



### **2020 Somerset County Tourism Grant Award Recipients**

1. Allegheny Trail Alliance/Great Allegheny Passage, \$18,494 marketing grant

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

2. Arcadia Theater, \$7,500 marketing grant

Originally opened in 1922 in downtown Windber, the historic theater will utilize this grant to launch a multimedia marketing campaign featuring television and digital ads, billboard signage, and print ads in group tour publications.

3. Bed and Breakfast by Benyak, \$1,800 marketing grant

Operators of two lodging locations along the Great Allegheny Passage in Confluence and Ursina, the Benyaks will promote their accommodations to trail users via print and digital advertisements.

4. Brantview Farms Maple, \$10,741 marketing grant

For eight generations, the Brant family has been tapping trees and producing maple syrup and maple products at their 300-acre sugar camp. This marketing grant will be used toward website development, professional photography, online advertising, brochure distribution, and updated packaging for their maple syrup containers.

5. Camp Harmony, \$2,770 marketing grant

Founded in 1924, Camp Harmony is home to acres of fields, trails, campgrounds, cabins, ropes courses, and a gymnasium. This marketing grant will help the organization create visitor-friendly signage.

6. Comfort Inn of Somerset, \$31,004 marketing grant

The Comfort Inn will use this marketing grant to promote its golf packages with Somerset Country Club, North Winds Peninsula Golf 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.

7. Confluence Cyclery and Pedaler's Rest, \$625 marketing grant

These grant funds will be used to advertise the full-service bike shop along the GAP in Confluence.

8. Confluence Lions Club/National Road Chainsaw Carving Festival, \$2,625 marketing grant

Coordinated by the Confluence Lions Club, The National Road Chainsaw Carving Festival features talented chainsaw carvers who turn massive pieces of wood into works of art which are available to the public for sale. The Lions Club will use this marketing grant to increase awareness of the event through brochure distribution and print and digital ads.

9. Confluence Tourism Association, \$4,165 marketing grant and \$7,680 visitor center grant

The association will use these funds to promote Confluence's lodging, dining, recreation venues, and special events. They plan to update signage, advertise with American Cycling Association's Adventure Cyclist, and participate in several consumer travel shows.

The association has been awarded a visitor center grant to fund its Town Criers Program, which serves as a mobile visitor center.

10. Deer Valley YMCA Family Camp, \$6,000 marketing grant

Located near Meyersdale and one of just a few family-focused camps with the United States, Deer Valley plans to use these funds to entice new and returning campers for spring, fall, and winter events through brochure development highlighting the camp and nearby Laurel Highlands attractions.

11. Donges Drive-In Restaurant and Motel, \$1,889 marketing grant

The recently-renovated Meyersdale facility will invest these funds in a new website with online booking capability.

12. Faranda Farm, \$2,000 marketing grant

A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this grant to enhance their marketing presence for farm experiences and popular events including Laurel Highlands Garlic Festival and Harvest Festival.

13. Friends of Flight 93, \$15,781 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.

14. 4 Fall Festivals Marketing, \$6,000 marketing grant

This collaborative marketing effort promotes four of the region's heritage-themed festivals including Somerset County's Farmers and Threshermen's Jubilee and Mountain Craft Days. The group has been awarded a marketing grant for digital advertising, as well as television and billboard advertising.

15. Hostel on Main, \$5,000 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.

16. Jennerstown Speedway, \$88,451 marketing grant

One of the oldest short tracks in the United States, Jennerstown Speedway welcomed more than 118,000 visitors from 31 states and Canada in 2019. This marketing grant will be used to promote the speedway's schedule of events, including the return of the Whelen Modified Series.

17. Levi Deal Mansion B&B, \$4,308 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 professional photography.

18. Listie Volunteer Fire Company, \$5,888 marketing grant

This all-volunteer organization has been awarded this grant to promote the Listie Nationals 2020 competitive truck pull event. Proposed media includes brochures, television, and radio commercials.

19. Lodge at Indian Lake, \$25,109 marketing grant

A unique wedding and weekend getaway destination, the Lodge at Indian Lake will invest this grant in a multimedia marketing campaign featuring billboards, digital and print ads, and bridal show participation in order to showcase the facility's amenities and proximity to Laurel Highlands attractions.

20. Maple Leaf Outfitters, \$1,217 marketing grant

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 for website enhancements and print and digital advertisements.

21. Mary S. Biesecker Public Library, \$2,000 marketing grant

The library offers a collection of more than 33,000 items including a genealogy room with rare and historical local collections. The library will use these funds to promote the collaborative series "Films and Music on the Town" in partnership with Laurel Arts and Somerset, Inc.

22. Merchant Village, \$5,000 marketing grant

An indoor vendor, crafter, and farmers' market, Merchant Village offers a one-stop shop for Somerset County goods such as honey, maple syrup, baked goods, doll clothes, arts, crafts, and more. The organization has been awarded these funds for social media advertising and billboard signage.

23. Meyersdale Area Historical Society, \$22,252 visitor center grant and \$1,175 marketing grant

The Meyersdale Area Historical Society operates a visitor 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 visitor center grant for staffing and funds for marketing initiatives

24. Meyersdale Area Merchants' Association, \$4,417 marketing grant

Dedicated to the economic revitalization of the Meyersdale area, the association will use this award for upgrades to their website, print and digital advertisements, brochure distribution, and consumer show participation.

25. Middlecreek Township, \$5,637 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 King's Covered Bridge.

26. Mountain Ridge Trails Resort, \$21,298 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, brochure distribution, digital marketing efforts, and a website refresh.

27. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermans Jubilee, \$8,565 marketing grant

Celebrating its 67th 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.

28. Patriot Park Foundation, \$9,502 marketing grant

While currently in its development phase, Patriot Park, when completed, will offer a place to honor, remember, and thank members of the United States Armed Forces who have served since September 11, 2001. This grant award will be used to promote the site through digital and print advertisements, website enhancements, and billboard signage.

29. 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 via brochure distribution and print, radio, television, and digital advertisement in and around eastern Pennsylvania and northern Virginia.

30. Quecreek Mine Rescue Site, \$12,000 marketing grant

Nearly 18 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 and radio advertisements.

31. Red Lantern Bed and Breakfast, \$3,116 marketing grant

A veteran-owned and operated B&B overlooking Meyersdale, Red Lantern specializes in providing gluten-free and special dietary services to its guests. This grant award will be invested in a multi-faceted marketing campaign focused on bike trail riders and train and railroad enthusiasts.

32. Rockwood Mill Shoppes and Opera House, \$6,500 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 2020 schedule of events and the site's amenities.

33. Rustic Ranch Guest Apartment, \$1,097 marketing grant

A new lodging location close to the Great Allegheny Passage in Rockwood, Rustic Ranch has been awarded this grant to invest in brochures, signage, and print advertisements.

34. September 11th National Memorial Trail Alliance, \$3,750 marketing grant

The September 11th National Memorial Trail Alliance was formed in 2004 for the sole purpose of establishing a memorial trail that will link the planned and existing memorial sites at the World Trade Center, Pentagon, and the Flight 93 National Memorial. This grant award will be used toward a multimedia marketing campaign and consumer show initiatives.

35. Seven Springs Mountain Resort, \$90,000 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.

36. Somerset County Chamber of Commerce, \$30,000 marketing grant

Representing more than 650 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.

37. Somerset County Fair Association, \$14,000 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.

38. Somerset County Farmer's Market, \$5,500 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, social media marketing, and print and digital advertisements.

39. Somerset Garden Club, \$2,939 marketing grant

Founded in 1930, the Somerset Garden Club is a nonprofit organization whose members' work helps to beautify Somerset. This grant award will be used to enhance the club's annual uptown beautification planting day.

40. Somerset County Rails to Trails Association/Rockwood Visitors Center, \$8,712 visitor's center grant

The SCRTA has been awarded these funds to staff a visitor center along the Great Allegheny Passage in Rockwood.

41. Somerset Historical Center, \$7,618 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.

42. Somerset, Inc., \$20,000 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 the new Jack-O-Lantern Spectacular.

43. Springs Historical Society, \$3,023 marketing grant

Dedicated to the history and culture of southern Somerset County, the historical society sponsors the Annual Springs Folk Festival and Farmers' Market. These funds will be used to develop a multimedia advertising campaign to attract visitors to its events and museum.

44. Sugar Grove Antiques, \$5,000 marketing grant

A multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward billboard advertisement on the Pennsylvania Turnpike, radio and digital ads, and print ads in publications such as the Sunday Driver Antiques Guide.

45. Sunshine Luggage Shuttle, \$3,989, 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, as well as print and digital marketing initiatives.

46. Tall Pines Distillery, \$15,000 marketing grant

A small "grain-to-glass" experience in Salisbury, Tall Pines Distillery is Somerset County's first legal distillery since Prohibition. This grant award will be invested in digital, print, radio, and television advertisements, as well as brochure development and distribution.

47. Tissue Farm, \$4,000 marketing grant

Named for the land's original owner, Captain William Tissue of the Revolutionary War, Confluence's Tissue Farm offers lodging for trail users, an art gallery and project space, and later this year, an espresso and apothecary shop. The owners will use these funds toward digital and social media marketing, graphic design services, print ads, brochure development, and signage.



48. Uptown Works, \$3,000 marketing grant

Opened in 2018 as a co-working and meeting center, Uptown Works has grown into a community hub in Somerset's business district. The organization will levy this grant award to marketing to meeting planners via direct mail and social media marketing techniques, as well as visitors and local alumni through print media and brochure development.

49. Yoder's Guest House, \$5,000 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.