Dear LHVB Partner,

As this year’s chairman of the board, I must say, 2017 was an incredible year for the Laurel Highlands Visitors Bureau.

Starting with the promotion of Ann Nemanic to executive director, who brings a tremendous amount of experience and understanding of the role the LHVB plays in the economic vitality of our region. Her work ethic and dedication to the tourism industry has and will continue to provide strong leadership and continued growth for years to come. The board of directors are both excited for and confident in Ann’s leadership.

Last year, the LHVB completed an in-depth brand awareness, visitor perception study and a data-driven integrated marketing plan, focused on target markets within a 200-mile-drive radius of the region. Armed with this information and a strategic marketing plan, the LHVB can target travelers by their interests, location and demographic including millennials, Gen Xers and boomers, as well as families and groups.

Tourism remains strong in the Laurel Highlands with visitors continuing to spend more than $1.8 billion annually. Going into 2018 with strong leadership, an intuitive marketing plan, a talented staff and a committed board of directors, the Laurel Highlands is poised for continued growth and diversification.

I am proud to serve as the LHVB Board Chair and look forward to working together with our tourism partners to continue to increase tourism and grow our economies of our region’s three counties.

We hope you enjoy reviewing our accounting of the year and we look forward to continuing to serve our region in 2018.

Sincerely,

Michael J. Langer, Chairman
LHVB Board of Directors
Dear Partners and Supporters of the Laurel Highlands Visitors Bureau,

2017 can best be described as the downward motion of a springboard diver. In essence, we are ready for the launch. Last year, we completed a comprehensive visitor research study and a brand analysis, resulting in a three-year strategic marketing plan anchored by four product pillars and emotional drivers. This targeted marketing plan has been set into motion and an overreaching positioning statement guides us into the future.

The LHVB expanded its board of directors to 18 members in 2017, maintaining equal representation across our tri-county region. Under their leadership, the organization operated conservatively and finished the year under budget. The staff and board finalized the movement of the LHVB to an inclusive model, representing all of the region’s tourism businesses, equating to laurelhighlands.org being the go-to source for visitors with more than 3,500 tourism entities showcased online.

Due to the continued advancements in online marketing, the LHVB did an extensive talent search to find the right candidates to complement our professional team. Jared Bundy, Director of Interactive Marketing, and Allyson Null, Marketing Communications Coordinator, have grown our outreach extensively. Blogs, podcasts, video production, website content and an overall enhanced website presence through additional social media platforms has expanded the LHVB’s marketing efforts. We also launched a new consumer e-newsletter to our database of 25,000 subscribers.

We still believe in the power of personal connections. For that reason, we expanded trade show participation in the leisure, bridal, student and meeting planners market. Group tour and niche travel groups continue to be extraordinarily strong for the region seeing 17,127 rooms with $2,123,748 in revenue attributed to group travel. That’s ROI!

Public relations efforts are critical to our overall marketing. Nineteen press visits were organized through the LHVB, resulting in 448 stories reaching 685 million for an overall publicity value of $1.45 million.

2018. We’re ready to dive in. Our Destination Guide will lead the way followed by the launch of a new website. It is an Olympic year, how appropriate, because we are going for the gold!

Always, partnering in your success,

Ann Nemanic
Executive Director
LHVB-HOSTED EVENTS

ANNUAL DINNER
Hosted at the beautiful Barn at Ligonier Valley on Oct. 25, this year brought back this popular event intended to celebrate all things tourism, and that is just what we did! Featuring a “Cheers to the Laurel Highlands” theme, we served up local libations, including a historical cocktail called ‘grog,’ as well as a fun and engaging evening for networking. The event’s silent auction raised more than $3,150 for the Laurel Highlands Education Foundation.

2017 Tourism Award Winners
- Denise and Charles Gehringer, Pathfinder of the Year | Yoder’s Guest House
- Matt Gault, Tourism Employee of the Year | Fort Ligonier
- Lynda Waggoner, Tourism Trailblazer of the Year | Frank Lloyd Wright’s Fallingwater

INTERACTIVE MARKETING SUMMIT
More than 150 marketers, small business owners and executives joined LHVB for the 7th Annual Interactive Marketing Summit on Nov. 3 at the Fred Rogers Center at Saint Vincent College. Guest speakers from Google, Red House, Schell Games, Level Agency and more presented on a variety of topics from "Creating a Culture of Growth" and "Dashboard Democracy to Low-Hanging ROI to Generation Z.”

PENNSYLVANIA WELCOME CENTER FAM
In mid-spring, the LHVB hosted staff members from the PA Welcome Centers.
As the administrator for the Fayette, Somerset, and Westmoreland County Tourism Grant Programs, the LHVB works with each county’s Board of Commissioners to provide organizational assistance for each program, collect and maintain necessary documents and assist each tourism grant review committee. The grant review committees evaluate criteria and applications, select recipients and award grant funds. The annual tourism grant programs are funded by a portion of the room tax dollars collected each month and are unique to each county.

**FAYETTE COUNTY**

Commissioners:  
* Vincent Vicites · Dave Lohr · Angela Zimmerlink

2017 Grant Review Committee Members:  
* Ashli Mazer-Workman · Tarnmy Stemson  
* Warren Hughes · Ann Nemanic  
* Sean Sypolt

**SOMERSET COUNTY**

Commissioners:  
* Gerald Walker · James T. Yoder · John Vatavuk

2017 Grant Review Committee Members:  
* Commissioner James T. Yoder · John Weir  
* Eric Mauck · Kristin Ecker  
* George Coyle

**WESTMORELAND COUNTY**

Commissioners:  
* Gina Cerilli · Ted Kopas · Charles Anderson

2017 Grant Review Committee Members:  
* Mike Langer  
* Andrea Cuda  
* Carol Wentzel

Invested to date into the region’s tourism industry through the tourism grant programs.

$370k  
23 GRANTS AWARDED

$310k  
41 GRANTS AWARDED

$382k  
37 GRANTS AWARDED

$13.4 MILLION
In 2017, the LHVB evolved into an inclusive partnership model, creating opportunities for businesses in the region to become a part of the story of tourism in the Laurel Highlands and to share a complete resource for visitors. In addition to the inclusive model, the sales division has expanded marketing opportunities and even produced a podcast filled with information to inspire people headed to the Laurel Highlands for a getaway. The team has changed with Stacey Magda designated as the director of sales working alongside Louise Bates, sales manager, and Jim Hamerski, brochure distribution coordinator.

590
TOTAL LHVB PARTNERS

95%
RETENTION RATE

3,585
TOURISM BUSINESS LISTINGS

85
BROCHURE RACKS
MANAGED BY THE LHVB IN 5 COUNTIES

60,000+
PARTNER BROCHURES
DISTRIBUTED IN RACKS

131,200
DESTINATION GUIDES
DISTRIBUTED IN RACKS

8 CONSUMER SHOWS in PA, OH & D.C.
8,200 Destination Guides | 20,100 Partner Brochures

5 BRIDAL SHOWS
Reaching more than 2,500 brides
The past year has rounded out a new vision for group sales initiatives from the LHVB. The sales team was warmly welcomed by the bridal, small meetings, student and homeschool markets. With a strong presence at sales events in individual markets, the LHVB expects to see these exciting opportunities grow in years to come.

**BY THE NUMBERS**

- **8 GROUP TOUR TRAVEL SHOWS**
  - Meeting with more than 150 tour operators and over 700 group leaders

- **3 STUDENT & HOMESCHOOL SHOWS**
  - Educating 80 teachers and more than 11,000 homeschool families

- **SMALL MEETINGS & CORPORATE EVENTS**
  - Connecting with 30 meeting planners

- **2 SALES MISSIONS**
  - Helping our partners connect with tour operators and planners

- **12 Unique Itineraries**
  - Featuring 160 group friendly sites
  - Reaching more than 2,500 tour operators and planners

- **471 Multi-Day Tours**

- **203 Day Trips**

- **5 FAM Tours & Site Visits**

- **1,800 Welcome Bags Distributed**

**RESULTING IN:**

- **17,127 BOOKED HOTEL ROOMS**
- **$2,123,748 BOOKED HOTEL ROOM REVENUE**

803 Motorcoaches | more than 61,188 visiting with seniors, students and niche groups from 37 States and 14 Countries.
In 2017, the LHVB completed a brand audit project with Red House Communications, identifying perceptions of the region and developing a strategy to uniquely target visitors to the Laurel Highlands. Four branding pillars were identified as outdoors, history and culture, health and wellness and classic amusements. Using this knowledge paired with generational travel trends and behaviors, the LHVB has developed and implemented audience-segmented ads with unique messaging based on interest, age, geography and more.

**TARGET MARKETS**

Cleveland, OH | Columbus, OH | Pittsburgh, PA | Baltimore, MD | Washington, D.C.

$1,477,633

2017 Marketing Programming & Promotions Budget

*excludes county tourism grant program expense

Including Seasonal Campaigns in the following Media Outlets:

- TV Commercials
- Radio Commercials
- Print Ad Placements
- Billboards
- PANDORA
- Social Media Advertising
- Display Advertising
- Search Engine Marketing
- Native Advertising

**WEBSITE STATISTICS 2017**

SESSIONS: 913,658 | PAGEVIEWS: 1,919,587

128% INCREASE IN REFERRAL TRAFFIC FROM SOCIAL MEDIA

**SOCIAL STATS**

- Facebook: 58,528 Fans
- Twitter: 11,800 Followers
- YouTube: 230,257 Video Views
- Instagram: 3,526 Followers
- Pinterest: 667 Followers
From the revival of skiing at Laurel Mountain to the 150th birthday of Frank Lloyd Wright, there was no shortage of exciting news to share with the travel media in 2017. Over the course of the year, LHVB public relations partnered with many regional tourism partners to share, extend and enhance the region’s tourism news. Exciting events included partnering with VisitPittsburgh to host a group of German travel journalists, hosting a group press tour highlighting the winter recreation opportunities, celebrating the 15th anniversary of the Quecreek Mine rescue and securing the bid to host the 2018 Mid-Atlantic Tourism Public Relations Alliance Media Marketplace.
# Statement of Financial Position

**Laurel Highlands d/b/a Laurel Highlands Visitors Bureau**

**Statement of Financial Position**

**December 31, 2017**

## Assets

### Current Assets
- Cash and Cash Equivalents: $1,366,007
- Accounts Receivable: 25,149
- Prepaid Expenses: 90,444
- Room Tax Receivables: 201,843
- Restricted Cash and Cash Equivalents: 2,305,491

Total Current Assets: $3,988,934

### Noncurrent Assets
- Security Deposits: 423
- Land, Buildings, Improvements & Equipment (Net): 14,294

Total Noncurrent Assets: $14,717

**Total Assets**: $4,003,651

## Liabilities and Net Assets

### Current Liabilities
- Accounts Payable: $193,789
- Grants Payable: 104,661
- Deferred Revenue: 41,392
- Refundable Room Tax Advances: 2,305,491

Total Current Liabilities: $2,645,333

### Net Assets
- Unrestricted
- Board Designated Reserves: 461,000
- Board Designated Operations Fund: 897,318

Total Net Assets: 1,358,318

**Total Liabilities and Net Assets**: $4,003,651

---

This is a summary of the financial statements as of December 31, 2017 that were included in the audit by Horner, Wible & Terek, PC.

A complete auditor’s report is on file and can be reviewed upon request.
# Statement of Functional Expenses

**Laurel Highlands d/b/a Laurel Highlands Visitors Bureau**

**December 31, 2017**

## Marketing, Promotional, Advertising

<table>
<thead>
<tr>
<th>Program Expenses</th>
<th>Management and General</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association Dues &amp; Memberships</td>
<td>$4,215</td>
<td>$8,274</td>
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<tr>
<td>Community Relations</td>
<td>2,026</td>
<td>791</td>
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<tr>
<td>CRM System</td>
<td>45,518</td>
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<td>Printing</td>
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<td>Research/Brand/Impact/Subscriptions</td>
<td>86,629</td>
<td>3,600</td>
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<td>Travel</td>
<td>5,979</td>
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<td>Advertising</td>
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<td>Brochure Distribution</td>
<td>18,988</td>
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<td>Conferences, Seminars, Other</td>
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<td>Consumer Shows</td>
<td>38,882</td>
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<td>Events, Marketing, Meetings, Tours</td>
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<td>General Promotion</td>
<td>39,663</td>
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<td>Postage</td>
<td>29,942</td>
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<td>Visitor Center Support</td>
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## Operations

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<thead>
<tr>
<th>Program Expenses</th>
<th>Management and General</th>
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<tr>
<td>Fees</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Miscellaneous Operating</td>
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<td>1,466</td>
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<td>Meetings</td>
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<td>Professional Development</td>
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<tr>
<td>Professional Services</td>
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<td>6,661</td>
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<tr>
<td>Office Expense (Services, equipment, IT, rent, supplies)</td>
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<td>70,533</td>
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</table>

## Personnel Expenses

<table>
<thead>
<tr>
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<th>Management and General</th>
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</thead>
<tbody>
<tr>
<td>Recruitment</td>
<td>0</td>
<td>328</td>
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<tr>
<td>Salaries &amp; Wages</td>
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<tr>
<td>Pension</td>
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<td>Insurance</td>
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<td>Other Benefits</td>
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<td>Taxes</td>
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<td>13,578</td>
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## Depreciation and Amortization

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<th>Program Expenses</th>
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<tbody>
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## County Grant Programs

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<tr>
<th>Program Expenses</th>
<th>Management and General</th>
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<tbody>
<tr>
<td>Fayette County Grants</td>
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</tr>
<tr>
<td>Westmoreland County Grants</td>
<td>387,112</td>
<td>0</td>
</tr>
<tr>
<td>Westmoreland Heritage Grants</td>
<td>42,000</td>
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</tbody>
</table>

## Visitor Center Grants

<table>
<thead>
<tr>
<th>Program Expenses</th>
<th>Management and General</th>
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</tr>
</thead>
<tbody>
<tr>
<td>27,480</td>
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<td>27,480</td>
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**Total**

<table>
<thead>
<tr>
<th>Program Expenses</th>
<th>Management and General</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,305,236</td>
<td>$315,460</td>
<td>$2,620,696</td>
</tr>
</tbody>
</table>

This is a summary of the financial statements as of December 31, 2017 that were included in the audit by Horner, Wible & Terek, PC. A complete auditor’s report is on file and can be reviewed upon request.
FINANCE

LAUREL HIGHLANDS d/b/a LAUREL HIGHLANDS VISITORS BUREAU
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
December 31, 2017

<table>
<thead>
<tr>
<th>REVENUE, GAINS AND OTHER SUPPORT</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette County Administration Fees</td>
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<td>$511,980</td>
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<td>Somerset County Administration Fees</td>
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<td>Destination Guide</td>
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<td>Basic Marketing Packages</td>
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<td>Events/Summits</td>
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<tr>
<td>Miscellaneous Operating</td>
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<tr>
<td><strong>Non-operating Revenues</strong></td>
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<td>Interest Income</td>
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<tr>
<td>Fayette County Grant Program</td>
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<td>371,011</td>
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<tr>
<td>Westmoreland County Grant Program</td>
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<td>387,112</td>
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<tr>
<td>Westmoreland Heritage/Informational Centers</td>
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<td>42,000</td>
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<tr>
<td>Visitor Center Grants</td>
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<td>27,480</td>
</tr>
<tr>
<td><strong>Net Assets Released from Restrictions</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE, GAINS AND OTHER SUPPORT</strong></td>
<td>$2,677,994</td>
<td>0</td>
<td>$2,677,994</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Expenses</td>
<td>2,305,236</td>
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<td>2,305,236</td>
</tr>
<tr>
<td>Management and General</td>
<td>315,460</td>
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<td>315,460</td>
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<tr>
<td>Fundraising</td>
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<td>0</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
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<td>2,620,696</td>
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</table>

<table>
<thead>
<tr>
<th>INCREASE/DECREASE IN NET ASSETS</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<tr>
<td><strong>NET ASSETS - BEGINNING</strong></td>
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<tr>
<td><strong>NET ASSETS - ENDING</strong></td>
<td>$1,358,318</td>
<td>0</td>
<td>$1,358,318</td>
</tr>
</tbody>
</table>

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2017 LHVB PHOTO CONTEST
Nearly 1,400 entries were submitted for the 2017 Laurel Highlands Annual Photo Contest. Photos were submitted in four categories: people, plants and animals, places and altered images. The Annual Photo Contest has long served as an important resource by providing a fresh inventory of photos from across the region to help support all of the LHVB’s marketing initiatives.

WELCOME, STAFF!
JARED BUNDY, DIRECTOR OF INTERACTIVE MARKETING
Jared Bundy joined the LHVB Marketing Team in February, 2017 as the Director of Interactive Marketing. In his role, Jared oversees the bureau’s website, social media accounts, digital marketing initiatives and customer relationship management system. Jared brings an extensive digital marketing background, serving most recently as Digital Marketing Specialist at Saint Vincent College. Jared also teaches a communication class at Saint Vincent. He holds a Bachelor’s degree in communication from Saint Vincent and a master’s in business administration from California University of Pennsylvania.

ALLYSON NULL, MARKETING COMMUNICATIONS COORDINATOR
In summer 2017, the LHVB welcomed Allyson Null as marketing communications coordinator. A graduate of Indiana University of Pennsylvania with a dual major in journalism and public relations, and communications media, as well as a minor in French, she brings an array of skills to the department including photography and photo editing, video production and graphic design.
LHVB STAFF

ANN NEMANIC
Executive Director

GEORGIA ROBINSKY
Senior Director of Finance & Grant Administration

KRISTIN ECKER
Senior Director of Marketing

JARED BUNDY
Director of Interactive Marketing

ANNA WELTZ
Director of Public Relations & Community Outreach

STACEY MAGDA
Director of Sales

LOUISE BATES
Sales Development Manager

RACHEL ROEHRIG
Administrative & Grant Assistant

ALLYSON NULL
Marketing Communications Coordinator

JIM HAMERSKI
Brochure Distribution Coordinator

PATRICIA HOEHN
Information Counselor, Ohiopyle

DOLORES LOVE
Information Counselor, Ohiopyle

SARA MITCHELL
Information Counselor, Ohiopyle

BOARD OF DIRECTORS

Michael Langer, Chairman | Westmoreland Cultural Trust
Eric Mauck, Vice Chairman | Seven Springs Mountain Resort
Dave Kahley, Treasurer | The Progress Fund
Muriel Nuttall, Secretary | Fayette County Commissioners’ Appointee
Ron Aldom | Somerset County Commissioners’ Appointee
Laura Argenbright | Mountain Playhouse
Ken Bisbee | Ohiopyle State Park
Stephen Clark | National Park Service
Liz Diesel | Glades Pike Winery
Tom Guiher | Living Treasures Wild Animal Park
Monte Hansen | Nemacolin Woodlands Resort
Alicia Henry | Westmoreland County Commissioners’ Appointee
Lladel Lichty | Friends of Flight 93 National Memorial
Liz McCarty | Laurel Highlands River Tours & Outdoor Center
Bryan Perry | Allegheny Trail Alliance
Clinton Piper | Frank Lloyd Wright’s Fallingwater
Michael Simons | SpringHill Suites Latrobe-Pittsburgh
Vicky Sheetz | Park Inn Uniontown
COMMUNITY SERVICE

Your Staff Giving Back! 425 Combined Hours of Community Service.

Ligonier Valley Historical Society • Quecreek Mine Rescue Foundation • Laughlintown Community Center • Westmoreland County Parks & Recreation Citizens Advisory Board • Stahlstown Flax Schutching Festival Board of Directors • Ligonier Valley Chamber of Commerce • Destination: Greater Pittsburgh • Heartland Travel Showcase • Westmoreland County Historical Society • Great Allegheny Passage Bike Trail • Jacob’s Creek Watershed Association • Plant-A-Tree at Flight 93 • Habitat for Humanity • Fayette County Chamber of Commerce • Westmoreland County Chamber of Commerce • Somerset County Chamber of Commerce • Mon-Valley Consortium • Waterford UM Church • Ligonier Valley PBW • Historic Hanna’s Town • Reenactment Volunteer • Lincoln Highway Heritage Corridor • Allegheny Trail Alliance