



2018 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

- 1. Bushy Run Battlefield Heritage Society, \$1,737 marketing grant**
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 Westmoreland Heritage and the LHVB to promote the battlefield and the anniversary events of the Battle of Bushy Run.
- 2. Caddie Shak, \$10,000 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 billboard signage, marketing opportunities with the LHVB and radio advertisements.
- 3. Christmas in the Mountains, \$4,000 marketing grant**
Now in its 19th year, this collaborative holiday event comprised of businesses in the Donegal area will use this grant to advertise online with WTAE, WPXI, LHVB and Pittsburgh Post-Gazette.
- 4. Compass Inn Museum, \$4,547, marketing grant**
An authentically restored 1799 stagecoach stop complex, the Compass Inn Museum will use this marketing grant to develop a multimedia marketing plan including online and print advertisements and participation in group tour travel showcases with the LHVB.
- 5. Derry Township Agricultural Fair Association, \$2,500 marketing grant**
This agricultural 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 for a remote radio broadcast with WFGI during the event, creation and distribution of a brochure and social media advertisements.
- 6. Downtown West Newton, Inc., \$506 marketing grant**
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 *TrailGuide*.
- 7. Festa Italiano di Vandergrift, \$3,000 marketing grant**
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.
- 8. Fort Ligonier, \$22,500 marketing grant**
A full-scale, on-site reconstruction of the original 1758-1766 fort, Fort Ligonier has been awarded this grant for a multi-media marketing campaign to promote the new Fort Ligonier Center for History Education and a diverse schedule of events and reenactments, expanded hours of operation and new evening tours.

9. **Fort Ligonier Days, Inc., \$15,000 marketing grant**
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, digital and television ads with KDKA and WTAJ.
10. **Great Allegheny Passage/Allegheny Trail Alliance, \$11,639 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 Latrobe-Laurel Valley Chamber of Commerce, \$9,000 marketing grant**
Over the last five years, the Great Banana Split Celebration, under direction of the Chamber, has grown from 5,000 to nearly 35,000 attendees annually. The Chamber will utilize this grant to develop a multi-media campaign to include a promotional brochure, radio, print, direct mail and social media advertising in the Pittsburgh region and surrounding counties.
12. **Hampton Inn, Greensburg, \$2,522 marketing grant**
Conveniently located just off the Route 30 Lincoln Highway, the Hampton Inn, Greensburg, will use this grant toward a multimedia marketing plan featuring participation in group tour travel shows with the LHVB, print ads and brochure distribution.
13. **Historic Hanna's Town/Westmoreland County Historical Society, \$5,257 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 including group tour and travel shows with the LHVB, print and digital advertisements and brochure creation and distribution.
14. **Holiday Inn Express and Suites, Donegal, \$5,761 marketing grant**
The award-winning Holiday Inn Express and Suites plans to use this grant toward print and digital advertisements with the LHVB.
15. **Idlewild and Soak Zone, \$8,550 marketing grant**
Recognized as one of the county's leading drivers of overnight stays during the summer season, Idlewild has been awarded this marketing grant for print and digital advertisements and brochure distribution with the LHVB.
16. **Latshaw Productions, \$20,000 marketing grant**
A Greensburg-based concert promotion and marketing business founded in 1982, Latshaw Productions has presented thousands of events and programs. The organization plans to use this grant to target potential visitors in the Pittsburgh area through a multi-media campaign.
17. **Laurel Highlands Heritage Festivals Marketing Cooperative, \$4,000 marketing grant**
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 group has been awarded a marketing grant for television and billboard advertising and marketing opportunities with the LHVB.

18. **Lincoln Highway Heritage Corridor, \$13,994 marketing grant**
One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds for a multi-media marketing campaign to showcase the museum's expansion featuring the 1938 Serro's Diner, historic tourist cabin and filling station.
19. **Living Treasures Wild Animal Park, \$3,750 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 for radio advertisements in the northern West Virginia market.
20. **Performance Kayak, Inc., \$4,846 marketing grant**
A family-owned kayak and paddling center located on the Youghiogheny River and Great Allegheny Passage in West Newton, Performance Kayak has been awarded these funds for a multi-media marketing campaign to promote the creation of the first kayak and canoe race weekend. The Youghness Monster 25 Mile Kayak and Canoe Race is slated for May 5, 2018.
21. **Ramada Ligonier, \$14,437 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 for website enhancements, participation in numerous consumer travel shows and seasonal co-op marketing ads with the LHVB and a Fallingwater lodging partnership.
22. **Regional Trail Corporation, West Newton Station, \$8,640 visitors center grant**
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. This grant will assist the Regional Trail Corporation with operations of the visitor center.
23. **Saint Vincent College, \$2,836 marketing grant**
Saint Vincent College is the home of The Foster and Muriel McCarl Coverlet Gallery which is one of the largest collections of 19th century American 'figured and fancy' hand-woven coverlets in the world. The gallery will utilize this grant toward the creation and distribution of a new brochure, social media and print marketing.
24. **Seton Hill University, \$1,440 marketing grant**
Founded by the Sisters of Charity in 1885, Seton Hill University is a Catholic liberal arts institution offering 80 undergraduate, 11 graduate and 12 certification programs. The university has been awarded these funds for the creation of a multi-media marketing campaign to showcase a public dance performance by the Pittsburgh Ballet Theatre at the Performing Arts Center on April 7, 2018.
25. **SpringHill Suites by Marriott Pittsburgh-Latrobe, \$6,795 marketing**
Conveniently located near Arnold Palmer's Latrobe Country Club, Idlewild & Soak Zone and Saint Vincent College, the award-winning SpringHill Suites Latrobe has been awarded this marketing grant for participation at tradeshow and print and digital advertising in trade publications.
26. **Stage Right, Inc., \$8,505 marketing grant**
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 performances and an overnight lodging package through social media marketing, WTAE, the LHVB and Pittsburgh Post-Gazette.

27. **Stahlstown Flax Scutching Festival, \$3,437 marketing grant**
Established in 1907, the Stahlstown Flax Scutching Festival shares how pioneers turned the fibers of the flax plant into linen cloth. These grant funds will be used to promote the festival through a multimedia marketing plan including radio in northern West Virginia, brochure distribution with the LHVB and the Pittsburgh Post-Gazette.
28. **The Palace Theatre, \$25,000 marketing grant**
A Westmoreland County 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 direct mail and ads on cable and network TV, laurelhighlands.org, WJAC, and in the Pittsburgh Post-Gazette.
29. **West Overton Village and Museum, \$5,121 marketing 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 marketing grant for the creation of a new distillery logo, brochure distribution, print advertisements and marketing opportunities with the LHVB.
30. **Westmoreland County Airport Authority, \$21,500 marketing grant**
A treasured local tradition showcasing some of the world's best aerial performers, the Westmoreland County Airshow held at the Arnold Palmer Regional Airport is scheduled to return July 28-29, 2018. The Westmoreland County Airport Authority has been awarded this grant to secure performances by the US Air Force Thunderbirds Demonstration Team and a British Air Force aircraft.
31. **Westmoreland County Community College, \$3,367 marketing grant**
Westmoreland County Community College improves the quality of life in the communities it serves through education, training and cultural enrichment. The college will use these funds to create and distribute a conference and event services brochure and to participate in a meeting planners' event in Harrisburg.
32. **Westmoreland Museum of American Art, \$16,000 marketing grant**
Dedicated to stimulating imagination and innovation through incredible American art and works showcasing the heritage of southwestern Pennsylvania, The Westmoreland has been awarded this grant toward a multimedia marketing plan to showcase many upcoming exhibitions including a partnership with the Brandywine River Museum of Art.
33. **Westmoreland Agricultural Fair, \$5,040 marketing grant**
Celebrating 64 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 for expanded marketing opportunities including digital, social media and television advertisements.
34. **Westmoreland Arts and Heritage Festival, \$14,537 marketing grant**
For 44 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 including Tribune Review, the LHVB and Comcast.
35. **Westmoreland Heritage, \$19,291 marketing grant**
This organization collaborates with the county's historical societies, historic sites, businesses and the LHVB 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, participation in group travel shows and brochure distribution.