Sheepskin Trail through the City of Uniontown using "Share the Road" standards from North Beeson Avenue approximately eight blocks and in Bailey Park.

30. National Road Heritage Corridor (Capital) - \$12,500

Contact: Donna Holdorf

This capital grant will be used to establish an extension of the Rotary Walk from George Marshall Plaza to the Fireman's Memorial on the corner of North Mt. Vernon Avenue and Pittsburgh Street (Rt. 51). Safe crossings will be established at all city street intersections along the walk and signage will be introduced to guide visitors and residents to key attractions and historic sites along the trail and in the city. This project will establish two connections to the Sheepskin Trail within the city thereby connecting visitors and residents to Bailey Park and other historic sites in the city.

31. National Road Heritage Corridor (Operations) - \$10,000

Contact: Donna Holdorf

Operating expenses such as phone and office supplies will be partially covered by this operational grant.

32. Ohiopyle Stewart Community Center (*Capital*) - \$5,000

Contact: Pat Nicholson

The Ohiopyle Stewart Community Center is a community service organization dedicated to keeping Ohiopyle looking beautiful. One of the center's tasks is to care for the flowers and plants in the business areas of Ohiopyle. This grant will provide for the proper care and maintenance of the flowers and plants along the streets of Ohiopyle. With over 1.3 million visitors annually, it is important that the vegetation adorning the streets of Ohiopyle present a neat and well-kept appearance. This grant will help the community center respond to those needs.

33. Old Trails Lions Club (*Capital*) - \$12,000

Contact: Richard Diehl

In 1960, The Old Trails Lions Club was chartered by Lions Club International to serve the greater Hopwood area. The club provides services of all types to the community at large. The club hopes to use this grant to build a playground area at Lick Hollow State Park to be utilized by visitors traveling across the county on the National Road. This grant is conditioned upon the Lions Club obtaining the proper permits from the DCNR to construct the playground in the state park.

34. The Pennsylvania Environmental Council (River Town Program) (*Marketing*) - \$5,000

Contact: Davitt Woodwell

PEC's mission is to protect and restore the natural and built environments throughout Pennsylvania via innovation, collaboration, education and advocacy. Their River Town Program project is to provide the community access to a navigable river. This grant will be utilized to create and install gateway wayfinding signs, develop an events calendar, print ads and produce colorful window clings to create awareness of their project.

35. Private Industry Council of Westmoreland/Fayette, Inc. (*Tourism Education*) - \$20,000

Contact: Brad Geyer

Since 1983, PIC has offered outreach and recruitment opportunities, on-the-job training services, counseling, educational services and support services to over 60,000 individuals. PIC has been a leader in providing services to the unemployed and underemployed residents of Westmoreland and Fayette Counties. This tourism education grant will provide training to 12 low-income Fayette County residents for tourism related activities that include a general history of Fayette County and the Connellsville area, visitor benefits to the county and information regarding the Great Allegheny Passage.

36. The Progress Fund (dba Trail Town Program) (Marketing) - \$8,200

Contact: William Prince

The Trail Town Program is an economic development and community revitalization initiative in the communities that lie along the Great Allegheny Passage. This program aims to maximize economic potential of the trail and to ensure that the Trail Towns and businesses meet visitors' needs. Trail Town brochures and TrailBook Community Pages will be upgraded and printed using this marketing grant.

37. Regional Trail Corporation (Capital) - \$15,000

Contact: Malcom Sias

The primary goal of the Regional Trail Corporation is to acquire, develop and manage trail corridors in southwestern PA while creating and promoting opportunities for recreation, tourism, economic development and historic and environmental conservation. The Yough River Trail Council, one of RTC's nine trail chapters, cares for trails supervised by three different groups in Fayette County. This capital grant will be used to purchase a Boom Flail Mower to maintain the 23 miles of trail YRTC cares for in Fayette County.

38. RTC - Whitsett-Fayette Yough Trail Chapter (Operations) - \$10,000

Contact: Clarence M. Johnson

This volunteer chapter of the Great Allegheny Passage is responsible for the maintenance of the trail from milepost 41 to 46. They also assist trail groups with projects involving trail maintenance and fund raising. This grant will be applied toward the purchase of a 4-wheel drive John Deere tractor that will be used to maintain their designated portion of GAP.

39. The Redstone Foundation – Fayette County Television (Operations) - \$10,000

Contact: Muriel Nuttall

One of the goals of the Redstone Foundation is to help sustain Fayette County's community access television channel. This station provides tourism and recreational information for visitors and reliable news and educational programs for community members to enjoy as well. This grant will help cover administrative expenses, contracted services and "OntheAir" programming software for the station.

40. State Theatre Center for the Arts (Marketing) - \$15,000

Contact: Erica Miller

For over 20 years, the historic State Theatre Center for the Arts has been a performing arts venue serving southwestern PA. This theatre presents national touring professional productions, as well as concerts, a classic film series, local performances and civic

functions. The center will create a marketing program including brochures and newspaper, television and radio ads to attract visitors from outside of Fayette County.

41. State Theatre Center for the Arts (Operations) - \$15,000

Contact: Erica Miller

This grant will help cover the utility expenses of the theatre.

42. Touchstone Center for Crafts (Marketing) - \$10,000

Contact: Adam Kenney

The Touchstone Center for Crafts is a unique three-seasons arts and crafts school nestled in the Laurel Highlands. Touchstone aims to advance excellence in arts and crafts by educating and encouraging development of technical skills, good design and innovative expression. This grant will help Touchstone purchase national and regional advertising.

43. Touchstone Center for Crafts (Capital) - \$4,500

Contact: Adam Kenney

This grant will enable Touchstone to purchase a printing press for printmaking and photography.

44. Touchstone Center for Crafts (Operations) - \$5,500

Contact: Adam Kenney

Various operating expenses will be covered by this grant including the purchase of a computer, laptop, printer and scanner, computer software and networking consultation fees.

45. Uniontown Property Development Corporation (Marketing) - \$10,000

Contact: Mark S. Yauger

The George C. Marshall Plaza, owned and maintained by the City of Uniontown, serves as the welcoming gateway attraction to the city. The private group that previously owned the plaza created a memorial fitting for Uniontown's most famous resident, as well as the fighting men and women of Uniontown. Brochures and television and radio advertisements will be created using this marketing grant.

46. Uniontown Property Development Corporation (Capital) - \$5,000

Contact: Mark S. Yauger

This grant will help cover an electrical upgrade and landscape maintenance expenses for the Marshall Plaza.

47. Western Pennsylvania Conservancy - Fallingwater (*Marketing*) - \$20,000

Contact: Lynda S. Waggoner

Fallingwater continues to be one of the most prized treasures in the Laurel Highlands. The Western Pennsylvania Conservancy has preserved this Frank Lloyd Wright's architectural masterpiece for 76 years. Fallingwater welcomes individuals and groups coming from all fifty states and virtually every country in Europe, Asia and the Middle East. This marketing grant will be utilized to create, print, and distribute brochures, purchase Google ads, public radio ads and for direct mail and e-marketing.