

2013 Westmoreland County Tourism Grant Program
Recipients and Project Descriptions

1. Airport Authority Westmoreland County – Marketing (\$35,000)

Dwayne Pickels

The Westmoreland County Airport Authority along with Spirit Airlines has partnered with Saint Vincent College and some of the region's major attractions to increase visitation to the Laurel Highlands via a Spirit Airline flight. Since the Florida-based carrier began inbound and outbound flights at the Arnold Palmer Regional Airport, more than 210,000 passengers have passed through the terminal. This grant will be used for advertising materials that will be distributed in the seat-back holders of every seat on every aircraft that Spirit Airlines flies during June, July and August, 2013. Potentially, 3 million passengers will be exposed to these marketing materials.

2. Allegheny Trail Alliance - Marketing (\$4,000)

Linda Boxx

The Great Allegheny Passage is a significant component in the tourism mix in Westmoreland County. The trail brings visitors from around the US and around the world to West Newton, Cedar Creek County Park, and Belle Vernon 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 Allegany County Maryland Tourism Office.

3. Braddock Trail Chapter - Marketing (\$900)

Debra Newill

Located in Mount Pleasant, the Braddock Trail Chapter of the National Society Daughters of the American Revolution will utilize this marketing grant toward promoting their Annual Festival of Lights at the Historic Warden Mansion.

4. Bushy Run Battlefield Heritage Society – Marketing (\$7,000)

Kelly Ruoff

The Bushy Run Battlefield Heritage Society will utilize their marketing grant for a multi-media campaign beginning this spring that will attract French & Indian War enthusiasts and other history buffs to Bushy Run Battlefield for the 250th Anniversary of the conflict known as Pontiac's War. The campaign will run through the commemorative weekend which is August 3 and 4.

5. Caddie Shak Family Fun Center - Marketing (\$4,000)

Bob Lilley

A favorite stop for thousands of families who visit the Laurel Highlands each year, the Caddie Shak Family Fun Center has grown into an amusement park with 14 attractions. Caddie Shak will

use this marketing grant for a partnership with WPXI TV and WPXI.com and a billboard campaign throughout Allegheny County.

6. Campbell House B&B & Efficiency Motel – Marketing (\$3,500)

Patti Campbell

Celebrating 20 years in April, The Campbell House located in Historic Ligonier has been offering quality getaways for adult guests for the past 20 years. The Campbell House will use this marketing grant to increase overnight stays by placing Spotlight Ads on www.laurelhighlands.org and in the Laurel Highlands Visitors Bureau's Romantic Getaway E-Newsletters.

7. Carol & Dave's Roadhouse – Marketing (\$2,500)

Dave Cassler

A family friendly Ligonier restaurant/tavern for the past 10 years, Carol & Dave's offers a diverse menu in a casual dining atmosphere. Carol & Dave's moved to a new location in Ligonier Borough in January 2012, and will utilize this marketing grant to redesign their website and to participate with the Laurel Highlands Visitors Bureau's Marketing Initiatives.

8. Carson's Premier Restaurant and Catering – Marketing (\$2,500)

Tim Carson

The Scottdale-based restaurant and full-service caterer will use this marketing grant to expand their customer base with a billboard campaign in Fayette, Washington and Allegheny Counties.

9. Champion Lakes Golf Course and Bed & Breakfast – Marketing (\$1,500)

Allison DeStefano

Recognized as one of the best public golf courses in Pennsylvania for the past 40 years, Champion Lakes will use this grant toward their overall marketing plan to increase visitation from Cleveland, Ohio, Maryland and Toronto, Canada.

10. Christian Family & Children's Center – Marketing (\$2,000)

Barbara Skinner

The Christian Family & Children's Center will host the Fifth Annual Alloutpraise, an outdoor contemporary Christian music festival on its Donegal Campus in July. This marketing grant will be used for print, digital and radio advertising to attract additional visitors from West Virginia and Ohio.

11. Christmas in the Mountains – Marketing (\$2,000)

Linda Brown

Approximately fifteen businesses located in the Route 31 Donegal corridor host Christmas in the Mountains - a three-day holiday event that attracts visitors from Pittsburgh, the Ohio River Valley and Northern West Virginia each December. Now in its 14th year, the participating businesses will contribute this marketing grant toward a multi-media advertising campaign.

12. City of Greensburg's SummerSounds - Marketing (\$5,000)

Gene James

Throughout the summer, Greensburg is filled with music, culture, and entertainment. The SummerSounds concert series is a summer-long attraction that attracts upwards of 30,000 people to the city. The City of Greensburg will use this marketing grant to increase attendance through radio and television ads.

13. Conemaugh Valley Conservancy – Marketing (\$1,500)

Laura Hawkins

Dedicated to increasing awareness of the outdoor recreational opportunities along the northeastern border of Westmoreland County, the Conemaugh Valley Conservancy is partnering with American Adventure Sports to launch the first annual West Penn Trail Triathlon which will give exposure to the West Penn Trail and the Kiski-Conemaugh Water Trail. This marketing grant will be used to attract competitors through an E-Marketing campaign.

14. Crimson Creek Apiaries, LLC – Marketing (\$500)

Linda Lachimia

A destination for those seeking out the finest hone and honey products, beekeeping supplies, and beeswax candles, Crimson Creek has 31 hives centered around an 1837 Schoolhouse. Crimson Creek will utilize this marketing grant toward membership with the Laurel Highlands Visitors Bureau and print advertising.

15. Critter Country Animal Farm – Marketing (\$1,000)

Laurie and Rob Salvio

Providing a safe haven for over 250 rescued animals including reindeer, wolves, ostrich, kangaroo, camels and many other species, Critter Country will use this marketing grant to attract additional visitors through brochure distribution with the Laurel Highlands Visitors Bureau and print advertising.

16. Days Inn Donegal – Marketing (\$10,000)

Lisa Spitzer

Situated on 12 scenic acres off of the Pennsylvania Turnpike, Exit 91, the Days Inn Donegal has been selected to become a Lodging Partner in Education for Fallingwater. This marketing grant will assist with the partnership with Fallingwater and advertising in the 2014 Laurel Highlands Destination Guide and on www.laurelhighlands.org.

17. Downtown West Newton, Inc – Capital (\$4,500)

Benjamin Markle

Dedicated to enhancing the visitor's experience to West Newton, Downtown West Newton, Inc. will use this capital grant for the installation of a beautiful large colonial-style kiosk to be located in Simeral Square, a riverfront events center that will entice trail users to cross the Historic West Newton Bridge and enter the downtown corridor.

18. Downtown West Newton, Inc. – Marketing (\$424)

Benjamin Markle

Downtown West Newton, Inc is using this marketing grant to produce brochures for Walking Tours of the West Newton Cemetery and the historic downtown corridor.

19. Escape to Donegal – Marketing (\$4,000)

Joy Brady

Escape to Donegal is a multi-business collaboration whose purpose is to attract potential travelers to the shopping, dining and lodging opportunities available in Donegal. The group will use this marketing grant to increase exposure of Donegal's amenities through a multi-media campaign consisting of online ads, print ads and brochure distribution.

20. Family Festivals Association, Inc. – Marketing (\$7,500)

Debbie and Dave Stoner

Professional promoters, Debbie and Dave Stoner have been producing quality arts and crafts festivals for more than 21 years. Their longest running festival, the Pennsylvania Arts & Crafts Colonial Festival held on the Westmoreland Fairgrounds Labor Day weekend generates thousands of overnight stays. The Stoners' will utilize this marketing grant for a television advertising campaign with KDKA TV.

21. Festa Italiana di Vandergrift – Marketing (\$4,000)

Brian Putignano

Celebrating its 10th anniversary this year, Festa Italiana which celebrates Vandergrift's rich Italian/American heritage will use this marketing grant to increase attendance to the festival through a marketing campaign that includes billboards, newspaper advertising radio spots.

22. Fort Ligonier – Marketing (\$15,000)

Annie Urban

Fort Ligonier is an impressive full-scale, on-site reconstruction of the 1758-1766 original British-American fort and settlement with a museum that features many rare paintings and historic objects from the French and Indian War period. In addition, the historic grounds of Fort Ligonier host many special events including an outdoor concert by the Westmoreland Symphony Orchestra. The fort will utilize this marketing grant for website upgrades, E-marketing initiatives and television ads.

23. Fort Ligonier Days, Inc. – Marketing (\$14,000)

Bill Stablein

Now in its 54th year, Fort Ligonier Days, a three-day festival which commemorates the key engagement of the French and Indian War at Fort Ligonier attracts more than 100,000 visitors annually to Historic Ligonier. This marketing grant will be used to target potential attendees in the Cleveland, Ohio and Baltimore, Maryland areas via a multi-media campaign including online marketing initiatives, print ads and radio spots.

24. Greater Monessen Historical Society – Marketing (\$1,000)

Daniel Zyglowicz

In honor of Monessen’s 115th anniversary in 2103, the Historical Society is coordinating special events including the second Day of Living History which will be expanded into a weekend event. This marketing grant will be used to attract new visitors to the city and Society events through website upgrades and newspaper advertising.

25. Greenhouse Winery, LLC. – Marketing (\$3,500)

Gregory Hazuza

The Greenhouse Winery which opened in 2007 is known for its passion for making great tasting wines. As the closest winery to the South Hills, Greenhouse plans on targeting residents in Jefferson Hills, Baldwin and Whitehall via billboards and brochure distribution.

26. Historic Scottdale – Marketing (\$3,000)

Kristen Tunney

A collaborative effort comprised of 10 businesses and organizations, Historic Scottdale will utilize this marketing grant to implement a comprehensive E-marketing and online banner ad marketing campaign to attract visitors to this historic community for its lodging, dining, shopping and entertainment venues.

27. Holiday Inn Express and Suites – Marketing (\$800)

Jessica Yurko

The Holiday Inn Express and Suites, Donegal is ranked in the top 5 percent of Holiday Inn Express properties in North America. The Holiday Inn Express will use this marketing grant to target groups by mailing a glossy, full-color postcard highlighting their lodging property and some of the region’s signature attractions.

28. Idlewild & SoakZone – Marketing (\$25,000)

Jeff Croushore

The third longest operating park in the United States, Idlewild has also been recognized as “The Best Kid’s Park in the World” by Amusement Today Magazine and “Best Park for Families” by the National Amusement Park Historical Association. In 2012, Idlewild was also recognized by the Pennsylvania State Historical Association as one of the state’s oldest and most revered tourism attraction. This summer, Idlewild will open a new lazy river, named Float Away Bay with the SoakZone. This marketing grant will be utilized for an outdoor marketing campaign in Northeast Ohio with \$5,000 being contributed toward the Westmoreland County Airport Initiative.

29. Latshaw Productions & Marketing, Inc. – Marketing (\$15,000)

Gary Lastshaw

A Greensburg-based concert promotion and marketing company, Latshaw Productions specializes in presenting and developing entertainment events targeting an older demographic. This marketing grant will be used to target more than the 50,000 groups to the county for a new group tour package - Hawaii in the Highlands. Their strategy will include a multi-media advertising approach and joining the Laurel Highlands Visitors Bureau Group Tour Program.

30. Laurel Highlands Heritage Festivals Marketing Cooperative – Marketing (\$3,500)

Dave Hurst

A marketing cooperative that brings together four historically themed festivals including the Stahlstown Flax Scutching and the Ligonier Highland Games, both held within Westmoreland County. This marketing grant will be used for Television ads on WJAC-TV, billboards and online banner ads, all directing potential visitors to the co-ops website 4FallFestivals.com.

31. Laurel Highlands Snowmobile Club – Marketing (\$1,500)

Sheila Knupp

The Laurel Highlands Snowmobile Club is dedicated to improving the Laurel Highlands snowmobile trail system and for coordinating special events to increase usage of the region's snowmobile trails. The club will use this marketing grant to advertise their annual snowmobile events in the Keystone Snowmobiler, a publication which is sent to all of Pennsylvania's 40,000 registered snowmobile owners.

32. Ligonier Valley Chamber of Commerce – Marketing (\$8,000)

Holly Mowrey

Tourism is the Ligonier Valley's primary industry and the Ligonier Valley Chamber of Commerce is dedicated to growing tourism for the valley. The organization will use this marketing grant to expand awareness of the valley's special events, shopping, dining, lodging establishments and attractions through a comprehensive marketing campaign that will include brochure distribution, E-marketing, print advertisements and participation with Laurel Highlands Visitors Bureau programs.

33. Ligonier Valley Historical Society – Marketing (\$7,000)

Tina Yandrick

The Ligonier Valley Historical Society owns and operates a restored 1799 stagecoach stop which also includes an authentically reconstructed cookhouse, barn, carpenter shop and blacksmith shop. The Historical Society will use this marketing grant to increase visitation to the grounds for tours and special events via participation in Laurel Highlands Visitors Bureau programs, the Tribune Ticket and Comcast Spotlight ads.

34. Lincoln Highway Heritage Corridor – Marketing (\$2,000)

Olga Herbert

The Lincoln Highway Heritage Corridor (LHHC) has been promoting 200 miles of the Lincoln Highway from Westmoreland County for the past 17 years. In 2012, just in time for this year's 100th anniversary of the historic route, the LHHC relocated to an historic 198-year-old building along the Lincoln Highway in Latrobe which is called the Lincoln Highway Experience. This marketing grant will assist the LHHC to improve its signage so visitors can safely and easily find the attraction's driveway.

35. Living Treasures Animal Park – Marketing (\$4,000)

Tom Guiher

A walkthrough zoological park that provides a tourism stop for over 50,000 visitors each year, Living Treasures Animal Park shares a convenient location with Log Cabin Lodge and Suites. These two entities work together to attract visitors and guests. This marketing grant will be used for a rotating billboard campaign in nine counties.

36. Love Receptive Services – Marketing (\$1,200)

Carol Love

A Receptive Tour Operator who offers tour packages throughout the Laurel Highlands, Love Receptive Services increases group business to the county by working with tour companies from across the country. This marketing grant will be used for registration at Travel and Tour Shows and participation in the Laurel Highlands Visitors Bureau Group Marketing Program.

37. Miracle League of Western Pennsylvania – Marketing (\$12,500)

Jim Morrison

“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. This marketing grant will be used to help the Miracle League create awareness of Miracle Field in Murrysville, and to attract players, teams, coaches and volunteers.

38. Mount Pleasant Glass & Ethnic Festival – Marketing (\$6,000)

Jeff Landy

The only festival in Pennsylvania that showcases the history and heritage of the glass industry, 2013 will mark the 27th year of the Mount Pleasant Glass & Ethnic Festival. The organization will use this marketing grant to target visitors from Allegheny and Washington Counties and parts of Ohio, West Virginia and Maryland through a multi-media campaign.

39. Mountain Laurel Chamber of Commerce – Marketing (\$5,000)

Kris Enberg

The Donegal-based Mountain Laurel Chamber of Commerce has partnered with Westmoreland County business Foggy Mountain Lodge to jointly lease a billboard that is located Eastbound along the Pennsylvania Turnpike before the Donegal Exit. This marketing grant will allow the chamber to lease the board for a 12 month period.

40. Mountain Laurel Chamber of Commerce – Capital (\$900)

Kris Enberg

The Mountain Laurel Chamber of Commerce Office is located in Donegal, a major gateway for the Laurel Highlands. The chamber will use this capital grant to construct an outdoor, all-weather brochure rack that will service visitors when the chamber office is closed.

41. Northview Inn Bed and Breakfast, Inc. – Marketing (\$1000)

Linda Horan

The Northview Inn Bed and Breakfast is a beautifully restored Gothic Revival home along the Laurel Highlands Scenic Byway in New Florence. Northview will utilize this marketing grant to target overnight guests through a business listing on Trip Advisor, brochure distribution through the Laurel Highlands Visitors Bureau and Spotlight Ads on www.laurelhighlands.org.

42. Overly's Country Christmas – Marketing (\$3,600)

Stephanie Tomasic

Year after year, Overly's has created a magical Christmas wonderland, making it possible for families to develop and nurture holiday memories and traditions. The revenue generated by Overly's Country Christmas is donated to programs that counsel and aid troubled youths and families. This marketing grant will fund billboards for Overly's in Allegheny, Fayette and Somerset Counties.

43. Ramada Ligonier – Marketing (\$10,000)

Deborah Fox

The Ramada Ligonier is a full-service, family owned and operated hotel located in the heart of historic Ligonier. The Ramada Ligonier will use this marketing grant for their overall marketing strategy which includes Fallingwater's "lodging Partners in Education" program, participation in group tradeshows, advertising at Arnold Palmer Regional Airport and participating in Laurel Highlands Visitors Bureau's marketing opportunities.

44. Regional Trail Corporation – Trail Town (\$11,500)

Leslie Pierce

The Regional Trail Corporation was instrumental in the reconstruction of the former P & LE Station in West Newton which now serves as a key Visitors Center along the Great Allegheny Passage. The grant will fund staffing for the center seven days a week.

45. Saint Vincent College – Capital (\$7,000)

Rev. Paul Taylor

Saint Vincent College attracts a diverse array of visitors to campus for public cultural, educational, environmental, and sports events. This grant will assist Saint Vincent with the funding of a 30-passenger Molly Trolley that will provide guest transport throughout the campus.

46. Saint Vincent College – Marketing (\$5,000)

Lauren Churilla

Saint Vincent will use this marketing grant to increase awareness of the Foster and Muriel McCarl Coverlet Gallery which is located in the Fred Rogers Center. The coverlet gallery is one of the largest collections of 19th century American “figured and fancy” and woven coverlets in the world. Print ads will be placed in Pittsburgh-based and history publications.

47. Southern Alleghenies Museum of Art at Ligonier Valley (SAMA) - Marketing (\$1,000)

Sommer Toffle

SAMA is committed to providing programs and activities of a public, charitable, civic, cultural, literary, and educational nature and by offering exhibitions designed to evoke an interest, understanding and appreciation of American art. The museum will use this marketing grant to assist with their public relations efforts to promote exhibitions, artists and other special events.

48. SpringHill Suites by Marriott Pittsburgh Latrobe – Marketing (\$10,000)

Tiffany Price

This SpringHill property is situated near the grounds of Arnold Palmer’s Latrobe Country Club and Arnold Palmer Regional Airport with flights arriving daily from Florida. Guests have the unique opportunity to enhance their stay by adding golf or dining at the nearby club. Springhill will use this marketing grant to target affluent golfers in Orlando and South Florida through newspaper and magazine print ads and on Golftrips.com.

49. The Geyer Performing Arts Center – Marketing (\$3,500)

Brad Geyer

A community theater located in a circa 1900 building in Scottdale, the Geyer Performing Arts Center attracts theater patrons from across Southwestern Pennsylvania for its quality community theater productions. The organization will use this marketing grant to fund television commercials with Comcast Cable Television.

50. The Progress Fund dba Trail Town Program – Marketing (\$2,300)

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 Westmoreland County Trail Town brochures, upgrades to the 2013-2014 TrailBook Community Pages and the development of a GAP Trail FAM Package.

51. The Road Toad – Capital (\$5,000)

Ron McDowell

A casual dining and family-friendly restaurant and lounge located along the scenic Loyalhanna Creek and at a major gateway to the Ligonier Valley, the Road Toad will use this marketing grant toward the design and installation of a new outdoor sign that will reflect the natural beauty of the Ligonier Valley.

52. Victorian Vandergrift Museum and Historical Society – Marketing (\$2,000)

Anthony Ferrante

The Victorian Vandergrift Museum and Historical Society is dedicated to preserving the history of Vandergrift – the first successfully planned industrial town, designed by renowned architect Frederick Law Olmstead. The Historical Society will use this marketing grant for a display ad in the 2014 Laurel Highlands Destination Guide and to print updated brochures of the town.

53. West Overton Village – Capital (\$3,000)

Jessica Kadie-Barclay

Listed on the National Register of Historic Places, West Overton is the birthplace of industrialist, Henry Clay Frick. The village contains an intact collection of more than one dozen structures dating back to the early 1800's. This capital grant will assist with structural repairs to the Big Barn at West Overton.

54. Westmoreland Agricultural Fair – Marketing (\$6,000)

Michelle Long

The Westmoreland Fair which is in its 59th year showcases Pennsylvania's number one industry – agriculture. The fair attracts more than 60,000 exhibitors and spectators from across the tri-state area. To increase awareness of the fair, this marketing grant will fund a multi-media campaign including Comcast Television commercials, radio spots, billboards and Internet advertising.

55. Westmoreland Arts & Heritage Festival – Marketing (\$10,000)

Adam Shaffer

The largest event of its kind held in Westmoreland County, the Westmoreland Arts and Heritage Festival attracts thousands of visitors to Twin Lakes Park each July for the handmade crafts, fine art, entertainment, children's activities and ethnic food. The organization will apply this grant toward a comprehensive marketing strategy that will include print ads, a Social Media presence, radio spots, television ads and billboards.

56. Westmoreland Chamber of Commerce – Capital (\$15,000/Matching)

Chad Amond

Representing more than 1,000 businesses across Westmoreland County, the chamber works to make the county a better place to live, learn, work, shop, play and visit. The chamber endeavors to erect an electronic LED message board adjacent to its office building in Greensburg which is clearly visible to motorists traveling the Lincoln Highway (US Route 30). On a rotating basis, the sign would announce major events taking place throughout the county, overnight stay packages and seasonal promotions – all aimed at increasing tourism and overnight stays.

57. Westmoreland County Historical Society (WCHS) – Marketing (\$12,500)

Lisa Hays

The WCHS in partnership with the Westmoreland County Parks and Recreation administers Historic Hanna’s Town, which is listed on the National Register of Historic Places. Historic Hanna’s Town tells the story of the aspect of the American Revolution that occurred on the western frontier here in Pennsylvania. With this grant, the Historical Society will launch a multi-faceted marketing campaign to attract visitors to Historic Hanna’s Town for tours and special events.

58. Westmoreland Cultural Trust – The Palace Theatre – Capital (\$20,000)

Teresa Baughman

The Palace Theatre is the Trust’s most visible asset - an historic 1,369-seat vaudeville era performing arts center located in Greensburg’s cultural district. The theatre, which hosts nationally-known entertainers performing country to oldies music, rock concerts to symphonies will use this capital grant to upgrade its computers and ticketing software programs.

59. Westmoreland Cultural Trust – The Palace Theatre – Marketing (\$ 20,000)

Teresa Baughman

The Palace Theatre will utilize this grant for a robust marketing campaign to include web and print advertising predominantly in the Pittsburgh market and through the Laurel Highlands Visitors Bureau.

60. Westmoreland Heritage – Marketing – (\$20,000)

Louise Tilzey-Bates

This organization collaborates with the county’s historical societies, historic sites, businesses and the Laurel Highlands Visitors Bureau to increase visitation at the county’s historic and heritage sites. Westmoreland Heritage will utilize this marketing grant for an aggressive marketing campaign that will include a website redesign, search engine optimization, participation in Laurel Highlands Visitor Bureau’s marketing programs and a “Roadshow” where the organization will attend Festivals/Events promoting partner sites and the new website.

61. Westmoreland Museum of American Art - Marketing (\$5,000)

Judith O'Toole

Established in 1949, the museum has assembled a diverse collection of works by significant American Artists. Organizing and providing many exhibits, as well educational programs and special events, is what gives the museum the excellent reputation it has obtained. The museum would like to continue to increase awareness in Allegheny County and will use this marketing grant toward its overall strategy which includes direct mail, newspaper advertising and a bus wrap with the Pittsburgh Port Authority.

62. Westmoreland Symphony Orchestra (WSO) – Marketing (\$6,000)

Morrie Brand

The WSO has been providing high quality musical performances in Westmoreland County since 1969. Their goal is to attract more ticket buyers from Allegheny County for their concert events. With this marketing grant, the WSO will target a new audience through public radio, billboards and web advertising.

63. Winnie Palmer Nature Reserve – Marketing (\$2,000)

Beth Bollinger

An educational/environmental center and recreation area created through a collaborative effort between the family and friends of the late Mrs. Arnold (Winnie) Palmer and Saint Vincent College, the nature center will use this marketing grant to optimize the reserve's website, develop and distribute a brochure which highlights the reserve's trails, gardens, natural play areas and historic Lochry Blockhouse.