



## 2020 Fayette County Tourism Grant Recipients and Project Summaries

1. Allegheny Trail Alliance/Great Allegheny Passage, \$17,144 marketing grant

The Allegheny Trail Alliance is the coalition of trail organizations who have helped build, manage, and maintain the Great Allegheny Passage. The ATA has been awarded this marketing grant to enhance their website and mobile app, develop a new brochure, and create digital and social media advertisements focused on attracting long-distance bikepackers.

2. Amy's Quilt Room, \$7,853 marketing grant

A full-service quilt shop and classroom focused on helping quilters of all skill levels learn and master their techniques, Amy's Quilt Room will utilize this marketing grant to promote their schedule of events, including the spring 2020 Quilt-A-Palooza Retreat.

3. Camp Christian, \$4,530 marketing grant, \$4,566 capital grant and \$1,028 operational grant

A youth summer camp and group retreat destination since 1941, Camp Christian will utilize the marketing grant to create a multimedia marketing campaign, develop a brochure, and participate in group and student travel shows. The capital grant will be utilized for the creation of a new walking trail alongside Mill Run. The operational grant will be used toward new software.

4. Carnegie Free Library of Connellsville, \$15,000 capital grant

Home to the Connellsville Area Historical Museum, the Carnegie Free Library of Connellsville is receiving this grant to create a new state-of-the-art media center.

5. Chestnut Ridge Trout Unlimited, \$3,768 operating grant

Since 1995, the Chestnut Ridge Chapter of Trout Unlimited has been a leader in cold water conservation in southwestern Pennsylvania. The organization will utilize these funds to enhance the trout nursery's feeding system.

6. City of Connellsville, \$15,555 capital grant

The City of Connellsville has been awarded this grant to enhance the development of two food truck events and the annual Fourth of July Rib Festival to be held in summer 2020.

7. Comfort Inn, Trailside Lodging, \$17,941 marketing grant

Located alongside the Great Allegheny Passage in Connellsville, the Comfort Inn will invest these funds in a year-round multimedia campaign and billboard signage to showcase the facility's stunning location and proximity to tourism attractions.

8. Fayette County Agricultural Improvement Association, Inc., \$35,000 marketing grant, \$5,000 operating grant, \$3,725 education grant and \$20,625 capital 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 30 - August 8, 2020. This operational grant is awarded for social media and website management. The education grant will allow the fair to host a two-day Social Justice Sewing Academy workshop for statewide 4-H educators, volunteers, and local businesses. In addition, the fair will purchase robotics coding equipment. Finally, the capital grant will be used for electrical upgrades to some of the property's infrastructure.

9. Fayette County Cultural Trust, \$2,653 marketing grant

Since 2007, the Trust has developed and promoted historic walking tours, public art projects, and many festivals including Art on the Yough, National Train Days, and It's a Connellsville Christmas. The trust been awarded a marketing grant to promote downtown Connellsville to cyclists on the Great Allegheny Passage.

10. Fayette County Historical Society, \$1,903 capital grant and \$4,688 operating grant

Dedicated to preserving the county's historic sites, the historical society has been awarded this capital grant to purchase exhibit displays and security enhancements. The operational grant will be used toward utility expenses, allowing other funds to be used to promote the society's assets.

11. Fay-Penn Economic Development Council, \$25,000 marketing 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 features 34 teams playing 42 games over four days.

12. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy, \$37,177 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 Mäntylä. These homes serve as an important cornerstone for the region's tourism industry, bringing more than 200,000 visitors to the region annually. The leadership teams of each site will once again 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 Fayette County.

13. Friends of Fort Necessity, \$5,475 capital grant

The volunteer group working to support the National Park Service through fundraising, volunteer staffing, and park advocacy will use this grant award to install new carpeting in the visitor center education room and theater.

14. Friendship Hill Association, \$1,800 marketing grant

A nonprofit volunteer group dedicated to preserving Friendship Hill National Historic Site, the association will use this grant to promote the site as well as the annual FestiFall event on West Virginia Public Radio stations.

15. Fuel CoffeeWorks, \$12,697 marketing grant

Located along the historic National Road and close to the Fayette County Visitor Information Center, Fuel CoffeeWorks will use this grant to install signage and lighting.

16. Mon Valley Academy for the Arts, \$2,000 contingent marketing grant

Dedicated to creating opportunities for arts and culture to thrive within the Mon Valley area, the MVAA will invest these funds in a multimedia marketing campaign to promote "The Power of Music," a six-part concert series to be held at the Cast Iron Amphitheatre in Brownsville.

17. National Road Heritage Corridor, \$7,300 marketing grant and \$4,380 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. This marketing grant has been awarded for a multifaceted marketing campaign to promote the annual National Road Festival and to promote "Front Line Paper," a collaborative project with Touchstone Center for Crafts, focused on veterans.

18. Nemaocolin Woodlands Resort, \$25,000 marketing grant

Named for the Delaware Indian chief who blazed a trail between Cumberland and Brownsville and now a world-class, year-round luxury resort destination, Nemaocolin Woodlands Resort will use this grant award to develop and implement a multimedia marketing campaign to promote their Memorial Day weekend events and offerings to audiences in Pennsylvania, Ohio, West Virginia, Maryland, New York, and Washington, D.C.

19. Neubauer's Flower and Market House, \$37,500 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 to continue promoting the shop, Uniontown, and Fayette County on KDKA's popular show, "Pittsburgh Today Live," and additional advertising on cable television in select markets.

20. Ohiopyle-Stewart Volunteer Fire Company, \$18,360 capital grant

This all-volunteer fire department provides fire protection, emergency medical response, swift water rescue, and EMS support services for residents and visitors to Ohiopyle Borough and Stewart Township. The organization has been presented this grant to purchase new rescue and extraction tools.

21. The Perennial Project, \$9,562 capital grant

Created in 2018 to help rejuvenate Brownsville, The Perennial Project will utilize these funds for a collaborative beautification project featuring vibrant flower beds, clean-up efforts, and an art installation.

22. Regional Trail Corporation, Yough River Trail, \$18,900 capital grant

The all-volunteer Regional Trail Corporation will use this capital grant to clean and repair ditches and drains along the RTC's section of the Great Allegheny Passage.

23. Seams Like Home Quilting Retreat B&B, \$3,700 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 and marketing campaign targeting sewing and quilting enthusiasts in the Greater Pittsburgh region.

24. Springfield Township Volunteer Hose Company, \$3,675 operational grant

The fire department has been awarded this grant to improve operational efficiency at buckwheat pancake fundraisers and meet their growing customer base.

25. State Theatre Center for the Arts, \$30,000 marketing grant, \$5,000 operational grant and \$18,655 capital 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 and the capital grant will be used to invest in upgrades to the dressing room facilities and enhancements to lighting and electrical system.

26. Touchstone Center for Crafts, \$13,500 marketing grant, \$2,106 capital grant, and \$5,000 operating grant

As Pennsylvania's only residential craft school, Touchstone will use the marketing grant for brochure creation and distribution, highly-targeted digital and print ads in arts and crafts publications and attendance at national art conferences. The capital grant will be used to replace the kiln shelves and the operational grant will be used to cover operating expenses.

27. Uniontown Art Club, Inc., \$5,500 marketing grant and \$ 10,700 capital grant

Located in the business district of Uniontown, the art club will invest in brochure development, print, radio, and social media marketing and improvements to the club's facility.