

2014 Fayette County Tourism Grant Program
Recipients and Project Descriptions

1. Allegheny Trail Alliance/Regional Trail Corporation – Marketing (\$20,000)

Linda Boxx

The ATA is the coalition of trail organizations who have built, manage, and maintain the Great Allegheny Passage (GAP). Now completed, more than 1 million trail enthusiasts visited the GAP in 2013 spurring economic growth for the county. The ATA has been awarded this marketing grant for a website upgrade, production and distribution of the Trail Map and Trail Town brochures, and participation in the GAP's three destination marketing organization's marketing initiatives.

2. Brownsville Area Revitalization Corporation (BARC) – Marketing (\$5,000)

Kristen Tunney

BARC operates two independent museums in the Historic Flatiron Building: the Flatiron Heritage Visitors Center, and the Frank L. Melega Art Museum. BARC's marketing plan will utilize Brownsville's location at the westernmost point of the Laurel Highlands. The organization has been awarded this marketing grant to create exposure through digital and broadcast media.

3. Brownsville Area Revitalization Corporation (BARC) – Operating (\$4,000)

Kristen Tunney

BARC will utilize this operating grant for utilities and office expenses so other funds can be devoted to promoting BARC and the community's assets.

4. Carnegie Free Library of Connellsville – Capital (\$7,000)

Casey Sirochman

The Carnegie Free Library of Connellsville is the headquarters for the Connellsville Area Historical Society. Together, they provide genealogical research and information to visitors. The library is receiving this capital grant to purchase a new Microfilm Crossover Digital Film/Viewer/Scanner machine which will secure accessibility to unique, historically significant resources.

5. Carnegie Free Library of Connellsville – Operating (\$9,000)

Casey Sirochman

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

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

Barbara Skinner

The Christian Family and Children's Center is in the process of purchasing the Indian Creek Valley Community Center located along Route 711 in Indian Head. The organization will use this marketing grant to promote the special programs, speakers and entertainment that will be held at their new center.

7. Community Foundation of Fayette County – Capital (\$3,000)

Renee Couser

The Community Foundation will use this capital grant toward the development of Snowden Square Park. The park enhances many of the county's historic and recreational sites such as the National Road and Monongahela River.

8. Community Foundation of Fayette County – Marketing (\$4,000)

Sandra Morris

The Community Foundation will use this marketing grant to promote their Wednesday Walking series which consists of guided walks at the county's travel and tourism attractions. The foundation will promote the walks through marketing opportunities with the Laurel Highlands Visitors Bureau including the Brochure Distribution program and E-Newsletters.

9. Community Foundation of Fayette County – Tourism Education (\$2,500)

Sandra Morris

The community foundation is receiving this tourism education grant to educate the tourism community about the benefits - both health and business-wise - of participating in the summer Wednesday Walk series.

10. Connellsville Area Historical Society – Capital (\$5,000)

Karen Hechler

The Historical Society will use this capital grant to purchase a mannequin of Hannah Crawford that will serve as a backdrop for the story of how Crawford's Cabin was founded. The cabin is a focal point for the Annual Braddock's Crossing as well as a hub for the Great Allegheny Passage.

11. Connellsville Area Historical Society – Operating (\$5,000)

Karen Hechler

Each year the Historical Society coordinates a festival that commemorates Braddock's Crossing of the Youghiogheny River. This operating grant will be used to help fund the costs associated with the event.

12. Connellsville Area Historical Society – Marketing (\$1,500)

Karen Hechler

The historical society will use this marketing grant to promote the annual Braddock's Crossing event through the Laurel Highlands Visitors Bureau's Brochure Distribution program.

13. Dunbar Historical Society – Capital (\$7,000)

Diana Homer

The Dunbar Historical Society has been awarded a capital grant to help construct a small annex to the education center which will display Pascal's *Seated Torso*, the world's largest piece of carved glass. The work of art was donated to the historical society by the Donald Trump Organization.

14. Dunbar Historical Society – Marketing (\$2,000)

Donna Myers

The historical society will use this marketing grant to promote their beehive oven and Dunbar's industrial heritage through a partnership with the Laurel Highlands Visitors Bureau which will give the organization a web presence, listing in the annual destination guide, and brochure distribution.

15. Dunbar Historical Society – Operating (\$2,000)

Guy Rose

The historical society has been awarded an operating grant for the upgrade of technology equipment and toward general operating expenses.

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

Bob Junk

Fay-Penn will utilize this marketing grant to promote their Fayette County Buy Local Network which includes the seven Fayette County Farmers Market Programs. The council will implement a multi-media campaign and participate in the Laurel Highlands Visitors Bureau's marketing initiatives.

17. Fayette County Agricultural Improvement Association, Inc. – Capital (\$15,000)

John Blaney, Linda Rooker

The agricultural improvement association has been awarded this capital grant to continue their improvements to the Fiddlers' Building - one of the Fayette County Fairground's most highly used buildings.

18. Fayette County Agricultural Improvement Association, Inc. – Marketing (\$12,000)

John Blaney, Linda Rooker

The Fayette County Fair which celebrates its 60th year this summer, has grown to become one of Pennsylvania’s largest and most well-known fairs, with attendance reaching more than 100,000 visitors. The fair will use this marketing grant to increase attendance through radio, cable TV, Google and Facebook ads.

19. Fayette County Cultural Trust – Operating (\$17,000)

Michael Edwards

The Trust will use this operating grant to help sustain their efforts for the variety of events they coordinate throughout the year which attract visitors to Connellsville and Fayette County.

20. Fayette County Cultural Trust – Marketing (\$10,000)

Michael Edwards

The Cultural Trust will use this marketing grant to increase exposure for ArtWorks Connellsville and the Connellsville Canteen through participation in the Laurel Highlands Visitors Bureau’s marketing initiatives including the annual destination guide and web advertising.

21. Fayette County Historical Society – Marketing (\$9,000)

Christine Buckelew

The Fayette County Historical Society is dedicated to preserving the county’s historic sites. They will utilize this marketing grant to target history buffs through participation in the Laurel Highlands Visitors Bureau Brochure Distribution program, a new website, and Facebook ads.

22. Fayette County Historical Society – Operating (\$6,000)

Christine Buckelew

This operating grant will help support the historical society’s efforts to improve their display cases and other operating expenses.

23. Frank Lloyd Wright’s Fallingwater – Capital (\$40,000)

Clinton Piper

The Western Pennsylvania Conservancy has been awarded this capital grant to improve the *Overlook Path* where visitors go to see the famous view of Fallingwater dramatically perched over the waterfall, and the *Return Path*, which leads back to the visitors’ center.

24. Friends of Ohiopyle State Park (FOO) – Marketing (\$8,000)

Andrea Funyak, Chris Martin

Ohiopyle State Park is one of Pennsylvania's most visited state parks with more than 1.5 million outdoor enthusiasts visiting the park each year. FOO will use this marketing grant for the printing of the annual Ohiopyle calendar, posters, brochures, and bumper stickers. With the opening of the new Laurel Highlands Falls Area Visitors Center, interest in these promotional materials is expected to increase.

25. Highlands Hospital – Marketing (\$19,500)

Michelle Cunningham, Vicki Meier

Highlands Hospital, a 71-bed acute care hospital in Connellsville, has been awarded this marketing grant for a distinctive holistic health program which will include instructions in nutrition, exercise and stress control. These marketing funds will be used to develop and promote a Laurel Highlands Wellness Getaway that will increase overnight stays and generate business in the county. Brochures will be developed for the program and will be distributed through the Laurel Highlands Visitors Bureau as well as in the Washington, DC/Baltimore/Northern Virginia areas. The hospital is collaborating with Nemaquin Woodlands Resort which recently unveiled a holistic medicine program focusing on alternative methods designed to achieve life balance and wellness.

26. Jumonville Christian Camp & Retreat Center – Marketing (\$3,000)

Larry Beatty

Jumonville offers families and groups a peaceful, affordable and beautiful setting for memory-building events. The retreat center will use this marketing grant to attract additional groups through website advertising on www.laurelhighlands.org.

27. Laurel Hill Development Corporation – Marketing (\$25,000)

Bob Junk

The Laurel Hill Development Corporation, in association with the United States Collegiate Athletic Association, has been awarded this marketing grant to promote and increase attendance for the USCAA Basketball National Championships which are held at the Penn State Eberly Campus each winter.

28. Light and Life Ministries – Capital (\$4,500)

Nancy Hannan

A camp associated with the Free Methodist Church located in Fairchance, Light and Life Ministries is receiving a capital grant to install air-conditioning in the camp's dining facility.

29. Monongahela River, Rail, and Transportation Museum – Marketing (\$2,000)

Ernie Bradmon

The museum holds a treasure trove of artifacts related to the extensive history of the Monongahela River, Monongahela Railroad, and some history on the Historic National Road and how it relates to Brownsville. The organization has been awarded this marketing grant to increase visitation by participating in the Laurel Highlands Visitors Bureau Brochure Distribution Program.

30. Monongahela River, Rail, and Transportation Museum – Operating (\$1,000)

Ernie Bradmon

The museum is receiving an operating grant to assist with utility expenses.

31. National Road Heritage Corridor – Capital/Contingent (\$7,000)

Donna Holdorf

The National Road Heritage Corridor, in partnership with the Pennsylvania Environmental Council's River Town Program, is working to develop Fayette County's Mon River area into a cultural and heritage history destination. Upon receiving the required permits, this capital grant will be used for Pennsylvania's Tourist Oriented Directional Signs (TODS) to be installed at gateways to the Mon River Coalition area.

32. National Road Heritage Corridor – Operating (\$4,000)

Donna Holdorf

The National Road Heritage Corridor has been awarded an operating grant to assist with their efforts to build awareness of the cultural, historic, natural, and recreational resources located along Pennsylvania's Historic National Road.

33. National Road Heritage Corridor – Marketing (\$2,000)

Donna Holdorf

The National Road Heritage Corridor will use this marketing grant toward the development of a website that will promote boat launches, kayak rentals and other recreational activities and businesses associated with the Mon River in Fayette County.

34. Private Industry Council of Westmoreland/Fayette (PIC) – Capital (\$18,000)

Shujvane Martin

PIC is dedicated to building tomorrow's workforce in southwestern Pennsylvania including jobs in the travel and tourism industry. PIC has been awarded this capital grant toward the construction of a new facility at Commonwealth Drive in Lemont Furnace.

35. Redevelopment Authority of the City of Connellsville – Capital/Contingent (\$50,000)

Michael Edwards

With the more than 1 million trail users now riding the Great Allegheny Passage, there is a significant need to increase lodging in Connellsville. The Redevelopment Authority has been awarded this capital grant for the acquisition and site preparation in order to make way for the construction of a new hotel which will be located at 237 North First Street in Connellsville. This grant is contingent upon the Fayette Tourism Grant Fund being provided a guarantee that should the hotel not be built and operational within five years of the first disbursement of the grant, the entire grant will be repaid by the guarantor.

36. 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 toward an interior and exterior renovation of the Pilgrim House which is an integral part of Mt. St. Macrina's Annual Pilgrimage which celebrates its 80th anniversary this September.

37. State Theatre Center for the Arts – Marketing (\$10,000)

Erica Miller

During the 2014-2015 season, the historic State Theatre Center for the Arts will celebrate 25 years as a performing arts venue. The Uniontown Heritage Consortium is receiving this marketing grant to attract visitors to the State Theatre for its variety of special events, concerts, and classic film series through a multi-media marketing campaign and participation in Laurel Highlands Visitors Bureau marketing opportunities.

38. State Theatre Center for the Arts – Operating (\$10,000)

Erica Miller

The Greater Uniontown Heritage Consortium is receiving an operating grant to assist the State Theatre with operating expenses so ticket prices may be kept at a minimum.

39. Redstone Foundation/Fayette County Television – Operating (\$19,000)

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.

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

Muriel Nuttall

The Redstone Foundation will utilize this marketing grant to promote special events such as the Independence Day Celebration, Spirits of Fayette County Ghost Tours, and fall events through print media, Laurel Highlands Visitors Bureau marketing opportunities, and Fayette County Television.

41. Touchstone Center for Crafts – Marketing (\$9,000)

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.

42. Touchstone Center for Crafts – Operating (\$4,000)

Adam Kenney

As Pennsylvania’s only residential craft school, Touchstone remains an integral component of Fayette County’s growing cultural tourism sector. Within the past two years, Touchstone has increased enrollment in its workshops by 68 percent. This operating grant will be used for computers and software.

43. Touchstone Center for Crafts – Capital (\$4,000)

Adam Kenney

Touchstone has been awarded a capital grant for Audio Visual equipment that will be installed in four of its studios. This will greatly enhance the center’s efforts to increase enrollment as interested artists will be able to view the workshops as the artisans are learning their craft.

44. Trail Town Program/The Progress Fund – Capital (\$10,000)

Peter Grella

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 Connellsville Great Allegheny Signage Project. This project is part of a larger effort to update visitor information signage across the entire trail.

45. Uniontown Public Library – Capital (\$7,000)

Maria Sholtis

With American's increased interest in genealogy and the popularity of sites such as Ancestry.com, the library has been awarded a capital grant to purchase a new ScanPro 3000, a digital microfilm reader that will help modernize the facility and embrace the genealogy trend.

46. Yough River Trail Council/Regional Trail Corporation – Capital (\$15,000)

Ted Kovall, James McIntire

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 of a commercial Buffalo Turbine blower and Ground Clear for the entire Fayette County section of the Great Allegheny Passage.