



2019 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

1. Arnold Palmer Regional Airport, \$25,000 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 Memorial Day weekend, May 25-26, 2019. The Westmoreland County Airport Authority has been awarded this grant to showcase the Tora, Tora, Tora reenactment of the attack on Pearl Harbor.
2. Champion Lakes Golf Course, \$15,000 marketing grant
Rated among the top 50 public courses in the United States and a popular wedding and event venue, Champion Lakes Golf Club has been awarded this grant toward participation in golf and travel shows and a multimedia marketing plan including website development and print and digital advertisements.
3. Christmas in the Mountains, \$4,910 marketing grant
Now in its 20th year, this collaborative holiday event comprised of businesses in the Donegal area will use this grant toward billboard signage and digital marketing with WTAE, WPXI and Pittsburgh Post-Gazette.
4. Compass Inn Museum, \$15,000 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 partnerships with National Public Radio stations, online and print advertisements and participation in group tour travel showcases.
5. Family Festivals Association, Inc., \$12,400 marketing grant
Family Festivals has been awarded this marketing grant to promote the Pennsylvania Arts & Crafts Labor Day Festival via television and radio commercials and print and digital advertisements.
6. Festa Italiano di Vandergrift, \$3,821 marketing grant
Vandergrift's signature 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 multimedia campaign in the tri-state area.

7. Fort Ligonier, \$23,250 marketing grant
A full-scale, onsite reconstruction of the original 1758-1766 fort, Fort Ligonier has been awarded this grant for a multimedia marketing campaign to promote the fort's galleries, diverse schedule of events and reenactments.
8. Fort Ligonier Days, Inc., \$22,150 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 marketing initiatives and television ads with Pittsburgh and State College television stations.
9. Great Allegheny Passage/Allegheny Trail Alliance, \$15,141 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.
10. Greater Latrobe-Laurel Valley Chamber of Commerce, \$15,000 marketing grant
The Chamber will utilize this grant to promote the Great American Banana Split Celebration and Steelers Festival via billboard signage, promotional brochures, radio, print, direct mail and social media advertising in the Pittsburgh region and surrounding counties.
11. Hampton Inn, Greensburg, \$4,065 marketing grant
Conveniently located off of Route 30 Lincoln Highway, the Hampton Inn, Greensburg, will use this grant toward a multimedia marketing plan featuring participation in group tour travel shows, print ads and digital marketing initiatives.
12. Hepler's Town and Country Enterprises, \$8,547 marketing grant
A community marketplace showcasing local goods and services, the Garden Center's location adjacent to Sib's Sweet Shop and Stanton Daily Grind at the intersection of I-70, I-76 and I-66 makes it ideal location for a welcoming visitor experience. The market will utilize these funds to create a multimedia marketing campaign including billboard signage, photography, website enhancements, brochure creation, as well as print and digital ads.
13. Historic Hanna's Town/Westmoreland County Historical Society, \$19,452 marketing grant and \$10,000 capital grant
In 2019, Westmoreland County Historical Society will move its headquarters to Historic Hanna's Town and open the new Westmoreland History Education Center. These grant funds will be used to promote the new facility, historic site and the year-round schedule of events through print and digital ads, brochure development, video creation and group tour marketing efforts. The capital grant award will be used to equip a catering kitchen within in the 1910 Steel family farmhouse, allowing the site to host meetings and special events.

14. Idlewild and Soak Zone, \$7,250 marketing grant
The longest operating amusement park in Pennsylvania and the third oldest in the United States, Idlewild has been awarded this marketing grant for print and digital advertisements and brochure distribution.
15. Lamp Theatre Corporation, \$10,000 marketing grant
With seating for more than 300, the Lamp Theatre hosts live events like theatre, concerts, comedy and children's programming. This marketing grant will be used by the theatre to promote their 2019 events schedule in the Pittsburgh region via print and digital ads and search engine optimization.
16. Latrobe Art Center, \$5,861 marketing grant
Founded in 2002 by Nancy Rogers Crozier (Fred Rogers sister) and Elizabeth Hazlett, the Latrobe Art Center provides a welcoming environment for people of all ages and skill level to grow their artistic talents and interests. The art center will utilize these funds to promote the annual Mister Rogers Family Day and Holly Jolly Christmas in Latrobe via print and social media marketing.
17. Latshaw Productions, \$25,000 marketing grant
A Trafford-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 multimedia campaign to promote their 2019 performance schedule.
18. Laurel Highlands Heritage Festivals Marketing Cooperative, \$6,000 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 digital advertising, as well as television and billboard advertising.
19. Laurelville Retreat Center, \$8,000 marketing grant
Spanning more than 600 acres in the Laurel Highlands, the center plans to use this marketing grant to develop print, digital radio and group tour initiatives to increase awareness of the properties camp and retreat center assets.
20. Ligonier Valley Chamber of Commerce, \$11,000 marketing grant
Dedicated to promoting businesses within the Ligonier Valley, the chamber will use this marketing grant for website enhancements and social media marketing to promote the chamber's 2019 schedule of events.

21. Lincoln Highway Heritage Corridor, \$9,766 marketing grant
One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds to develop a new website, create and distribute a new brochure, and print and television ads to showcase the museum's new expansion featuring the 1938 Serro's Diner, historic tourist cabin and filling station.
22. Living Treasures Wild Animal Park, \$5,500 marketing grant and \$10,000 capital grant
A walkthrough zoological park located in Donegal, Living Treasures attracted more than 70,000 animal enthusiasts last year. This marketing grant will be used toward video production and targeted social media advertisements. The capital grant will be utilized to develop a new habitat for a Binturong, also known as a Bearcat, which happens to be the mascot for Westmoreland County's Saint Vincent College.
23. Mount Pleasant Glass and Ethnic Festival, \$11,000 marketing grant
The only festival in Pennsylvania that showcases the history and heritage of the glass industry, the Mount Pleasant Glass & Ethnic Festival will use this marketing grant for print and digital advertising in the Pittsburgh market.
24. 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 multimedia marketing campaign that includes the creation of a mobile app, development of a Google Virtual Tour, ads on cable and network TV.
25. Performance Kayak, Inc., \$1,929 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 multimedia marketing campaign to promote the Youghness Monster 25-Mile Kayak and Canoe Race, which is slated for May 3-5, 2019.
26. Ramada Ligonier, \$11,000 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, print and digital marketing, participation in numerous consumer and group travel shows and a Fallingwater lodging partnership.
27. Regional Trail Corporation, West Newton Station, \$12,194 visitor 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.

28. Saint Vincent College, \$3,439 marketing grant
A professional theatre company, Saint Vincent Summer Theatre produces high quality musicals and plays. The theatre company will use these funds to promote their 2019 performances via direct mail and social media marketing.
29. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$12,750 marketing
Conveniently located near Arnold Palmer's Latrobe Country Club, Idlewild & SoakZone and Saint Vincent College, the award-winning SpringHill Suites Latrobe has been awarded this marketing grant for participation at tradeshow, print and digital advertising and a Fallingwater lodging partnership.
30. Stage Right, Inc., \$12,423 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, as well as print advertisements.
31. Stahlstown Flax Scutching Festival, \$6,916 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 develop a new brochure and print and digital advertisements.
32. University of Pittsburgh at Greensburg, \$7,500 marketing grant
Established in 1962 as a two-year institution, UPG has grown into a world-class four-year institution offering 29 degree programs. The university will utilize these funds to develop a multimedia marketing campaign to promote the annual Blue and Gold Homecoming Week events.
33. West Overton Village and Museum, \$19,554 marketing grant
Perhaps best known as the birthplace of 19th century industrialist and financier Henry Clay Frick, West Overton was the original distilling site for Old Overholt Rye Whiskey until Prohibition began in 1920. The Old Overholt brand, said to be the oldest continually maintained whiskey brand, is currently produced by the makers of Jim Beam. These grant funds will be used to promote the site's whiskey heritage, wedding offerings and group tour assets through print, digital and radio advertisements, as well as billboard signage, website enhancements and participation in numerous consumer and group travel shows.
34. Westmoreland Agricultural Fair Association, \$5,000 marketing grant
Celebrating 65 years this summer, 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.

35. Westmoreland Arts and Heritage Festival, \$20,003 marketing grant
For 45 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 multimedia marketing campaign featuring billboard signage and social media marketing.
36. Westmoreland Museum of American Art, \$10,000 capital grant
Celebrating its 60th anniversary in 2019, the Westmoreland Museum of American Art is dedicated to stimulating imagination and innovation through incredible American art and works showcasing the heritage of southwestern Pennsylvania. The museum has been awarded this grant to enhance the visitor experience by creating an onsite grab-and-go café in the main lobby.
37. Westmoreland Heritage, \$22,342 marketing grant
This organization collaborates with the county's historical societies, historic sites, cultural assets, businesses and the visitors bureau to increase visitation at the county's historic, heritage and cultural sites. The group plans to use this grant to fund website upgrades, billboard advertising, social media marketing, participation in group travel shows and brochure development.
38. Westmoreland Symphony Orchestra, \$1,375 marketing grant
Founded in 1969, the Westmoreland Symphony Orchestra offers five concerts at The Palace Theatre, a free summer concert at St. Clair Park and the Nutcracker Ballet featuring the Laurel Ballet each December. The WSO has been awarded this grant for event promotion, including a concert event to be held at Fort Ligonier and in downtown Latrobe.