



### **2022 Somerset County Tourism Grant Award Recipients**

1. Brantview Farms Maple, \$10,000 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, email marketing, online advertising, brochure distribution, and video production.

2. Camp Soles, \$3,000 marketing grant

For more than 65 years, Camp Soles has welcomed campers to Somerset County to build friendships, develop personal growth, and create lifelong memories. This marketing grant will help promote the camp through print, digital, and social media advertisements.

3. Cascio's Fruit Market, \$1,000 marketing grant

For more than 100 years, Cascio's has been a staple in the Somerset community and a favorite of visitors seeking first-class produce and old-world charm. This grant award will be invested in website enhancements, including an online shopping platform.

4. Comfort Inn of Somerset, \$16,808 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.

5. Confluence Cafe, \$6,000 marketing grant

Located 100 yards away from the Great Allegheny Passage, The Confluence Café serves up fresh, handcrafted creative dishes using locally-sourced ingredients. The café will utilize this grant award toward a multi-media marketing campaign targeting trail riders and visitors to regional tourism attractions.

6. Confluence Tourism Association, \$1,432 marketing grant and \$7,056 visitor center grant

Formed to promote tourism in the greater Confluence and southern Somerset County area, the association will use these funds to promote Confluence's lodging, dining, recreation venues, and special events. They plan to advertise with American Cycling Association's Adventure Cyclist. The association has been awarded a visitor center grant to fund its Town Criers Program, which serves as a mobile visitor center.

7. Friends of Flight 93 National Memorial, \$13,960 marketing grant

The Friends of Flight 93 National Memorial 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 multimedia marketing campaign featuring billboards, brochure distribution, and print and digital marketing.

8. 4 Fall Festivals Marketing, \$5,000 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.

9. Great Allegheny Passage Conservancy, \$22,540 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.

10. Jennerstown Speedway, \$60,000 marketing grant

One of the oldest short tracks in the United States, Jennerstown Speedway will utilize this grant to promote the speedway's 2022 schedule of events, including two Monster Truck Shows.

11. Levi Deal Mansion B&B, \$6,015 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 website improvements and email marketing.

12. Listie Volunteer Fire Company, \$7,687 marketing grant

This all-volunteer organization has been awarded this grant to promote the Listie Nationals 2022 competitive truck pull event. Proposed media includes digital advertisements and television and radio commercials.

13. Lodge at Indian Lake, \$25,000 marketing grant

A unique wedding and weekend getaway destination, the Lodge at Indian Lake will invest this grant in a multimedia marketing campaign featuring digital and print ads, and website development.

14. Maple Leaf Outfitters, \$1,738 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.

15. Mountain Playhouse, \$5,000 marketing grant

Pennsylvania's oldest professional stock theater and a Somerset County cultural icon, Mountain Playhouse has been awarded a marketing grant for billboard signage promoting the site's 2022 events calendar.

16. Meyersdale Area Historical Society, \$24,055 visitor center 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.

17. 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.

18. Mountain Ridge Trails Resort, \$43,462 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, print advertisements, and signage.

19. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermen's Jubilee, \$5,996 marketing grant

Celebrating its 68th anniversary next summer, the Farmers and Threshermen's 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.

20. Patriot Park Foundation, \$8,000 marketing grant

Patriot Park offers 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, email marketing, and billboard signage.

21. Pennsylvania Maple Festival, \$13,949 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, and digital advertisements in and around eastern Pennsylvania, northern West Virginia, Maryland, and northern Virginia.

22. Quecreek Mine Rescue Site, \$7,000 marketing grant

Nearly 20 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 brochure distribution and promotional signage at Jennerstown Speedway.

23. Remember Me Rose Garden, \$1,875 marketing grant

A tranquil 13-acre sanctuary created to honor the lives lost on September 11, 2001, the Remember Me Rose garden will invest this grant award in brochure creation, professional photography, website enhancements, and print advertisements.

24. Seven Springs Mountain Resort, \$63,000 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 the Pittsburgh and Washington, D.C. markets.

25. Somerset County Chamber of Commerce, \$25,000 marketing grant

Representing more than 600 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 print and digital advertisements, seasonal billboards, and brochure creation and distribution.

26. 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.

27. Somerset County Farmers' Market, \$2,000 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 print and digital advertisements.

28. Somerset County Rails to Trails Association, \$1,237 marketing grant and \$7,614 visitor center grant

The SCRТА has been awarded these funds to create visitor information boards at key locations along the trail and to staff a visitor center along the Great Allegheny Passage in Rockwood.

29. Somerset Historical Center, \$7,514 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 creation and distribution and radio, print, and television advertisements.

30. Somerset, Inc., \$6,000 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 and its events schedule through brochure distribution, print, radio, and digital advertisements, and professional photography and videography.

31. Springs Historical Society, \$3,002 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.

32. Sugar Grove Antiques, \$1,700 marketing grant

A multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward brochure development and distribution, as well as print and digital advertisements.

33. Sunshine Luggage Shuttle, \$4,261, 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.

34. Tall Pines Distillery, \$13,600 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 billboard signage.

35. The Yak Shak, \$2,200 marketing grant

Located at the Quemahoning Dam's Family Recreation Area, the Yak Shak helps visitors gear up for fun on the Que with kayaks, canoes, and paddleboards. The Yak Shak will invest this grant into brochure creation and development and trade show participation.

36. Yoder's Guest House, \$6,000 marketing grant

One of the oldest buildings and newest lodging accommodations in Meyersdale, Yoder's Guest House will utilize these funds for print and digital advertisements.