

2018 Somerset County Tourism Grant Award Recipients

1. **Benscreek Canoe Club, \$2,153 marketing grant**

The canoe club will use their grant to attract whitewater boaters to the Stonycreek River for the Annual Rendezvous and dam release weekends. They will advertise in media outlets that target the national whitewater boating community such as *Rapid Media* and *American Whitewater* magazines and create targeted digital advertisements.

2. **Camp Harmony, \$6,000 marketing grant**

Founded in 1924, Camp Harmony is home to acres of fields, trails, campgrounds, cabins, rope courses and a gymnasium. This marketing grant will help the organization create a year-round marketing campaign including digital advertisements, outdoor billboards, brochure distribution and participation in the LHVB consumer show program.

3. **Comfort Inn of Somerset, \$7,500 marketing grant**

The Comfort Inn will use this marketing grant to promote its golf packages with Somerset Country Club, Indian Lake Golf Club, and North Winds Golf Course. They plan to target golfers in the Youngstown, Harrisburg and York markets through print and online ads.

4. **Confluence Tourism Association, \$1,794 marketing grant**

The association will use these funds to promote Confluence's lodging, dining and recreation venues and special events. They plan to advertise with American Cycling Association's *Adventure Cyclist* and participate in the LHVB Consumer Show program.

5. **Faranda Farm, \$2,500 marketing grant**

A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this grant to promote the annual Garlic Festival. This year's celebration will be promoted through a multi-media advertising campaign including WJAC, the LHVB and the Pittsburgh Post-Gazette and Tribune Review.

6. **Friends of Flight 93, \$15,158 marketing grant**

The Friends of Flight 93 is the official non-profit supporting partner who collaborates with the National Park Service to tell the heroic story of Flight 93. The group has been awarded this grant for print and digital marketing targeting school groups and the motorcoach industry.

7. **Great Allegheny Passage/Allegheny Trail Alliance, \$10,000 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.

8. **Husky Haven Campground, \$900 marketing grant**

Located along the Great Allegheny Passage in Rockwood, Husky Haven Campground is a popular tenting-only campground for Great Allegheny Passage trail users and vendors and guests who attend the Mother Earth News Fair at Seven Springs Mountain Resort. Husky Haven is receiving a marketing grant for advertisements in the GapMap.

- 9. Hickory Hollow Campground, \$4,343 marketing grant**
A quality outdoor accommodations and recreational vehicle resort, Hickory Hollow Campground will use this marketing grant to create a new brochure and a direct mail campaign to target past guests.
- 10. Jennerstown Speedway, \$35,000 marketing grant**
One of the oldest short tracks in the United States, Jennerstown Speedway welcomed more than 103,000 over the course of 14 weeks in 2017. This marketing grant will be used to promote the speedway's schedule of events, including the nationally-televised Super Cup Stock Series and the Must See Stock Car Series races.
- 11. Laurel Highlands Heritage Festivals Marketing Cooperative, \$5,000 marketing grant**
This collaborative marketing effort promotes four of the region's heritage-themed festivals including Somerset County's Farmers and Threshermans Jubilee and Mountain Craft Days. The group has been awarded a marketing grant for website enhancements, ads on laurelhighlands.org, as well as television and billboard advertising.
- 12. Laurel Summit Nordic Ski Patrol, \$1,500 marketing grant**
Whether providing emergency first aid or assisting patrons to navigate winter trails, the Laurel Summit Nordic Ski Patrol volunteers have continued to serve winter outdoor enthusiasts since 1983. These grant funds will be used to create a cross-country skiing and snowshoeing brochure to be distributed in REI stores throughout the mid-Atlantic.
- 13. Maple Leaf Outfitters, \$3,000 marketing grant**
Established in 2016, Maple Leaf Outfitters provides hikers and bikers on the GAP with outdoor trip planning including scheduling, shelter reservations, camp set-up, transportation for gear and personal belongings and trip provisions to provide visitors with a hassle-free experience. These grant funds will be used to create a multimedia campaign to promote their services including website development and opportunities with the LHVB and the *TrailGuide*.
- 14. Mountain Ridge Trails Resort, \$10,000 marketing grant**
The largest privately owned ATV trail system in Pennsylvania, Mountain Ridge Trails Resort has more than 100 miles of trails on 2,500 acres for ATV, UTV and dirt bike enthusiasts. The resort has been given a marketing grant toward billboard advertisements, brochure creation and distribution with the LHVB.
- 15. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermans Jubilee, \$2,500 marketing grant**
Celebrating its 65th year anniversary this summer, the Farmers and Threshermans Jubilee attracts hundreds of visitors to Somerset County who want to learn more about the history of farming in our area and enjoy the steam engines and tractor pulling. This marketing grant will be used to promote the event through print and radio advertising.
- 16. Pennsylvania Maple Festival, \$5,000 marketing grant**
Thousands of visitors head to Meyersdale each spring for one of Pennsylvania's sweetest festivals and learn about Somerset County's Maple Sugar industry. The organization is receiving a marketing grant to promote the festival through a multimedia advertising campaign.
- 17. Rock City Shuttles, \$2,452 marketing grant**
A seasonal bike shuttle service, Rock City Shuttles provides daily shuttle service along the Great Allegheny Passageto Laurel Highlands landmarks such as the Flight 93 National Memorial. These grant funds will be used toward brochure creation and distribution with the LHVB and an ad in the *TrailGuide*.
- 18. Rockwood Mill Shoppes and Opera House, \$5,000 marketing grant**
Originally a thriving lumber and feed mill dating back to the late 1800s, the Rockwood Opera House is now one of the oldest operating dinner theatres in Pennsylvania. The Opera House was added to the National Register of Historic Places in September 2002. This marketing grant will be used for a multimedia advertising campaign to

promote the 2018 schedule of events.

19. Seven Springs Mountain Resort, \$38,000 marketing grant

Pennsylvania's largest ski resort continues to grow the county's economy with its commitment to year-round events, activities and amenities. The resort has been awarded this marketing grant for an extensive winter digital marketing campaign focused on the Baltimore and Washington, D.C. markets.

20. Somerset County Chamber of Commerce, \$12,500 marketing grant

Representing more than 760 businesses and organizations, the chamber has been dedicated to growing the county's economy for more than 100 years. The chamber is receiving this marketing grant for advertising opportunities including the *TrailGuide*, seasonal billboards on the Pennsylvania Turnpike, print ads and marketing opportunities through the LHVB.

21. Somerset County Fair Association, \$2,500 marketing grant

A week-long event that promotes the county's agricultural heritage and rural way of life, the Somerset County Fair Association will utilize this grant for outdoor advertising targeting residents from northern Maryland and Fayette, Cambria and Bedford counties.

22. Somerset, Inc., \$6,000 marketing grant

One of the oldest and longest-running Main Street programs in the state, Somerset Inc. will use this marketing grant to attract visitors to uptown Somerset through social media marketing, marketing opportunities with the LHVB and brochure creation.

23. Somerset County Historical Center, \$6,000 marketing grant

The steward of the county's cultural heritage through its historical collections, educational programs and genealogical archives, the historical center's major event is the three-day Mountain Craft Days folk festival held each September. The center has been awarded this grant for participation in LHVB marketing initiatives and television and radio advertisements.

24. Somerset Interchange Lodging Association, \$7,500 marketing grant

A partnership of lodging establishments located at the Somerset Pennsylvania Turnpike interchange, the association will use these funds for billboards to attract turnpike travelers.

25. Springs Historical Society, \$5,473 marketing grant

Dedicated to the history and culture of southern Somerset County, the historical society sponsors the Annual Springs Folk Festival and Farmers' Market. These funds will be used to develop a multimedia advertising campaign to attract visitors to their events and museum.

26. Stepping Stone Farm Bed & Breakfast, \$1,200 marketing grant

Offering a wholesome country living experience on a 31-acre farm, Stepping Stone Farm is receiving a marketing grant to promote their family-oriented bed and breakfast via billboards, the Gap Map and marketing opportunities with the LHVB.

27. Stonycreek-Quemahoning Initiative, \$3,000 marketing grant

The driving force behind the development of both Whitewater and Greenhouse Parks and the Quemahoning Lake Mountain Bike Trail, the SQI will use this marketing grant to promote the completion of the mountain bike trail in 2018 by creating a brochure, trail maps and signage.

28. The Hostel on Main, \$5,000 marketing grant

Near the Rockwood access point of the Great Allegheny Passage, The Hostel on Main offers bikers, hikers and skiers comfortable accommodations. The Hostel has been awarded this grant to be used toward online advertisements, social media campaigns and participation in LHVB marketing opportunities.

29. The Parker House of Confluence, \$1,500 marketing grant

A Confluence country guest house open since 1998, The Parker House is located approximately 125 feet from the Youghiogheny River and the Great Allegheny Passage. The Parker House is receiving this marketing grant for an in-depth social media marketing plan.

30. Wings for Our Heroes, \$2,500 marketing grant

Dedicated to providing outdoor adventures and adaptive equipment for disabled military and first responders, Wings For Our Heroes has been awarded this grant for website and brochure development.

31. Yoder's Guest House, \$3,780 marketing grant

One of the oldest and newest lodging accommodations in Meyersdale, Yoder's Guest House and Market Square Bakery will utilize these funds for print ads in the *TrailGuide*, digital marketing with TripAdvisor and marketing initiatives with the LHVB.

32. Confluence Tourism Association, \$7,072 visitors' center grant

The association has been awarded a Visitors Center grant to fund their Town Criers Program, which serves as a mobile visitors center.

33. Meyersdale Area Historical Society, \$19,754 visitor's center grant

The Meyersdale Area Historical Society operates a Visitors Center in the renovated Western Maryland Train Station. The center is a popular stop for Great Allegheny Passage trail users and history buffs. The Historical Society has been awarded a Visitors Center grant for staffing.

34. Somerset County Rails to Trails Association/Rockwood Visitors Center, \$7,892 visitor's center grant

The SCRTA has been awarded these funds to staff a visitor's center along the Great Allegheny Passage in Rockwood.