

2013 Fayette County Tourism Grant Program
Recipients and Project Descriptions

1. Allegheny Trail Alliance - Marketing (\$6,500)

Linda Boxx

The Great Allegheny Passage is a significant component in the tourism mix in Fayette County. The trail brings visitors from around the US and around the world to Perryopolis, Dawson, Connellsville, Uniontown and Ohiopyle to bike the Passage. The ATA will utilize this marketing grant toward maintaining www.GAPtrail.org, underwriting the annually-updated map/brochure and participating in a unified marketing campaign with the Laurel Highlands Visitors Bureau, VisitPittsburgh and the Allegheny County Maryland Tourism Office.

2. Brownsville Area Revitalization Corporation (BARC) – Marketing (\$10,000)

Norma Ryan

BARC operates two independent museums in the Historic Flatiron Building: the Flatiron Heritage Visitors Center, and the Frank L Melega Art Museum. BARC is also working to promote recreational use of the Monongahela River with their partner, the Mon River Town Program, following the Mon's designation as River of the Year 2013. BARC will use this marketing grant for a multi-media campaign to promote their special events.

3. Brownsville Area Revitalization Corporation (BARC) – Operating (\$3,500)

Norma Ryan

BARC will utilize this operating grant for the utilities in the Historic Flatiron Building.

4. Carnegie Free Library of Connellsville – Capital (\$20,000)

Casey Sirochman

The Carnegie Free Library of Connellsville and the Connellsville Area Historical Society are partnering to finish completion of the Connellsville Area Historical Museum and renovate the currently Genealogy room and new office for the Historical Society, both located on the second floor of the Carnegie Free Library. This capital grant will be used for the labor and materials for this project.

5. Carnegie Free Library of Connellsville – Marketing (\$7,000)

Casey Sirochman

The Carnegie Free Library will collaborate with the Connellsville Area Historical Society to utilize this marketing grant to promote the new Historical Museum, the 1870 Gibson

House and Crawford's Cabin through brochure distribution and participation in the Laurel Highlands Visitors Bureau's Marketing Initiatives.

6. Carnegie Free Library of Connellsville –Operating (\$8,000)

Casey Sirochman

This operating grant will be used toward the library's mission to meet the educational, information and recreational needs of the community.

7. Carnegie Free Library of Connellsville – Tourism Education (\$10,000)

Casey Sirochman

This tourism education grant will be used to train and certify up to 24 outgoing individuals, over the age of 16 to become Volunteer Ambassadors. The free certification training course will teach participants specifically about the City of Connellsville, Fayette County and Laurel Highlands' attractions to tourism groups and county residents in formal and informal settings.

8. Community Foundation of Fayette County – Capital/Challenge (\$20,000)

Renee Couser

The Community Foundation will use this capital grant toward infrastructure improvements at Snowden Square Park. A major enhancement toward establishing the park as the "town square" of Brownsville will be the construction of an amphitheatre.

9. Community Foundation of Fayette County – Tourism Education (\$3,100)

Renee Couser

A tax-exempt public charity created to improve the quality of life in Fayette County; the Community Foundation will use this tourism education grant to fund the Summer Wednesday Walking Series that consists of guided walking tours throughout Fayette County.

10. Connellsville Area Historical Society - Capital (\$13,000)

Karen Hechler

The Historical Society will use this capital grant to make physical improvements on the grounds at Crawford's Cabin and Balsley Pavilion which are adjacent to the Great Allegheny Passage.

11. Connellsville Area Historical Society – Operating (\$10,000)

Each year the Historical Society coordinates Braddock's Crossing of the Youghiogheny River. This year marks the 10th anniversary for the event which attracts visitors from the

Tri-State area. This operating grant will be used to fund reenactors, period musicians and other operating expenses.

12. Dunbar Historical Society – Marketing (\$1,584)

Donna Myers

The Dunbar Historical Society is uniquely positioned close to many of Fayette County's top attractions including the Sheepskin Trail which connects to the Great Allegheny Passage. The Historical Society will use this marketing grant to enhance their marketing efforts through membership with the Laurel Highlands Visitors Bureau, brochures and website updates.

13. Dunbar Historical Society – Operating (\$3,000)

Donna Myers

This operating grant will assist the Historical Society with their efforts to bring awareness to Coke Oven Park, the county's coke industry and other tourism offerings.

14. Fallingwater/Western Pennsylvania Conservancy – Capital (\$10,000)

Lynda Waggoner

Frank Lloyd Wright's Fallingwater is an iconic work of architecture whose design is reliant upon an ingenious balancing of mass to achieve daring cantilevers over Bear Run, the stream that flows beneath it. The Western Pennsylvania Conservancy will utilize this marketing grant toward a one year-long monitoring to determine what is causing new cracks that have appeared along the top of two foundation piers.

15. Fallingwater/Western Pennsylvania Conservancy – Marketing (\$25,000)

Lynda Waggoner

As an anchor destination, Fallingwater's goal is to encourage visitors to stay longer and visit other local attractions. The marketing grant will be used for an expansive multi-media campaign including print media, digital advertising, NPR Radio and E-marketing and participation in the Spirit Airlines Promotion.

16. Fay-Penn Economic Development Council – Marketing (\$15,000)

Fay-Penn is a champion of economic revitalization for Fayette County. The organization will use this marketing grant to implement a marketing campaign to develop the Fayette County Buy Local Network and Farmer's Markets throughout Fayette County. The campaign will include billboards, television and radio spots and participation in Laurel Highlands Visitors Bureau marketing opportunities.

17. Fayette County Agricultural Improvement Association, Inc. – Capital (\$20,000)

John Blaney

The Improvement Association will utilize this capital grant for renovations to the Fiddlers' Building - one of the fairgrounds most highly used buildings. These improvements will increase the building's usage through wedding receptions, banquet rentals, meetings and other regional events.

18. Fayette County Agricultural Improvement Association, Inc. – Marketing (\$10,000)

William Jackson

The Fayette County Fair, now its 59th year, has grown to become one of Pennsylvania's largest and well-known fairs, with attendance reaching over 100,000. The fair would like to increase attendance by implementing a multi-media campaign including cable TV ads, newspaper print ads, online banner ads and billboards.

19. Fayette Cultural Trust – Capital (\$25,000)

Michael Edwards

The Cultural Trust will use this capital grant to equip the café and kitchen of the Connellsville Canteen which will operate as a culinary training center focusing on farm to table dining.

20. Fayette Cultural Trust – Marketing (\$15,000)

Michael Edwards

The Cultural Trust will use this marketing grant to increase exposure to ArtWorks Connellsville through participation in Laurel Highlands Visitors Bureau's marketing programs, brochures, an ad in the GAP TrailBook and the Connellsville Crossroads Magazine.

21. Fayette County Historical Society – Capital (\$5,000)

Christine Buckelew

The Fayette County Historical Society is dedicated to preserving the county's historic sites. This capital grant will be used for building improvements to the Abel Colley Tavern and Museum located along the National Road in Smock, PA.

22. Fayette County Historical Society – Marketing (\$1,750)

Christine Buckelew

This marketing grant will assist the Historical Society with their efforts to promote the Abel Colley Tavern and Museum and Searights Tollhouse through a brochure targeting history buffs that are middle to upper income travelers.

23. Fayette County Historical Society – Operating (\$5,000)

Christine Buckelew

This operating grant will assist the Historical Society with the operations of The Abel Colley Tavern and Museum which was established in 2010 as a county museum – a place that collects, preserves and presents the rich history of Fayette County.

24. Fayette County Television/Redstone Foundation – Operating (\$10,000)

Muriel Nuttall

This operating grant will assist the Redstone Foundation with their goal to grow community access television for Fayette County which will provide tourism and recreational information for visitors.

25. Fayette County Television/Redstone Foundation – Tourism Education (\$4,994)

Muriel Nuttall

The Redstone Foundation will utilize this tourism education grant to create a series of television programs that will entice residents to visit the county's amazing visitor's sites; and second, to teach the significance of the area's tourism product and in turn, empower the residents to become ambassadors of their community.

26. Friends of Ohiopyle State Park (FOO) – Marketing (\$5,000)

Dana Mitchell

This friends group will use their marketing grant toward the printing of the annual Friends of Ohiopyle Photo Contest calendar which will decrease the cost charged to the public. Any remaining grant funds will be used to promote FOO sponsored events.

27. Greater Uniontown Heritage Consortium – Marketing (\$25,000)

Erica Miller

The consortium, which owns the State Theatre, will use this marketing grant to implement a multi-media marketing campaign to increase attendance of the theatre's professional, nationally tourism productions, classic film series and concerts.

28. Greater Uniontown Heritage Consortium – Operating (\$20,000)

Erica Miller

The consortium will apply their grant funds toward the operating expenses of the State Theatre.

29. Jumonville – Capital (\$4,750)

Larry Beatty

A premier camp, conference and retreat center in Fayette County, Jumonville will use this capital grant to expand and make upgrades to the camp's Disc Golf Course.

30. Masontown Matters – Capital (\$3,000)

Michael Washko

This organization will use this capital grant to help fund the Fourth of July Celebration held at the Masontown-German Park.

31. Penn State Fayette, The Eberly Campus – Marketing (\$20,000)

Vince Capozzi

Penn State will use this marketing grant to continue its partnership with the United States Collegiate Athletic Association to bring USCAA Basketball Championships to Fayette County.

32. Pennsylvania Environmental Council (PEC) – Capital (\$30,000)

Lindsay Baxter

PEC will use \$5,000 of this capital grant to partner with the PA Department of Conservation and Natural Resources Forestry Division to hire a tree service company to remove trees from the Point Marion Community Park - which will open the views of the Monongahela River – Pennsylvania's 2013 River of the Year. The remaining funds will be used toward the construction of the 1.4 mile portion of the Sheepskin Trail from the West Virginia border through Point Marion Borough.

33. Pennsylvania Environmental Council (PEC) – Marketing (\$10,000)

Lindsay Baxter

PEC will apply this marketing grant to capitalize on the Monongahela River having been named Pennsylvania's 2013 River of the Year. Their marketing strategy will include advertising and promoting river-related events through electronic media, traditional media and targeting college students.

34. Perryopolis Area Heritage Society – Marketing (\$7,000)

Kathleen Kifer

The Heritage Society will use this marketing grant to promote the annual Pioneer Days Festival which is held the first weekend in October. Funds will be used toward website design and maintenance and a multi-media advertising campaign.

35. Private Industry Council of Westmoreland/Fayette (PIC) – Tourism Education (\$20,000)

Laurie Carson

PIC is dedicated to building tomorrow's workforce in southwestern Pennsylvania. They will use this tourism education grant to deliver an educational training program to individuals interested in a tourism industry career in Fayette County.

36. Regional Trail Corporation – Capital (\$16,000)

Greg Phillips

The Regional Trail Corporation – parent organization to the Fayette County Trail Chapters will use this capital grant for the resurfacing of the Great Allegheny Passage between Bruner Run and Camp Carmel. In addition, this grant will also fund the purchase and installation of wooden fencing along sections of the trail which had over 850,000 visitors in 2012.

37. Sisters of the Order of St. Basil the Great – Capital (\$7,500)

Sister Carol Petrasovich, OSBM

The Sisters of St. Basil will use this capital grant for a bathroom renovation in Trinity Center – an important facility during the annual Pilgrimage at Mt. St. Macrina which attracts thousands of visitors each Labor Day Weekend.

38. The Miracle League of Pennsylvania's Laurel Highlands – Capital (\$20,000)

Lisa Ferris

Dedicated to offering a baseball league to physically and/or mentally challenged individuals, the Miracle League will use this capital grant for a concession stand and restroom facilities at Bailey Park.

39. The Miracle League of Pennsylvania's Laurel Highlands – Marketing (\$5,000)

Lisa Ferris

The Miracle League will use this marketing grant to promote their "Have a Field Day in the Laurel Highlands" campaign. The campaign's goal is to bring awareness about the availability of a sporting activity for individuals with physical and/or behavioral disabilities, which in turn will increase visitation and business for Fayette County.

40. The Progress Fund dba Trail Town Program® - Marketing (\$3,600)

Will Prince

An economic development and community revitalization initiative dedicated to marketing the Trail Towns that border the Great Allegheny Passage, the Trail Town Program will utilize this marketing grant for the production of the Fayette County Trail Town brochures, upgrades to the 2013-2014 TrailBook Community Pages and the development of a GAP Trail FAM Package.

41. The Redstone Foundation – Marketing (\$10,000)

Muriel Nuttall

The foundation will use this marketing grant for cable television spots and print media to attract visitors to Fayette County for three special events: the Independence Day Celebration, Spirits of Fayette County Ghost Tours Package and the Market Street Arts Festival in Brownsville.

42. The Tri-Town Area Historical Society – Operating (\$5,000)

Roy Hess

This operating grant will assist the Tri-Town Area Historical Society with the expenses for their annual Homecoming celebration which highlights the county's rail, coal, river and military history the first weekend in June.

43. Touchstone Center for Crafts – Capital (\$6,000)

Adam Kenney

As Pennsylvania's only residential craft school, Touchstone remains an integral component of Fayette County's growing cultural tourism sector. This capital grant will assist with the funding of three electric kilns for Touchstone's ceramics program.

44. Touchstone Center for Crafts – Marketing (\$7,500)

Adam Kenney

To ensure that Touchstone's current and future programming realizes full utilization, the organization will use this marketing grant to implement marketing tactics that will attract younger artisans working at an earlier stage in their creative career.

45. Uniontown Lions Club – Capital (\$2,000)

Eric Dolfi

The Lions Club will utilize this capital grant for physical improvements and historical signage that represents the county's heritage at the Ben Franklin Playground in Uniontown.

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

Mark Yauger

The UPDC will use this capital grant for physical enhancements to the George C. Marshall Plaza which features information specific to Uniontown's most famous native, a 1953 Nobel Peace Prize recipient and a Secretary of State.

47. Washington Township Youth Association – Capital (\$15,000)

Dave Churby

The association will use this capital grant toward the construction of bathrooms at their recreation complex in Washington Township, Fayette County which expects to attract 20-25 teams from Western Pennsylvania, Ohio and West Virginia for ASA softball tournaments this year.