



2018 Fayette County Tourism Grant Award Recipients

- 1. Borough of Dunbar, \$10,000 capital grant**
The borough of Dunbar will utilize this award for the creation of a 3-D mural near the Sheepskin Bicycle Trail. The multimedia art project will be created by local artist Liz Jones.
- 2. Brownsville Area Revitalization Corporation, \$5,044 marketing and \$2,500 operating grant**
BARC operates two independent museums in the Historic Flatiron Building: the Flatiron Heritage Visitors Center and the Frank L. Melega Art Museum. The organization has been awarded this marketing grant towards website enhancements and print and radio ads, and a capital grant for utilities so other funds can be devoted to promoting BARC and the community's assets.
- 3. Connellsville Area Historical Society and Museum, \$874 marketing and \$2,500 operating grant**
The historical society operates the Historic Gibson House and Colonel Crawford's Cabin. This operating grant will be used for utilities and the marketing grant will be used to create a brochure to promote the historical re-enactment of Braddock's Crossing.
- 4. Connellsville Area School District Falcon Foundation, \$7,500 capital grant**
A non-profit entity designed to support the Connellsville Area school district, the Falcon Foundation will utilize this award toward the creation of a memorial to Heisman Trophy winner Johnny Lujack and Olympic gold medalist John Woodruff, both of whom were Connellsville residents.
- 5. Fayette County Agricultural Improvement Association, Inc., \$34,700 marketing grant, \$29,623 capital grant and \$3,321 education grant**
One of Pennsylvania's largest and most well-known fairs, the Fayette County Fair has been awarded this marketing grant to create a multi-media marketing plan including TV and radio ads and billboard space to promote the Fayette County Fair, which will be held July 28-August 4, 2018. This capital grant to help defray the cost of renovating the indoor restroom facilities and the education grant toward the purchase of a drone and Google Expedition kit for use in partnership with the Penn State Extension 4H Youth Development program.
- 6. Fayette County Cultural Trust, \$7,500 marketing grant and \$2,500 operational grant**
Since 2007, the trust has developed and promoted historic walking tours, public art projects and many festivals including Art on the Yough, Mum Festival and It's a Connellsville Christmas. The trust been awarded a marketing grant to develop a cable television marketing campaign to promote the community's tourism assets and events. The operating grant to cover utility expenses at the Connellsville Canteen so other funds can be devoted to promoting the county's cultural, historic, and natural assets.
- 7. Fayette County Historical Society, \$13,043 capital grant and \$10,871 operational grant**
Dedicated to preserving the county's historic sites, the historical society has been awarded this grant for roof restoration for the Abel Colley Tavern and Museum, which was one of the original taverns built along the National Road. The operational grant will be used toward utility expenses, allowing other funds to be used to promote the society's assets such as the tavern and Searights Tollhouse.

- 8. Fay-Penn Economic Development Council, \$10,562 marketing grant and \$20,425 operational grant**
Fay-Penn has been awarded this grant to continue a partnership with the United States Collegiate Athletic Association and Penn State Fayette in hosting the United States Collegiate Athletic Association (USCAA) Basketball National Championships in Fayette County. This grant will be used on a multi-media marketing campaign to promote the event, which is estimated to generate over \$500,000 in direct sales in the area, with 34 teams, playing 39 games over four days. The operations grant will be used to develop a website, event programs, directional signage and community and team incentives.
- 9. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy, \$25,000 marketing grant**
The Western Pennsylvania Conservancy will use this grant for a comprehensive multimedia advertising campaign including outlets such as National Public Radio in Washington D.C.
- 10. Great Allegheny Passage/Allegheny Trail Alliance, \$12,000 marketing grant**
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 social media advertisements, website and mobile app maintenance and creation and distribution of an updated map and brochure.
- 11. Greater Connellsville Area Community Center, \$2,485 marketing grant and \$3,644 operational grant**
The Greater Connellsville Area Community Center, located in a 100 year old former high school and home to the Edwin Porter Theatre, has been awarded a marketing grant for brochure creation and distribution. The operational grant will be designated for utility costs, display cases and racks
- 12. Jumonville Christian Camp & Retreat Center, \$7,500 capital grant**
Jumonville offers families and groups a peaceful, affordable and beautiful setting for memory-building events. The retreat center will use this grant to address accessibility issues in the welcome center, lodge, inn and dining hall.
- 13. Maple Bottom Farm, \$4,333 marketing grant**
A working dairy farm in the midst of becoming a farmhouse bed and breakfast, Maple Bottom will offer a unique agri-tourism experience for visitors to Fayette County. This grant award will be used for website creation with online booking, brochure creation and professional photography.
- 14. National Road Heritage Corridor, \$18,000 marketing grant and \$6,000 operational grant**
The National Road Heritage Corridor is one of 12 areas under the DCNR's Heritage Area Program. This year marks the 200th anniversary of the eastern portion of the National Road. The Corridor has been awarded this marketing grant to create a multimedia marketing campaign to promote attractions, historic sites and events along the National Road including the National Road Festival. The operations grant will be used to offset daily operational expenses.
- 15. Neubauer's Flower and Market House, \$6,338 marketing grant**
A fourth generation family florist located in the historic U.S. Livery Building in downtown Uniontown, Neubauer's plans to use this grant to create cable television commercials, social media marketing and marketing opportunities with the LHVB.
- 16. Ohiopyle Stewart Community Center, \$395 marketing grant**
Based in the former Ohiopyle school building, the center has become a hub for local activities and group events. This marketing grant will be used to promote the Spirit of the River Festival, which will be held May 19, 2018.

- 17. Ohiopyle Trading Post & River Tours, \$60,000 marketing grant**
Ohiopyle's four outfitters –Ohiopyle Trading Post, Wilderness Voyageurs, Whitewater Adventurers and Laurel Highlands River Tours–will collaborate to create a multi-media campaign with the support of the LHVB to target markets of Washington DC, Cleveland, Columbus, Detroit and Indianapolis.
- 18. Redevelopment Authority of the City of Connellsville, \$2,025 marketing grant**
The authority will use this award to advertise services, restaurants and lodging in Connellsville in the *Trail Guide*.
- 19. Regional Trail Corporation, Yough River Trail, \$18,900 capital grant**
The all-volunteer Regional Trail Corporation will use this capital grant to resurface two miles of the Great Allegheny Passage in Fayette County.
- 20. Springfield Township Volunteer Hose Company, \$5,979 operating grant**
The fire department has been awarded this grant to improve operational efficiency at monthly buckwheat pancake fundraisers and meet the growing customer base.
- 21. State Theatre Center for the Arts, \$14,438 marketing grant and \$24,750 operational grant**
Opened in 1922 as a movie palace and vaudeville house, these funds for a multimedia marketing campaign featuring print, television and digital advertising in targeted areas in counties outside Fayette. The operational grant has been awarded to cover the theater's utilities.
- 22. Touchstone Center for Crafts, \$3,000 marketing grant, \$6,210 capital grant and \$2,500 operating grant**
As Pennsylvania's only residential craft school, Touchstone will use the marketing grant to develop a new website, an expanded social media campaign, print and television ads and attendance at national art conferences. The capital grant funds will be designated for roof repairs to the Hart-Moore blacksmith studio. The operational grant will be used to cover operating expenses.
- 23. VFW Post 265, \$7956 capital grant**
VFW post 265 is receiving these funds to purchase new flags to be displayed and for repairs to the commemorative site at the Uniontown Mall.