



2019 Somerset County Tourism Grant Award Recipients

1. Casselman River Watershed Association, \$911 marketing grant
The volunteer-led Casselman River Watershed Association is a nonprofit organization dedicated to restoring, protecting and educating the public about the river's natural heritage. The CRWA will utilize these grant funds to create and implement a multimedia marketing campaign to promote the river's whitewater rafting and cycling assets.
2. Comfort Inn of Somerset, \$10,000 marketing grant
The Comfort Inn will use this marketing grant to promote its golf packages with Somerset Country Club and North Winds Golf Course. They plan to target golfers in the Youngstown, Ohio; Harrisburg and York markets through print, radio and online ads.
3. Confluence Cyclery and Pedaler's Rest, \$1,191 marketing grant
These grant funds will be used to advertise the full-service bike shop and lodging at the newly-opened guest house along the GAP in Confluence.
4. Confluence Tourism Association, \$5,245 marketing grant and \$7,472 visitors center grant
The association will use these funds to promote Confluence's lodging, dining and recreation venues and special events. They plan update their website, advertise with American Cycling Association's Adventure Cyclist and participate in several consumer travel shows.
The association has been awarded a Visitors Center grant to fund its Town Criers Program, which serves as a mobile visitors center.
5. Faranda Farm, \$2,043 marketing grant
A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this grant to expand their digital marketing presence for farm experiences and popular events including Laurel Highlands Garlic Festival and Harvest Festival.

6. Friends of Flight 93, \$14,556 marketing grant
The Friends of Flight 93 is the official nonprofit supporting partner of the National Park Service to tell the heroic story of Flight 93. The group has been awarded this grant for a revamped multimedia marketing campaign featuring billboards, print and digital marketing and participation in numerous consumer travel shows to target individuals, families, school groups and the motorcoach industry.
7. Great Allegheny Passage/Allegheny Trail Alliance, \$19,275 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.
8. Hostel on Main, \$7,600 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 print and online advertisements and social media marketing campaigns.
9. Huston's Haunted Hollow, \$5,000 marketing grant
Opened in 1997 as a small "boo barn" walk-through, Huston's Haunted Hollow has grown into a full horror theme park with six attractions and was recently named one of "America's Most Haunted Attractions" and "Most Anticipated Haunted Houses of 2018." This grant will be used for the creation and implementation of a geo-targeted digital marketing campaign.
10. Jennerstown Speedway, \$45,393 marketing grant
One of the oldest short tracks in the United States, Jennerstown Speedway welcomed more than 100,000 visitors over the course of 14 weeks in 2018. This marketing grant will be used to promote the speedway's schedule of events, including four nationally-televised races, the Must See Stock Car Series races and a new event, All Star Monster Trucks on July 27, 2019.
11. Laurel Arts, \$6,794 marketing grant
The arts and cultural hub of Somerset County, Laurel Arts is receiving a marketing grant to promote year-round events including the popular Somerfest. Plans include website redesign, brochure development and distribution, social media and digital marketing.
12. Laurel Highlands Heritage Festivals Marketing Cooperative, \$6,000 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 digital advertising, as well as television and billboard advertising.

13. Levi Deal Mansion B&B, \$4,000 marketing grant
A luxury inn located in Meyersdale whose visitors are predominantly Great Allegheny Passage trail users, the Levi Deal Mansion will use this marketing grant for print and digital advertisements, as well as a targeted direct mail campaign.
14. Listie Volunteer Fire Company, \$4,631 marketing grant
This all-volunteer organization has been awarded this grant to promote the Listie Nationals 2019 competitive truck pull event. Proposed media includes billboards, brochures and television and radio commercials.
15. Maple Leaf Outfitters, \$1,554 marketing grant
Now in its second season, 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.
16. Mayapple Marketplace, \$3,525 marketing grant
A general mercantile featuring Pennsylvania-made goods, Mayapple Marketplace, in partnership with Old Town Distillery, The Experience Farm, Pearson Pottery and Summer Smiles Honey Farm, will utilize this grant for brochure design, creation and distribution, as well as roadside signage to entice visitors to Flight 93 National Memorial to explore Stoystown.
17. Merchant Village, \$3,500 marketing grant
A new fully-staffed indoor vendor, crafter and farmer's market, Merchant Village offers a one-stop shop for Somerset County goods such as honey, maple syrup, baked goods, doll clothes, arts and crafts and more. The organization has been awarded these funds for brochure distribution, social media advertising and billboard signage.
18. Middlecreek Township, \$3,807 marketing grant
Somerset County is home to 10 charming covered bridges, which are beloved by visitors and residents alike. This marketing grant will be used to create interpretive signage at the Barronvale Covered Bridge.
19. Mountain Playhouse, \$5,000 marketing grant
Pennsylvania's oldest professional stock theater and a Somerset County cultural icon, Mountain Playhouse has been awarded a marketing grant for print and digital advertising with the Pittsburgh Cultural Trust and television advertisements with KDKA.
20. 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 will use this award for billboard signage along the Turnpike, brochure distribution and digital marketing efforts with Google Adwords.

21. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermans Jubilee, \$7,379 marketing grant
Celebrating its 66th 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 steam engines and tractor pulling. This marketing grant will be used to promote the five-day event through billboard signage and print and radio advertising.
22. Paddler's Lane Retreat, \$3,250 marketing grant
Located along the Youghiogheny River in Confluence, Paddler's Lane Retreat offers vacation rentals, a bed and breakfast and a tenting campground. This marketing grant will be used to create a new website highlighting things to see and do in the region, as well as search engine optimization and professional photography.
23. 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.
24. Quecreek Mine Rescue Site, \$9,300 marketing grant
Nearly 17 years after the miraculous rescue of nine trapped miners, the events that took place at Quecreek remain relevant today. The foundation is receiving a marketing grant for signage along the Pennsylvania Turnpike.
25. Rockwood Mill Shoppes and Opera House, \$12,000 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. This marketing grant will be used for a multimedia advertising campaign to promote the 2019 schedule of events.
26. Seven Springs Mountain Resort, \$67,500 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 multimedia marketing campaign focused on Baltimore, Pittsburgh and Washington, D.C. markets.
27. 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 seasonal billboards on the Pennsylvania Turnpike, print advertisements and brochure creation.

28. Somerset County Fair Association, \$12,000 marketing grant
A weeklong event that promotes the county's agricultural heritage and rural way of life, the Somerset County Fair Association will utilize this grant for print, radio, social media and outdoor advertisements targeting residents from northern Maryland and Fayette, Cambria and Bedford counties.
29. Somerset County Farmer's Market, \$2,500 marketing grant
Farmers' markets increase in popularity every year with visitors who are drawn to these agri-tourism events to purchase locally-grown produce, learn about the area's farm heritage and contribute toward the preservation of farmland. The Somerset market has been awarded a marketing grant for brochure distribution, signage and print and digital advertisements.
30. Somerset County Rails to Trails Association/Rockwood Visitors Center, \$8,000 visitor's center grant
The SCRTA has been awarded these funds to staff a visitor's center along the Great Allegheny Passage in Rockwood.
31. Somerset Historical Center, \$7,518 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 brochure design and distribution and radio, print and television advertisements.
32. Somerset, Inc., \$10,731 marketing grant
One of the oldest and longest-running Main Street programs in the state, Somerset, Inc. will use this marketing grant to promote visits to uptown Somerset, the Somerset Scenic Six motorcycle tour routes, Chalk the Block, Fire & Ice Festival and Light Up Somerset.
33. Sugar Grove Antiques, \$3,500 marketing grant
A multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward billboard advertisement on the Pennsylvania Turnpike and print ads in the Sunday Driver Antiques Guide.
34. Sunshine Luggage Shuttle, \$3,423.34, marketing grant
Sunshine Luggage Shuttle was created to help travelers by providing a worry-free way to experience the GAP with the hassle of hauling luggage. The shuttle service has received this grant for brochure development and distribution and print and digital marketing initiatives.
35. Vin de Matrix Winery, \$2,656, marketing grant
Inspired by the third brightest star in the Virgo constellation, Vindematrix or "The Grape Gatherer," Vin de Matrix Winery specializes in small batch and limited wines. The winery will utilize these funds to develop brochures and visitor-friendly directional signage.

36. Yoder's Guest House, \$5,566 marketing grant

One of the oldest buildings and newest lodging accommodations in Meyersdale, Yoder's Guest House and Market Square Bakery will utilize these funds for print and digital advertisements, as well as a targeted direct mail campaign.

37. Meyersdale Area Historical Society, \$21,790 visitors 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.