



2019 Fayette County Tourism Grant Recipients and Project Summaries

1. Camp Christian, \$7,501 marketing grant and \$4,978 operational grant
A youth summer camp and group retreat destination since 1941, Camp Christian will utilize the marketing grant to promote the facility's assets and proximity to nearby attractions to new audiences and past guests through a multimedia marketing campaign. The operational grant will be used toward new software, a desktop computer, external hard drives and battery back-ups.
2. Carnegie Free Library of Connellsville, \$5,000 capital grant and \$5,000 marketing grant
Home to the Connellsville Area Historical Museum, the Carnegie Free Library of Connellsville is receiving this grant to develop an improved library museum focused on local culture and heritage, create a STEAM learning environment and a MakerSpace in partnership with Frank Lloyd Wright's Fallingwater. The marketing grant will be used to promote these opportunities to visitors from outside of the county.
3. Christian W. Klay Winery, \$17,500 marketing grant
Opened in 1997 as Fayette County's first commercial winery, Christian W. Klay Winery will invest these funds in a television and internet marketing campaign to promote the winery's year-round schedule of events and banquet and wedding facilities.
4. East End United Community Center, \$5,650 tourism education grant
Serving the Uniontown area since 1975, the East End United Community Center provides family friendly activities, after-school and summer enrichment programs and community fellowship. This education grant will be utilized to raise awareness of the historical and cultural contributions of the area's African American community. Projects include tours of the Underground Railroad tunnels at the present-day AME Zion Church in Uniontown, development of an oral history tour with group and private storytelling events and the promotion of an annual breakfast event to honor Martin Luther King Jr. and the addition of historical display at the community center.

5. Fayette County Agricultural Improvement Association, Inc., \$35,564 marketing grant, \$27,563 capital grant and \$3,463 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 multimedia marketing plan including TV and radio ads and billboard space to promote the Fayette County Fair, which will be held July 25 - August 3, 2019. This capital grant to help defray the cost of renovating the Main Gate restroom facilities and the education grant toward the STEAM activities for youth and families attending the fair, an agricultural-themed escape room, expansion of the popular embryology project and the purchase of a 360-degree camera to allow 4-H students to create a virtual reality experience of the fair.
6. Fayette County Cultural Trust, \$1,491 marketing grant and \$25,684 capital 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 promote downtown Connellsville to cyclists on the Great Allegheny Passage. This capital grant has been awarded for the installation of signage, bike racks, benches and trash receptacles along Crawford Avenue, a main route for visitors on foot or by bike.
7. Fayette County Historical Society, \$13,781 contingent capital grant and \$4,688 operating grant
Dedicated to preserving the county's historic sites, the historical society has been awarded this grant for roof restoration for the Searight's Tollhouse, which was built in 1835 as one of the original tollhouses 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.
8. Fay-Penn Economic Development Council, \$9,902 marketing grant and \$5,000 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 multimedia marketing campaign to promote the event, which is estimated to generate more than \$500,000 in direct sales in the area, with 34 teams playing 42 games over four days. The operations grant will be used for website development, event programs and directional signage.
9. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy, \$24,919 marketing grant
Pennsylvania's Laurel Highlands is home to four houses designed by famed American architect Frank Lloyd Wright – Fallingwater, Kentuck Knob, Duncan House and coming soon – Mäntylä. These homes serve as an important cornerstone for the region's tourism industry, bringing more than 216,000 visitors to the region annually. The leadership teams of each site will partner together on a multimedia marketing campaign to enhance visitor awareness of the immersive Wright experience in the Laurel Highlands. Thereby allowing for increased length of stay for overnight visitors in the county.

10. General Braddock's Fish Club, \$28,485 capital grant
This nonprofit organization raises and stocks more than 8,000 adult trout into the Youghiogheny River near Connellsville every year at no cost to visitors, the community or fishermen. This capital grant will be used to repair and enhance two existing fish nurseries.
11. Great Allegheny Passage/Allegheny Trail Alliance, \$17,208 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 to develop a new website, mobile app and social media advertisements and create and distribute an updated map and brochure.
12. JAMES Photographic Studio and The Gallery, \$1,864 marketing grant
Uniontown's first art gallery, JAMES Photographic Studio and The Gallery has been awarded these funds to promote monthly art immersion tours of downtown to group tour operators.
13. Jumonville Christian Camp & Retreat Center, \$6,122 marketing grant and \$5,000 operating grant
In addition to youth summer camps, Jumonville offers families and groups a peaceful, affordable and beautiful setting for memorable events. The retreat center will use this grant for a multimedia marketing campaign promote their summer camp offerings, retreat facilities and outdoor recreation opportunities. The operating grant will be utilized to upgrade the rural retreat's internet and phone services.
14. Mount Saint Macrina Sisters of Saint Basil, \$12,292 marketing grant
A religious order of the Eastern Catholic Church, the Basilian Sisters will celebrate their 100th anniversary as a religious community in 2019. This marketing grant will be used to promote special anniversary events and the Labor Day weekend Annual Pilgrimage at their Uniontown property via website development, signage and the creation of a documentary and promotional video.
15. National Road Heritage Corridor, \$5,000 operating grant
One of 12 areas under the DCNR's Heritage Area Program, the National Road Heritage Corridor's mission is to promote the cultural, historic, natural and recreational resources along Pennsylvania's historic National Road. The operations grant will be used to offset daily operational expenses.
16. Nemaquin Castle/Brownsville Historical Society, \$32,359 capital grant
Operated by the Brownsville Historical Society, Nemaquin Castle takes visitors back in time to America's frontier period, the trading post era of 1789, to the Colonial era of 1814 and to the Victorian era of 1850. This grant will be used to restore the historic facility's exterior masonry façade.

17. Neubauer's Flower and Market House, \$30,000 marketing grant
A fourth generation family florist located in the historic U.S. Livery Building in downtown Uniontown, Neubauer's has been awarded this marketing grant for the development of a monthly Laurel Highlands Day on KDKA's popular show, "Pittsburgh Today Live." This production will include live broadcast from the market house and segments to showcase downtown Uniontown and other well-known tourism attractions.
18. Pleasant Valley Golf Club, \$5,815 marketing grant
Founded in 1922 as a country club, Pleasant Valley Golf Club was rebranded in 2018 under new ownership as a public golf course. The facility offers an 18-hole golf course, bar and restaurant, spacious ballroom, Olympic-size pool and stocked fishing ponds. This marketing grant will be used to develop a multimedia marketing campaign to promote the facility's assets, as well as its sister property Aaron's Building in downtown Connellsville, a private event facility.
19. Point Marion Volunteer Fire Department, \$29,696 capital grant
Established in 1904, the Point Marion Volunteer Fire Department provides fire, rescue and ambulance services to Point Marion and surrounding locations, including Friendship Hill National Historic Site and the Sheepskin Trail. These funds will be used to purchase a rescue equipment such as a utility vehicle, trailer and winch.
20. Regional Trail Corporation, Yough River Trail, \$13,000 capital grant
The all-volunteer Regional Trail Corporation will use this capital grant toward a ditch and bank mower to maintain the RTC's section of the Great Allegheny Passage.
21. Seams Like Home Quilting Retreat B&B, \$2,700 marketing grant
A unique niche lodging property, Seams Like Home caters to cyclists on the Great Allegheny Passage, quilting groups and visitors to the region's Frank Lloyd Wright properties. These funds will be used toward directional signage along the Route 119 corridor and website redesign.
22. Springfield Township Volunteer Hose Company, \$4,995 operational grant
The fire department has been awarded this grant to improve operational efficiency at buckwheat pancake fundraisers and meet the growing customer base.
23. State Theatre Center for the Arts, \$33,240 marketing grant and \$4,659 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. The operational grant will be used toward the theater's utilities.
24. Touchstone Center for Crafts, \$13,500 marketing grant and \$5,000 operating grant
As Pennsylvania's only residential craft school, Touchstone will use the marketing grant for brochure creation, highly-targeted digital and print ads in arts and crafts publications and attendance at national art conferences. The operational grant will be used to cover operating expenses.

25. Township of Perry, \$8,500 marketing grant

Township leadership has taken the initiative to coordinate the display of the Traveling Vietnam Wall. The three-fifths scale model of the memorial in Washington, D.C., will be on display at Frazier High School August 7-12, 2019.

26. VFW Post 265, \$12,005 capital grant

VFW post 265 is receiving these funds to install landscaping, fencing and signature bricks at the commemorative site at the Uniontown Mall.