



2022 Fayette County Tourism Grant Recipients and Project Summaries

- 1. Chapel Hill Wines, \$18,750 marketing grant**
One of the county's newest craft beverage businesses, Chapel Hill Wines will utilize this grant toward print, digital, and billboard advertisements in addition to directional signage to guide visitors to the new venue.
- 2. Chestnut Ridge Trout Unlimited, \$3,586 operational 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.
- 3. City of Connellsville, \$13,359 capital grant and \$21,161 visitor center grant**
The City of Connellsville will invest this grant into upgrades and improvements at the Yough Park facility to better serve cyclists on the Great Allegheny Passage and anglers on the Youghiogheny River. The City has been awarded a visitor center grant for staffing and operations for the newly opened center along the GAP.
- 4. Connellsville Area Garden Club, \$22,500 contingent capital grant**
Sponsored by the Connellsville Festival Association, the Garden Club works to enhance civic beautification and promote interest in native flora and fauna. The club will invest this grant award in Phase 4 of the Cameron Park Revitalization, the construction of an amphitheater.
- 5. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy, \$21,889 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.

- 6. Fayette County Agricultural Improvement Association, Inc., \$54,075 marketing grant, \$5,000 operating grant, and \$25,000 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, billboard space, brochure development, and social media marketing to promote the Fayette County Fair. This operational grant is awarded to assist with utility expenses. Finally, the capital grant will be used to rebuild and enhance the fair's ticket sales entrance.
- 7. Fayette County Historical Society, \$5,060 marketing grant, \$4,092 capital grant and \$5,000 operating grant**

Dedicated to preserving the county's historic sites, the historical society will utilize this award to coordinate a multimedia marketing campaign in celebration of the county's 250th anniversary and the founding of Uniontown, both of which will occur in 2026. The capital grant will be used toward improvements to the Abel Colley Tavern. The operational grant will be used to offset the cost of utilities.
- 8. Great Allegheny Passage Conservancy, \$23,675 marketing grant**

Formerly the Allegheny Trail Alliance, the Conservancy stewards and promotes the GAP, which brings visitors from 50 states and 35 countries each year to the Laurel Highlands. The Conservancy has been awarded this marketing grant to enhance their new website, brochure development with special emphasis on distribution in Washington, D.C., Trail Guide development, and a special social media marketing project highlighting trail town entrepreneurs and stewards.
- 9. Indian Creek Valley ATV Club, \$5,000 contingent operational grant**

With more than 40 miles of trails available to riders, Indian Creek Valley ATV Club has been awarded this grant to assist with the enhancement of meeting space, offices, storage and facilities for riders.
- 10. Joyce's Jewelry, \$20,000 marketing grant**

Located in the heart of downtown Uniontown, Joyce's Jewelry is a destination for out-of-town shoppers seeking high quality jewelry and timepieces. The shop will invest this grant award into a marketing campaign to entice shoppers to explore all that Uniontown has to offer.
- 11. Lodge at Chalk Hill, \$5,357 marketing grant**

With new owners at the helm, The Lodge at Chalk Hill is undergoing an extensive renovation. These grant funds will be invested in a multimedia marketing campaign including a new website, professional photography, print and digital advertisements, and brochure distribution.
- 12. Maple Bottom Farm, \$14,885 marketing grant**

Opened in 2020, Maple Bottom Farm offers visitors relaxing overnight farm stays and plenty of fun on the farm including a sunflower maze, zinnia field, a pumpkin patch, and farm tours. This grant has been awarded for the development of the app-based Laurel Highlands Dairy Adventures "agri-tourism" passport, connecting visitors to farms in Fayette County. Signage, brochure development and distribution, print and social media advertisements will be part of their marketing plan.

- 13. Monongahela River Railroad and Transportation Museum, \$3,240 operational grant**
Home to an extensive collection of artifacts and archival items that detail Brownsville's role in the development of passenger and commercial transportation, the museum will use this grant award to offset the cost of the site's utilities.
- 14. National Road Heritage Corridor, \$8,549 marketing grant and \$7,410 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 to develop a photo and video library for website enhancements and social media marketing, and to create and distribute a new National Road "Heritage towns" brochure. The operational grant award will be used for cloud-based services to streamline daily operations.
- 15. Neubauer's Flower and Market House, \$40,775 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.
- 16. Perry Township, \$20,000 capital grant**
The Township will invest this grant award and funds from the PA DCNR into improvements at Wickhaven Park, located along Browneller Run and close to the Great Allegheny Passage. Improvements include new playground equipment, a pavilion, safety surface, and signage.
- 17. Regional Trail Corporation, Yough River Trail, \$15,000 capital grant**
The all-volunteer Regional Trail Corporation will use this capital grant to purchase a John Deere Gator to transport equipment and volunteers along the RTC's section of the Great Allegheny Passage, thereby keeping the trail safe and open for trail riders.
- 18. Sager Mosaics, \$2,018 marketing grant**
Located near mile marker 104 on the Great Allegheny Passage, Sager Mosaics is a mosaic arts studio, where visitors can see the tools, materials and techniques used to create colorful jewelry, and fine art. Adjacent to the studio is The Ruins Project, a long-term mosaic art installation amid the ruins of the Banning #2 coal mine. Sager Mosaics has been awarded this grant for website improvements, digital advertisements, brochure creation, and signage.
- 19. Saltlick Township, \$14,488 contingent operational grant**
Saltlick Township will invest this grant award in the resurfacing of a two mile segment of the Indian Creek Valley Hike and Bike Trail. Trails are an important part of tourism assets in the Laurel Highlands and this project will help in continuing to enhance our trail network system.
- 20. Searight's Tollhouse, \$42,000 capital grant**
Opened in 1835 along the National Road, Searight's Tollhouse was named for Fayette County resident William Searight, who also served as National Road commissioner. This grant award will be invested in new windows to help preserve the National Historic Landmark.

21. The State Theatre Center for the Arts, \$27,750 marketing grant, \$8,165 capital grant and \$5,000 operational grant

Opened in 1922 as a movie palace and vaudeville house, these funds will be used for a multimedia marketing campaign featuring billboard, television, print, 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 a new lightboard with monitors to operate the theatre's stage lighting.

22. The Perennial Project, \$45,700 capital grant

Created in 2018 to help rejuvenate Brownsville through community clean-up and beautification efforts, The Perennial Project will utilize these funds for the re-creation of the Snowdown Place Archway, an archway that once stood at the intersection of Market Street and Brownsville Avenue. Its namesake was John Snowdon who opened the Vulcan Iron and Machine Works, later called Snowdon and Sons, and was contracted to build what may have been the world's first cast iron bridge.

23. Touchstone Center for Crafts, \$20,000 marketing grant, \$40,000 capital grant, and \$5,000 operating grant

Pennsylvania's only residential craft school, Touchstone celebrates 50 years of creativity in 2022. This marketing grant will be invested in a multifaceted marketing campaign including website enhancements, 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 center's iconic aging Noborigama ceramic kiln and the operational grant will be used to cover the center's utilities.

24. White Water Adventurers, \$9,840 marketing grant

Since 1971, White Water Adventurers has taken great pride in introducing people to the beauty and fun of outdoor adventure in the Laurel Highlands. The rafting company will invest this award in website enhancements, new brochures, attendance at travel shows, and newly-wrapped passenger vehicles showcasing the fun to be had in our region.

25. Yough River Brewing Company, \$12,949 marketing grant

Another new craft beverage business in Fayette County, Yough River Brewing is located close to the Great Allegheny Passage and in the heart of Connellsville. This marketing grant will be used for logo development and print and digital advertisements.