



2016 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

1. **Bushy Run Battlefield Heritage Society, \$2,430 marketing grant – Accepted by:**

Bonnie Ramus

The only recognized Native American Battlefield in Pennsylvania, the Bushy Run Battlefield Heritage Society plans to use these funds to expand their marketing campaigns by partnering with Visit Pittsburgh and the LHVB to promote the 253rd Anniversary of the Battle of Bushy Run, as well as print advertisement in Pennsylvania's Travel Guide, *Where & When*.

2. **Caddie Shak, Inc., \$5,261.25 marketing grant**

Caddie Shak has been a favorite summertime stop for visitors since 1986. The family fun center plans to use these grant funds for TV and online advertising with WPXT TV and print advertising in Pittsburgh Parent Magazine.

3. **Christian Family and Children's Center, \$8,625 marketing grant – Accepted by:**

Barbara Skinner

This non-profit organization has been providing Christian programs for families and children for more than 34 years. In July, the organization will host the 8th annual Alloutpraise!, a contemporary Christian music festival. The organization will use these grant funds to advertise the event in on Christian Radio Stations in the Pittsburgh, Johnstown, Somerset and Baltimore markets as well as e-newsletters through the Association of Christian Schools International.

4. Christmas in the Mountains, \$3,735 marketing grant

Now in its 17th 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, WHIRL Magazine and laurelhighlands.org.

5. Derry Township Agricultural Fair Association, \$2,008.83, marketing grant

This year-round fair boasts big fun on 10 acres with more than 400 animals, numerous exhibits, live music and tempting fair food. The fair association will use this marketing grant toward a remote radio broadcast with WFGI-FM during the event, the creation and distribution of rack card within 5 counties.

6. Downtown West Newton, Inc., \$2,725 marketing grant – Accepted by: Marlene Yurkovich

This non-profit community development corporation is dedicated to enhancing, stabilizing and improving downtown West Newton, Westmoreland's only trail town. The organization will use this marketing grant to reach out to visitors on the Great Allegheny Passage via print advertisements in the *Trailbook* and the redevelopment of their website.

7. Family Festivals Association, Inc., \$7,000 marketing grant

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. The association will use this marketing grant toward radio advertising on KDKA.

8. Festa Italiano di Vandergrift, \$4,114.50 marketing grant – Accepted by: 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 (on-line, radio and billboard) in the tri-state area.

9. Fort Ligonier, \$25,000 marketing grant – Annie Urban

Fort Ligonier is a full-scale, on-site reconstruction of the original 1758-1766 fort. The organization has been awarded this grant for a multi-media marketing campaign to promote their unique events, displays and battle reenactments in the Pittsburgh and Cleveland markets.

10. Fort Ligonier Days, Inc., \$15,000 marketing grant – 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 on KDKA and WTAJ.

11. Glengarry Golf Links, \$1,623.75 marketing grant

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 advertise on the LHVB website, and attend golf shows in Pittsburgh and Cleveland to promote the package.

12. Great Allegheny Passage/Allegheny Trail Alliance, \$13,200 marketing grant –

Accepted by: Linda Boxx

The Allegheny Trail Alliance is the coalition of trail organizations who have built, managed, and maintained the Great Allegheny Passage. The ATA will upgrade their website and app, produce and distribute the Trail Map and Trail Town brochures, and participation in LHVB marketing initiatives with these funds.

13. Greater Latrobe-Laurel Valley Chamber of Commerce, \$10,000 marketing grant

– Accepted by: Allen Martello

The Great Banana Split Celebration, under direction of the Chamber for the first time in 2015, saw 15,000 attendees. The Chamber will utilize this grant to develop a multi-media campaign to include creation and distribution of a promotional brochure throughout Pennsylvania, radio, print and social media advertising in the Pittsburgh region and surrounding counties.

14. Greensburg Community Development Corporation, \$5,000 marketing grant

The purpose of the Greensburg Community Development Corporation is to assist the City of Greensburg, businesses, institutions, and organizations in community development within the geographical boundaries of the city. The GCDC will use this marketing grant toward a partnership with the upscale WHIRL Magazine to continue and expand the Explore Greensburg section, to promote things to do in the Greater Greensburg and Westmoreland County area.

15. Historic Hanna's Town/Westmoreland County Historical Society, \$10,310.14, marketing grant

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 (print, online, TV) focused on the tri-state area in addition to TODs signs.

16. Holiday Inn Express and Suites, Donegal, \$15,000 marketing grant – Accepted by: Tim Pisula

The award-winning Holiday Inn Express and Suites plans to use this grant toward a radio advertising campaign in the Cleveland and Baltimore markets.

17. Hot Shots Indoor Sports Arena, \$17,500 marketing grant

Host to a wide variety of sports, events, tournaments, parties, and more, Hot Shots plans to use this grant on bids for regional and national inline and DEK hockey tournaments which draw competitors from Detroit, Ohio, West Virginia, Pittsburgh, Harrisburg, Philadelphia, New Jersey and New York.

18. Idlewild and Soak Zone, \$20,000 marketing grant – Accepted by: 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 an extensive outdoor marketing campaign in Northeastern Ohio and the Erie, Pennsylvania area.

19. Lamp Theatre Corporation, \$5,000 marketing grant – Accepted by: John Gdula

With seating for more than 300, the Lamp Theatre hosts live events like theatre, concerts, comedy and children’s programming. This marketing grant will be used by the theatre to promote 75 productions in 2016 through a multimedia marketing campaign in the Pittsburgh area, printing & distribution of racks cards.

20. Latshaw Productions, \$18,000 marketing grant – Accepted by: Cindy Troy

A Greensburg-based concert promotion and marketing business founded in 1982, Latshaw Productions has presented more than 4,500 events and programs. The organization plans to use this grant to target the group travel market through a multi-media campaign including the development of a brochure highlighting concert and dinner theatre events.

21. Laurel Highlands Heritage Festivals Marketing Cooperative, \$5,000 marketing grant – Accepted by 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, as well as television and outdoor advertising.

22. Ligonier Valley Chamber of Commerce, \$15,000 marketing grant – Accepted by: Susan Grunstra

The Ligonier Valley Chamber of Commerce is dedicated to increasing tourism for the Ligonier Valley. The chamber will use this marketing grant to create a new responsive website that will promote the valley’s tourism assets, special events and wedding venues.

**23. Lincoln Highway Heritage Corridor, \$3,202.50 marketing grant – Accepted by:
Kristin Poerschke**

One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds to create a professionally designed and printed brochure and a redesigned mobile-friendly website.

24. Living Treasures Wild Animal Park, \$4,900 marketing grant

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 to develop an app and a digital marketing campaign reaching the tri-state area..

**25. Monessen Amphitheater Committee, \$5,000 marketing grant – Accepted by:
Matt Shorrow**

An outdoor venue built in the 1930s, the amphitheater has enjoyed a revival in recent years with the return of live music, arts and cultural events. This marketing grant will be used toward a multimedia marketing campaign for the 2016 summer event schedule in the Pittsburgh and Mon Valley region.

**26. Mount Pleasant Glass and Ethnic Festival, \$7,000 marketing grant – Accepted
by: Jeff Landy**

The only festival in Pennsylvania that showcases the history and heritage of the glass industry, 2016 will mark the 30th 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 in the Pittsburgh market.

27. Overly's Country Christmas, Inc., \$2,100 marketing grant

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 to increase visitation from surrounding counties.

28. Ramada Ligonier, \$8,156.25 marketing grant

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 to the motorcoach market through attendance at ABA and PBA, consumer shows, online advertising on the LHVB and Fallingwater websites.

29. Regional Trail Corporation, \$10,433.75 grant for operation of the West Newton Visitors Center – Accepted by: 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 of the visitor center.

30. Scottdale Fall Festival, \$2,500 marketing grant

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 schedule of events brochure distributed through the Pittsburgh Tribune Review, and online advertising on WPXI, WTAE and through LHVB.

31. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$7,200 marketing

The award-winning SpringHill Suites Latrobe has been awarded this marketing grant for promotion of their Stay and Play at Latrobe Country Club lodging package through attendance at the IAGTO & IPW tradeshows and select print advertising in trade publications .

32. Stage Right, Inc., \$12,800 marketing grant – Accepted by: Chris 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 for a multimedia marketing campaign to promote performances and an overnight lodging package through WTAE, WPXI, the Whirl Magazine and Pittsburgh Tribune Review.

33. Tanto Holdings/Totteridge Golf Club, \$4,673 marketing grant – Accepted by: Patrick Cendes

A challenging 18-hole golf course designed by Rees Jones, Totteridge Golf Club will utilize this marketing grant to promote a “Stay and Play” lodging package online and through Golfer’s Lifestyle Magazine in addition to printing 2000 Trifold brochures.

34. The Palace Theatre, \$25,000 marketing grant

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*.

35. The Trailside, \$1,000 marketing grant – Accepted by: Rod 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 trail map.

36. The Trail Town Program, \$213 marketing grant – Accepted by: Courtney Mahronich

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*.

37. West Overton Village and Museum, \$18,222.01 capital grant

The village at West Overton contains an intact collection of more than a dozen structures dating back to the early 1800's. West Overton plans to use this capital grant to upgrade the facility to accommodate weddings, conventions and meetings, including ADA-compliant restrooms and entrance ramps.

38. Westmoreland Agricultural Fair, \$5,000 marketing grant

Celebrating 62 years, the Westmoreland Fair 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.

39. Westmoreland Arts and Heritage Festival, \$15,000 marketing grant – Accepted

By: Michael Ginsburg

For 42 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 in the western Pennsylvania region.

40. Westmoreland Heritage, \$20,000 marketing grant

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, billboard advertising and a new brochure.

41. Westmoreland Museum of American Art, \$24,000 – Accepted by: Judith

O'Toole

One of only American art museums in Pennsylvania, The Westmoreland has been awarded this grant for the *Discover What Moves You* marketing campaign, which will be focused specifically on the Washington, D.C. metropolitan area. Marketing opportunities include the Washington Post, Washington Life Magazine, Washingtonian and public radio and television stations in the D.C. area.