



2020 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

1. Allegheny Trail Alliance/Great Allegheny Passage, \$8,500 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, brochure distribution, and create digital and social media advertisements focused on attracting long-distance bicyclists.

2. Bushy Run Battlefield Heritage Society, \$4,250 marketing grant

The only recognized Native American battlefield in Pennsylvania, the Bushy Run Battlefield Heritage Society has been awarded these funds to expand their marketing efforts by targeting history enthusiasts in and around Pittsburgh, Harrisburg, Morgantown, Cleveland, and Frederick, Maryland.

3. Champion Lakes Golf Course, \$8,500 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.

4. Christmas in the Mountains, \$4,453 marketing grant

This collaborative holiday event comprised of businesses in the Donegal area will use this grant toward billboard signage and digital marketing in Pittsburgh, Hagerstown, Johnstown, and Morgantown.

5. Compass Inn Museum/Ligonier Valley Historical Society, \$12,750 marketing grant

An authentically-restored 1799 stagecoach stop museum complex, the historical society 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.

6. Courtyard by Marriott, Greensburg, \$1,407 marketing grant

The hotel will use this grant to develop a targeted marketing campaign focused on group tour and meeting planners to showcase the hotel's amenities, services, and proximity to tourism attractions.

7. Downtown Greensburg Project, \$7,648 marketing grant

Established to promote and advocate for the greater Greensburg area, the Downtown Greensburg Project will utilize this award to promote their Greensburg Night Markets, Craft Beer Week and holiday Luminary Night via digital and social media advertisements, professional photography, and video production.

8. Family Festivals Association, Inc., \$8,500 marketing grant

Family Festivals has been awarded this marketing grant to promote the Pennsylvania Arts & Crafts Labor Day Festival on KDKA-TV.

9. Fort Ligonier, \$14,598 marketing grant

A full-scale, onsite reconstruction of the original 1758-1766 fort, Fort Ligonier has been awarded this grant for a digital marketing campaign to promote the fort's galleries, diverse year-round events schedule and reenactments.

10. Fort Ligonier Days, Inc., \$17,000 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 the festival through online advertising, brochure distribution, social media marketing, and television ads in and around Pittsburgh, Altoona, northern Maryland, and West Virginia.

11. 4 Fall Festivals Marketing, \$5,100 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.

12. Fred Rogers Center, \$8,500 capital grant

Established in 2003 at Saint Vincent College near his hometown of Latrobe, the Fred Rogers Center welcomes visitors to explore a self-guided exhibit about "America's Favorite Neighbor." This grant will be used to develop new video presentations within the exhibit – Music is the Heartbeat of it All, The Magic Behind the Message, and Fred Rogers – Beyond the Neighborhood.

13. Friends of SummerSounds, \$3,931 capital grant

Throughout the summer, Greensburg is filled with music, culture, and entertainment. The Friday evening SummerSounds concert series is a summer-long event that attracts upwards of 30,000 people to the city. This grant will be used to replace and upgrade sound equipment and software.

14. Greater Latrobe-Laurel Valley Chamber of Commerce, \$8,500 marketing grant

The Chamber will utilize this grant to promote the Great American Banana Split Celebration and Steelers Fest via billboard signage, promotional brochures, radio, print, direct mail, and social media advertising in the Pittsburgh region and surrounding counties.

15. Greensburg Community Development Corporation, \$4,073 marketing grant

Established to assist with the development of downtown Greensburg, the GCDC will use this marketing grant to promote the Greensburg Restaurant Week via print and digital advertisements focused on the Greater Pittsburgh region.

16. Hampton Inn by Hilton, Greensburg, \$6,759 marketing grant

Conveniently located off of Route 30 Lincoln Highway, the Hampton Inn will use this grant toward a multimedia marketing plan featuring participation in group tour travel shows, print ads, and digital marketing initiatives.

17. Holiday Inn Express, Donegal, \$8,500 marketing grant

The award-winning Holiday Inn Express and Suites plans to use this grant toward social media marketing initiatives, print and digital advertisements, and a Fallingwater lodging partnership.

18. Hot Shots Indoor Sports Arena, \$12,750 marketing grant

Host to a wide variety of sports, events, tournaments, parties, and more, Hot Shots has received this grant for brochure and video development, website creation, and social media marketing.

19. Lamp Theatre Corporation, \$16,931 marketing grant

With seating for more than 300, the Lamp Theatre hosts live events including theatre, concerts, comedy, and children's programming. This marketing grant will be used by the theatre to promote their 2020 events schedule in the Pittsburgh region via print, television, and digital ads.

20. Latrobe Art Center, \$4,250 marketing grant

Founded in 2002 by Nancy Rogers Crozier (Fred Rogers' sister) and Elizabeth Hazlett, the Latrobe Art Center will utilize these funds to promote their programs, workshops, and special annual events including Mister Rogers Family Day and Holly Jolly Christmas in Latrobe via print and social media marketing.

21. Latshaw Productions, \$17,000 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 promote their 2020 performance schedule in the Pittsburgh area through a multimedia campaign to target potential visitors.

22. Laurelville Retreat Center, \$7,577 marketing grant

Spanning more than 600 acres in the Laurel Highlands, the center plans to use this marketing grant to develop print, social media, website, and group tour initiatives to increase awareness of the property's camp and retreat center assets.

23. Ligonier Country Market, \$4,250 marketing grant

The oldest and largest farmers' market in western Pennsylvania, Ligonier Country Market will utilize these funds for video production, digital and print ads, brochure development, and social media marketing.

24. Ligonier Valley Chamber of Commerce, \$8,500 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 town and the chamber's 2020 schedule of events.

25. Lincoln Highway Heritage Corridor, \$8,188 marketing grant

One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds to create print, digital, and social media advertisements to showcase the recently expanded museum and their calendar of special events.

26. Living Treasures Wild Animal Park, \$4,250 marketing 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 website updates, as well as radio and digital advertisements.

27. Ramada Ligonier, \$8,500 marketing grant

The Ramada Ligonier, a full-service hotel located in the heart of historic Ligonier, has been awarded this marketing grant for website enhancements, print and digital marketing, participation in numerous consumer and group travel shows, and Fallingwater and Idlewild & SoakZone lodging partnerships.

28. Regional Trail Corporation, West Newton Station, \$13,046 visitor center grant

A key stop along the Great Allegheny Passage, the West Newton station assists thousands of trail users each year looking for visitor information and trail services. This grant will assist the Regional Trail Corporation with operations of the visitor center.

29. Southern Alleghenies Museum of Art, Ligonier, \$4,143 marketing grant

Dedicated to the preservation of American art, the museum plans to use these funds to promote their facility and two new special exhibitions slated for summer 2020 by creating a new brochure and developing print and digital advertisements, including billboards and social media marketing.

30. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$8,500 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 grant for participation at tradeshow, print and digital advertising, and a Fallingwater lodging partnership.

31. Stage Right, Inc., \$8,500 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, video production, and print advertisements.

32. Stahlstown Flax Scutching Festival, \$7,644 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 for brochure development, print and digital advertisements, and website enhancements.

33. University of Pittsburgh at Greensburg, \$4,250 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 digital marketing campaign to promote the university and surrounding attractions and activities to prospective students and their parents.

34. Valhalla Indoor Axe Throwing and Archery, \$4,250 marketing grant

The fourth company of its kind to open in the United States, now with two locations in Westmoreland County, Valhalla has been awarded this grant for brochure development and distribution, social media marketing initiatives, and print, radio, and digital advertisements.

35. Westmoreland Agricultural Fair Association, \$4,250 marketing grant

Celebrating 66 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 radio advertisements.

36. Westmoreland Arts and Heritage Festival, \$17,000 marketing grant

This popular summer festival brings together 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, social media marketing, and radio, print and television advertisements.

37. Westmoreland Cultural Trust - The Palace Theatre, \$17,000 marketing grant

A Westmoreland County cultural landmark, The Palace Theatre plays host to nationally-known performers ranging from comedy and symphony to classical and country. The theatre has been awarded this grant for a multimedia marketing campaign featuring radio, print, social media, and network television.

38. Westmoreland Fayette Historical Society - West Overton Village and Museum, \$7,148 capital grant

After a 100-year hiatus, whiskey distilling has returned to West Overton Village, the original distilling site for Old Overholt Rye Whiskey and the birthplace of industrialist legend Henry Clay Frick. These grant funds will be utilized to purchase rustic tables and chairs and equipment for the new Distillery Tasting Room and Distillery Loft.

39. Westmoreland Heritage, \$17,000 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 purchase roadshow and outdoor displays for event participation, billboard advertising, social media marketing, participation in group travel shows, professional photography and videography, and brochure development.

40. Westmoreland Historical Society, \$17,000 marketing grant

Now settled into their new home at Historic Hanna's Town, Westmoreland Historical Society will utilize this award to promote the new facility, historic site, and the year-round schedule of events through print and digital ads, brochure development, and group tour marketing efforts.

41. Westmoreland Museum of American Art, \$17,000 marketing grant

Dedicated to stimulating imagination and innovation through incredible American art and works showcasing the heritage of southwestern Pennsylvania, The Westmoreland has been awarded this grant to carry out a comprehensive marketing campaign for the nationally-touring exhibition "African American Art in the 20th Century," organized by the Smithsonian American Art Museum.

42. Westmoreland Symphony Orchestra, \$4,590 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 multimedia event promotion, focusing on the Greater Pittsburgh and Morgantown regions.