

2015 Westmoreland County Tourism Grant Program
Recipients and Project Descriptions

1. Antiochian Village – \$3,000 Marketing

Contact: Kate Artman

This 300-acre non-profit conference center and camp, owned by the Antiochian Orthodox Christian Archdiocese of North America, will use this grant to update their marketing materials and to create a “Arts and Heritage in the Laurel Highlands” Group Tour Package.

2. Avonmore Community Association – \$1,125 Marketing

Contact: Penny Dunmire

The ACA hopes to increase Avonmore’s tourism with this grant by distributing brochures through the Laurel Highlands Visitors Bureau as well as two other destination marketing organizations.

3. Bushy Run Battlefield – \$1,500 Marketing

Contact: Kelly A. Ruoff

The only recognized Native American Battlefield in Pennsylvania as well as a state historic site, the Bushy Run Battlefield Heritage Society plans to use these funds to expand their marketing campaigns by partnering with Visit Pittsburgh to promote the 252nd Anniversary of the Battle of Bushy Run in targeted historic publications.

4. Caddie Shak – \$5,000 Marketing

Contact: Bob Lilley

Caddie Shak has been a favorite summertime stop for visitors since 1986. The family fun center plans to use these grant funds for billboard, TV, online and print advertising in Allegheny and Butler Counties.

5. Champion Lakes Golf Club – \$3,000 Capital

Contact: Allison Groat DeStefano

Widely acclaimed as one of the best public golf courses in PA, the club plans to use this grant to install two digital sign boards located along Rt. 711, which will be seen by up to one million vehicles a year.

6. Christian Family and Children’s Center – \$1,500 Marketing

Contact: Barbara A. Skinner

This non-profit organization has been providing Christian programs for families and children for more than 33 years. In July, the organization will host the seventh annual Alloutpraise!, an outdoor contemporary Christian music festival. The organization will use these grant funds to advertise the event.

7. Christmas in the Mountains – \$2,500 Marketing

Contact: Linda Brown

Now in its 16th year, this collaborative holiday event comprised of businesses in the Donegal area will use this grant to advertise online at WTAE, WPXI, Trib Total Media, and laurelhighlands.org.

8. Compass Inn Museum – \$3,000 Marketing

Contact: Theresa Gay Rohall

The authentically restored 1799 stagecoach stop, maintained and operated by the Ligonier Valley Historical Society has been awarded this grant to increase marketing efforts through partnership opportunities with the LHVB, radio advertising, and ads in the *Johnstown Magazine*.

9. Courtyard by Marriott Greensburg – \$7,500 Marketing

Contact: Jennifer Byers

The Courtyard by Marriott will use these funds to increase their advertising efforts, complete a photo shoot of the newly renovated hotel, and create and distribute new rack cards utilizing the LHVB Brochure Distribution program.

10. Delmont Apple 'N Arts Festival, Inc. – \$4,000 Marketing

Contact: William J Bilo, Jr.

Celebrating its 33rd year, this annual fall agri-tourism event features handmade crafters and artists, artisan food vendors and the workings of a 1907 Apple Cider Press. The organization has been awarded this grant to promote the festival with three roadside billboards, radio appearances and Search Engine Optimization.

11. Derry Railroad Days – \$500 Marketing

Contact: Lori Dudzinsky

Dedicated to promoting Derry's railroad history, the committee will use this marketing grant to advertise the annual Derry Railroad Days, which will increase visitation to the three-day event.

12. Escape to Donegal – \$4,000 Marketing

Contact: Joy Brady

For the past ten years, five Donegal-based businesses have collaborated to provide the "Escape to Donegal" experience. The group will use this grant for ads on WTAE, on laurelhighlands.org, and in print media, as well as Facebook and e-mail marketing.

13. Family Festivals Association, Inc. – \$7,000 Marketing

Contact: David A. Stoner

Thousands of shoppers enjoy the high-quality shows, which feature talented artisans and craftsmen coordinated by the association. Family Festivals has been awarded this marketing grant to promote the Pennsylvania Arts & Crafts Labor Day Festival, which has received national recognition.

14. Festa Italiana di Vandergrift – \$4,000 Marketing

Contact: Brian Putignano

Vandergrift's festival, which celebrates its Italian/American heritage, attracts visitors from eastern Ohio, northern West Virginia and across western Pennsylvania. This marketing grant will be used to promote the festival through a multi-media campaign in the tri-state area.

15. Forbes Trail Chapter of Trout Unlimited – \$1,000 Marketing

Contact: Olga Herbert

This regional initiative hopes to encourage fly-fishermen to come to the Laurel Highlands by using this marketing grant for ads in the Mid-Atlantic Fly Fishing magazine and the LHVB Destination Guide as well as continuing to support the Laurel Highlands Trout Trail Website.

16. Forbes Trail Chapter of Trout Unlimited– \$1,500 Capital

Contact: Olga Herbert

The initiative plans to use this grant to add 25 tons of limestone sand to the Rock Run area to maintain a healthy stream environment for future anglers.

17. Fort Ligonier – \$12,000 Marketing

Contact: Annie Urban

Fort Ligonier is a full-scale, on-site reconstruction of the original 1758-1766 fort along with ten buildings, artillery batteries, wagons, cannons and a French and Indian War Art Gallery. The organization has been awarded this grant for a multi-media marketing campaign to promote their unique events and battle reenactments.

18. Fort Ligonier Days – \$13,500 Marketing

Contact: Bill Stablein

Fort Ligonier Days, an event which commemorates the key engagement of the French and Indian War at Fort Ligonier, will use these grant funds to promote this popular fall event through online advertising, brochure distribution, and TV and radio ads.

19. Four Seasons Brewing Company – \$2,000 Marketing

Contact: Mark Pavlik

The Latrobe-based microbrewery, which stocks its beer in 45 local bars and restaurants, has been awarded this grant for ads in *Craft Pittsburgh Magazine* and at Arnold Palmer Regional Airport.

20. Glengarry Golf Links – \$3,500 Marketing

Contact: Jamie Costic

This Scottish Links-style, 18-hole golf course plans to use their marketing grant to create a cooperative overnight golf getaway package. This combines several area courses, local restaurants, and lodging to create a full golf experience. The organization will create a rack card, advertise on the LHV website, and attend golf shows to promote the package.

21. Great Allegheny Passage – \$12,000 Marketing

Contact: Linda M. Boxx

The Allegheny Trail Alliance is the coalition of trail organizations who have built, managed, and maintained the Great Allegheny Passage. 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.

22. Greater Latrobe-Laurel Valley Community Chamber of Commerce – \$10,000 Marketing

Contact: David Martin

Latrobe is the birthplace of the banana split, a scrumptious ice cream treat that was created at Strickler's Drug Store in 1904. The chamber has been awarded this marketing grant to promote the Great American Banana Split Celebration, held in August.

23. Greater Monessen Historical Society – \$2,000 Marketing

Contact: Daniel Zyglowicz

The Greater Monessen Historical Society owns and operates the Monessen Heritage Museum. The historical society will use this marketing grant to increase awareness of the museum and its programs through social media advertising and brochure distribution with the Laurel Highlands Visitors Bureau.

24. Greenhouse Winery – \$2,000 Marketing

Contact: Cindy Helinski, Greg Hazuza

Greenhouse Winery offers samplings and sells more than twenty different award-winning wines at three retail locations. Construction of a fourth location will be completed this year. The winery plans to use this grant toward the production of commercial, print brochures, and the installation of directional signs to their new location.

25. Haunted Hillside – \$3,000 Marketing

Contact: Jeff Pavlocak

A fourth-generation family produce farm and farm market located in Mount Pleasant, Haunted Hillside will use this marketing grant to implement new marketing efforts that will increase attendance at haunt events.

26. Historic Hanna's Town – \$7,000 Marketing

Contact: Lisa Hays

Listed on the National Register of Historic Places, Hanna's Town served as the first English court west of the Allegheny Mountains. The historical society has been awarded this marketing grant to promote the museum's special events and programs through a multi-media marketing campaign.

27. Holiday Inn Express & Suites Donegal – \$6,000 Marketing

Contact: Timothy Pisula

The award-winning Holiday Inn Express and Suites plans to use this grant for the creation of a new independent website. The Hotel also plans to fund a new personal Concierge service, an online digital marketing campaign, and a multimarket radio advertising campaign.

28. Hot Shots Indoor Sports Arena – \$10,000 Marketing

Contact: Nick Pilotti

Host to a wide variety of sports, events, tournaments, parties, and more, Hot Shots has been awarded this grant to expand their marketing efforts with a LHVB membership and bids for both regional and national inline and DEK hockey tournaments.

29. Idlewild and SoakZone – \$5,000 Capital

Contact: Jeff Croushore

Idlewild will expand its reputation as the "World's Best Kid's Park" this summer by bringing one of the current and most popular children's' character's, "Daniel Tiger" to appear at the park daily for "Meet & Greets." The park will use this capital grant to purchase an "O the Owl" costume to join the "Daniel Tiger" and "Katerina Kittycat" characters in a live show.

30. Idlewild and SoakZone – \$20,000 Marketing

Contact: Jeff Croushore

Recognized as one of the county's leading drivers of overnight stays during the summer season, Idlewild has been awarded this marketing grant for a Northeastern Ohio marketing campaign, which will include outdoor, TV and radio ads.

31. Kerber's – \$5,000 Marketing

Contact: Thomas Kerber

For 65 years, Kerber's has been a popular destination for families in the Irwin-North Huntingdon Township area. Kerber's plans to use this marketing grant to promote their seasonal activities with a LHVB partnership, an additional billboard on Route 30, and an updated brochure.

32. Latshaw Productions & Marketing Inc. – \$15,000 Marketing

Contact: Gary Latshaw

The organization plans to use this grant to target the group travel market through a multi-media campaign including the development of a full-color brochure highlighting concert and dinner theatre events.

33. Laurel Highlands Heritage Festivals Marketing Cooperative – \$5,000 Marketing

Contact: Dave Hurst

This collaborative marketing effort promotes four of the region's heritage-themed festivals including Westmoreland County's Ligonier Highland Games and Stahlstown Flax Scutching Festival. The festivals collaborate to increase visitation at their respective events. The group has been awarded a marketing grant for ads on laurelhighlands.org, television and outdoor advertising.

34. Laurel Highlands Nordic Ski Patrol – \$2,000 Capital

Contact: John Cupps

This volunteer professional organization patrols over twenty-five miles of Nordic ski trails, which extend over about 4 square miles of public lands in the Laurel Highlands. The ski patrol has been awarded this grant to upgrade medical and search and rescue equipment.

35. Laurel Highlands Snowmobile Club, Inc. –\$500 Marketing

Contact: Shelly Buckles

The Laurel Highlands Snowmobile Club coordinates snowmobile races each winter which attracts hundreds of snowmobilers to the region. The club will use this marketing grant to promote races and the region's trail system in the *Keystone Snowmobiler* – the Pennsylvania Snowmobile Association's monthly publication.

36. Laurelville Mennonite Church Center – \$1,000 Marketing

Contact: Angie Savanick

This Christian retreat center spans over 600 acres in the Laurel Highlands. The center plans to use this marketing grant to create an oversized post card to send out to a wider range of potential visitors.

37. Ligonier Theatre: Home of the Valley Players of Ligonier – \$2,500 Marketing

Contact: Eric Harris

The Valley Players will utilize this grant to promote their plays and performances at the Ligonier Theatre through brochure distribution with the LHVB and a new partnership with Mountain Playhouse.

38. Ligonier Valley Chamber of Commerce – \$3,000 Marketing

Contact: Holly Mowrey

The Ligonier Valley Chamber of Commerce is dedicated to increasing tourism for the Ligonier Valley. The chamber will use this marketing grant to expand awareness of the valley's special events, shopping, dining, lodging establishments and attractions.

39. Lincoln Highway Heritage Corridor – \$1,945 Marketing

Contact: Olga Herbert

One of only twelve designated heritage areas in Pennsylvania, the LHHC plans to use these funds to create a professionally designed rack card and participate in the LHVB's brochure distribution program.

40. Lincoln Highway Heritage Corridor – \$2,500 Capital

Contact: Olga Herbert

The Lincoln Highway Heritage Corridor (LHHC), which has been promoting 200 miles of the Lincoln Highway from Westmoreland County since 1996, has been awarded this grant to create two new exhibits, a stationary bike that produces electricity and an exhibit focusing on License Plates.

41. Living Treasures Wild Animal Park – \$5,000 Marketing

Contact: Thomas Guiher

A walkthrough zoological park located in Donegal, Living Treasures attracted more than 70,000 animal enthusiasts last year. The park plans to use this grant for a billboard and digital marketing campaign.

42. Love Receptive Services – \$2,000 Marketing

Contact: Carol Love

A popular Laurel Highlands-based receptive tour operator, Love Receptive Services offers several customizable tour packages throughout the Laurel Highlands. This marketing grant will be used for participation in industry travel shows and partnership with the LHVB.

43. Motordrome Speedway – \$10,000 Marketing

Contact: Todd Melfi

This NASCAR sanctioned asphalt racetrack holds weekly events from May through September in addition to hosting a wide variety of other events. They plan to use these grant funds for a multi-media campaign that will include TV, Radio, and digital advertising.

44. Mount Pleasant Glass & Ethnic Festival – \$7,000 Marketing

Contact: Jeffrey Landy

The only festival in Pennsylvania that showcases the history and heritage of the glass industry, 2015 will mark the 29th year of the Mount Pleasant Glass & Ethnic Festival. The organization will use this marketing grant for a multi-media campaign that will include TV, radio and digital advertising.

45. Mount Pleasant Glass Museum – \$1,000 Marketing

Contact: Cassandra Vivian

The Mount Pleasant Glass Museum presents Western Pennsylvania's glass heritage through three glass factories that operated in Mount Pleasant for more than 100-years. This marketing grant will be used for a digital and print marketing campaign.

46. Mount Pleasant Glass Museum – \$2,000 Capital

Contact: Cassandra Vivian

The museum is receiving this capital improvement grant for new signage and the restoration of a display case.

47. Mountain Laurel Chamber of Commerce – \$2,500 Marketing

Contact: Kris Enberg

This Donegal-based Chamber of Commerce is dedicated to enhancing the economic growth and development of the business community. The chamber has been awarded this grant for a new responsive website.

48. Mountain Watershed Association, Inc. – \$2,000 Capital

Contact: Beverly Braverman

The Mountain Watershed Association is dedicated to creating healthy streams and safe trails within the Indian Creek and Youghiogheny Watershed. The association is receiving this grant to finish signage on a recently completed bridge project, in addition to stairs up to Route 31.

49. NK Hospitality LLC – \$3,000 Marketing

Contact: Manoj Kansara

NK Hospitality LLC owns the Econo Lodge and the Express Inn in New Stanton. The hospitality group will use this marketing grant to increase wedding business by advertising on weddingwire.com and weddingclickers.com.

50. Overly's Country Christmas, Inc. – \$3,500 Marketing

Contact: 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. This marketing grant will fund billboards, print, and social media to increase visitation from surrounding counties.

51. Ramada Ligonier – \$10,000 Marketing

Contact: Deborah Fox

The Ramada Ligonier is an award-winning full-service hotel located in the heart of historic Ligonier. A marketing grant has been awarded to increase marketing efforts in group, consumer, and online initiatives.

52. Saint Vincent College Corporation – \$4,000 Marketing

Contact: Rev. Paul R. Taylor

Saint Vincent College plans to use this marketing grant to feature their new motorized passenger replica of Mister Rogers' Neighborhood Trolley in a new Trolley tour narration and printed guide.

53. SanaView Farms – \$2,000 Marketing

Contact: Janet McKee

This 52-acre historic landmark organic produce farm has been awarded this grant for a multi-media marketing campaign, including a partnership with the LHVB, brochures, and web advertising.

54. Sand Hill Berries – \$2,000 Marketing

Contact: Susan Lynn

Known for their famous berry pies, Sand Hill Berries is a family-owned and operated small fruits farm. The farm plans to use this grant to promote their popular annual Open House event with an expanded multi-media marketing campaign.

55. Scottdale Fall Festival – \$2,000 Marketing

Contact: Richard Thomas

The annual Scottdale Fall Festival is a three day event that attracts thousands of people from all over the region as well as out of state visitors. The festival has been awarded this grant for a marketing campaign that includes a full-color schedule of events flyer.

56. Southern Alleghenies Museum of Art at Ligonier – \$2,000 Capital

Contact: Sommer Toffle

The museum has been awarded this grant for the construction and installation of a freestanding sign featuring the Museum's name and logo on their property.

57. Southern Alleghenies Museum of Art – \$2,000 Marketing

Contact: Sommer Toffle

Dedicated to the preservation of American art, the museum plans to use these funds to highlight their exhibit of 50 exclusive pastel paintings from The Central Pennsylvania Pastel Society and The Pittsburgh Pastel Artists League.

58. Southwestern Pennsylvania Council for the Arts, Inc. – \$500 Marketing

Contact: Bonnie Hoffman

The council presents the Annual Regional Juried Art Exhibition, a prestigious professional exhibition showcasing the bounty of our region through the visual arts. The council has been awarded this grant for their print and bulk mail marketing campaign.

59. SpringHill Suites by Marriott Pittsburgh-Latrobe – \$8,500 Marketing

Contact: Missy Stahl

The award-winning SpringHill Suites Latrobe has been awarded this marketing grant for social media advertising, as well as ads in City & Shore Magazine, on Golf Trips.com, and on the LHVB Website.

60. Stage Right! – \$5,000 Marketing

Contact: Christine Orosz

Dedicated to keeping the arts alive and thriving, this organization provides comprehensive arts education in voice, acting, dance, and musical theatre. The organization has been awarded this grant to promote their holiday themed experience in December.

61. Stahlstown Flax Scutching Festival – \$2,500 Marketing

Contact: Marilee Pletcher

Established in 1907, this festival demonstrates how pioneers turned flax plants into linen cloth. This historical and educational event has been awarded this grant for LHVB Brochure distribution in addition to a web, news, and social media marketing campaign.

62. The Country Cupboard & Nature Run Wood Works – \$2,000 Marketing

Contact: Kathy Moore

The Country Cupboard, a retail and specialty gift shop located in Laughlintown, has been awarded this marketing grant to promote their handcrafted primitive furniture in the national publication *The Country Sampler*.

63. The Geyer Performing Arts Center – \$4,000 Marketing

Contact: Tyler Handford

This renovated opera house, located in Historic Scottdale, will use these funds to raise awareness of the theater and the area through a multi-media marketing campaign, including advertising with the LHVB.

64. The Palace Theatre – \$25,000 Marketing

Contact: Jennifer Benford

A cultural landmark, The Palace Theatre plays host to nationally-known performers ranging from comedy to symphony and classical to country. The theatre has been awarded this grant for a multi-media marketing campaign including ads on the laurelhighlands.org, on WTAE's website, and in the *Pittsburgh Post-Gazette*.

65. The Trailside – \$1,000 Marketing

Contact: John Rodney Darby

This full service pub, restaurant, bottle shop, and six pack shop, located along the Great Allegheny Passage, has been awarded this marketing grant for ads in the *Trailbook* and on the GAP Website.

66. Toymeister Collectible Toys – \$500 Marketing

Contact: Daniel McLean

This organization buys, sells and trades collectible toy soldiers as well as provides a venue for buyers to meet. The organization has been awarded this grant for a print marketing campaign.

67. Trail Town Program – \$626 Marketing

Contact: William Prince

The Trail Town Program®, launched in 2007, works to maximize the economic potential of the GAP and to maintain the bordering Trail Towns. The organization plans to use this grant for an ad in the *Trailbook*.

68. Victorian Vandergrift Museum & Historical Society – \$995 Marketing

Contact: William Hesketh

This all-volunteer, non-profit organization is dedicated to the preservation of the history of the first successfully planned industrial town. The museum and historical society has been awarded this marketing grant for an ad in the *Laurel Highlands Destination Guide*.

69. West Newton Station – \$12,000 Visitor Center Funding

Contact: Leslie Pierce

A key stop along the Great Allegheny Passage, the West Newton station assists thousands of trail users who stop in yearly looking for visitor information and trail services. The station also now answers the official GAP phone line. This grant will assist the Regional Trail Corporation with operations.

70. West Overton Museums – \$3,000 Marketing

Contact: Jessica Kadie-Barclay

Listed on the National Register of Historic Places, West Overton is the birthplace of industrialist, Henry Clay Frick. West Overton has been awarded this marketing grant for the creation of a website.

71. West Overton Museums – \$8,000 Capital

Contact: Jessica Kadie-Barclay

The village at West Overton contains an intact collection of more than one dozen structures dating back to the early 1800's. West Overton plans to use this capital grant to fundraise and construct an Orientation Theater, with presentations in period clothing.

72. Westmoreland Agricultural Fair – \$5,000 Marketing

Contact: Michelle Long

The Westmoreland Fair which is in its 61st year showcases Pennsylvania's number one industry – agriculture. The fair attracts more than 60,000 exhibitors and spectators from across the tri-state area. This marketing grant will be used to expand advertising, which will increase awareness of the fair.

73. Westmoreland Arts & Heritage Festival, Inc. – \$15,000 Marketing

Contact: Adam Shaffer

For 41 years, this festival has been a popular summer event, bringing international flavors, insight, and the wonder of the art world to Westmoreland County. The festival has been awarded this marketing grant to promote the event through a multi-media marketing campaign.

74. Westmoreland County Community College – \$2,000 Marketing

Contact: Anna Peagler

WCCC offers a full-service, on-site catering department for groups staying at local lodging properties. They will use this marketing grant to design and print a color brochure highlighting their culinary services.

75. Westmoreland Heritage – \$20,000 Marketing

Contact: 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. The group plans to use this grant to fund a multi-media marketing campaign, including ads in many publications, such as the *Laurel Highlands Destination Guide* and *Pittsburgh Parents* magazine.

76. Westmoreland Museum of American Art – \$25,000 Capital

Contact: Judith O'Toole

The museum has been awarded this grant to support the public art Project, *Bridging the Gap*, which will connect downtown Greensburg, the Museum, and surrounding historic neighborhoods.

77. Westmoreland Symphony Orchestra – \$2,000

Contact: Morris Brand

The Westmoreland Symphony Orchestra has been providing high quality musical performances in Westmoreland County since 1969. With this marketing grant, the symphony will attract additional visitors from Allegheny County through radio advertising on WQED-FM and WESA-FM and web advertising.