



2022 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

1. 512 Coffee and Ice Cream, \$15,622, marketing grant

Opened in June 2021 in the heart of downtown Latrobe, 512 Coffee and Ice Cream serves creative coffees, baked goods, and, of course, banana splits. This grant will be invested in a multi-media marketing campaign to promote their sweet treats and on-site vacation rentals.

2. Bushy Run Battlefield Heritage Society, \$2,567 marketing grant and \$9,150 capital 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 to promote their 2022 programming, reenactments, and new Pontiac's War seminar. The capital grant will be used to purchase a passenger golf cart to facilitate visitor tours of the site.

3. Caddie Shak, \$19,758 marketing grant

Caddie Shak has been a favorite summertime stop for visitors since 1986. The family fun center plans to use these grant funds for website enhancements, brochure development and distribution, print advertisements, and billboard signage.

4. Casino Theater, \$11,800 capital grant

More than 125 years old, Vandergrift's historic Casino Theater has been awarded this grant to continue the facility's revitalization efforts by creating an outdoor patio seating area for additional events and performances.

5. Champion Lakes Golf Course, \$13,500 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 to participate in golf shows and print and digital advertisements.

6. Christmas in the Mountains, \$5,542 marketing grant

This collaborative holiday event comprised of businesses in the Donegal area will use this grant toward brochure development, print and digital advertisements, and billboard signage targeting visitors from Pittsburgh and Maryland.

7. Compass Inn Museum/Ligonier Valley Historical Society, \$15,746 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 in the Washington, D.C. and Cleveland markets.

8. Delmont Historical Preservation Society, \$1,800 marketing grant

This newly-created organization acts as caretakers for Delmont's historic structures and landmarks through preservation and promotion. The organization will invest this grant into website development, brochure development, and promotional flyers and posters.

9. DiSalvo's Station, \$18,056 marketing grant

Located in the Historic Train Station in downtown Latrobe, a National and County Historical Landmark, DiSalvo's Station Restaurant is a destination for fine food, excellent service, and charm of the DiSalvo Family. This marketing grant will be used to develop and execute a multi-media marketing grant to promote the restaurant as a wedding event destination.

10. Family Festivals Association, Inc., \$15,000 marketing grant

Family Festivals has been awarded this marketing grant to promote the 29th annual Pennsylvania Arts & Crafts Labor Day Festival on KDKA-TV. The long-running event will showcase nearly 200 artisans, vendors, and exhibitors at the Westmoreland Fairgrounds September 2-5, 2022.

11. Fort Ligonier, \$14,343 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.

12. Fort Ligonier Days, Inc., \$25,000 marketing grant

Commemorating the key engagement of the French and Indian War at Fort Ligonier, Fort Ligonier Days Inc. will use these grant funds to promote the festival through online advertising, brochure distribution, social media marketing, and digital ads in and around Pittsburgh, Altoona, Cleveland, northern Maryland, and West Virginia.

13. 4 Fall Festivals Marketing, \$6,000 marketing grant

This collaborative marketing effort promotes four of the region's heritage-themed festivals, including Westmoreland County's Ligonier Highlands Games at Idlewild Park and Stahlstown Flax Scutching Festival. The group has been awarded a marketing grant for digital advertising, as well as television and billboard advertising.

14. Friends of SummerSounds, \$15,000 marketing grant

Throughout the summer, Friday evenings in Greensburg are filled with music, culture, and entertainment. The SummerSounds concert series is a summer-long event that attracts upwards of 30,000 people to the city. This grant will be used for a multi-media marketing campaign to promote the 2022 schedule of events.

15. Geyer Performing Arts Center, \$8,280 marketing grant

Built in 1900 and then known as the Geyer Opera House, the Geyer Performing Arts Center's first performances included minstrels, operettas, and vaudeville acts. Today, the center offers a variety of monthly performances, including Broadway musicals and plays. The non-profit organization will utilize this marketing grant to promote their 2022 schedule of events.

16. Great Allegheny Passage Conservancy, \$15,950 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.

17. Greater Latrobe-Laurel Valley Chamber of Commerce, \$15,000 marketing grant

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

18. Greensburg Civic Theatre, \$3,555 marketing grant and \$16,500 capital grant

Founded in 1951, the volunteer-based Greensburg Civic Theatre celebrates its 70th season in 2022. This marketing grant will be invested print, social, and digital ads to promote the upcoming calendar of events. Capital grant funds will be used to purchase body microphones to enhance live theatre performances.

19. Hampton Inn by Hilton, Greensburg, \$9,296 marketing grant

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

20. Holiday Inn Express, Donegal, \$13,935 marketing grant

The award-winning Holiday Inn Express and Suites plans to use this grant toward print and digital advertisements, a Fallingwater lodging partnership, and signage along the Pennsylvania Turnpike.

21. Jacobs Creek Watershed Association, \$5,649 marketing grant

A non-profit organization dedicated to preserving and protecting the 98 square-mile watershed, Jacob's Creek Watershed also provided free and affordable environmental education and recreation opportunities. This grant will be used to develop maps and brochures, enhance their website, and for social media marketing.

22. Lamp Theatre Corporation, \$12,500 capital grant

With seating for more than 300, the Lamp Theatre hosts live events including theatre, concerts, comedy, and children's programming. This capital grant will be used to create a Community Art Wall, a seven panel exhibit showcasing historic Irwin and the theatre.

23. Latrobe Art Center, \$8,000 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 Days and Holly Jolly Christmas in Latrobe via print, digital, and social media marketing, as well as website enhancements.

24. Latshaw Productions, \$25,000 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 2022 performance schedule in the Pittsburgh area through a multi-media campaign to target potential visitors.

25. Laurelville Retreat Center, \$3,941 marketing grant

Spanning more than 600 acres in the Laurel Highlands, the center plans to use this marketing grant to officially launch their new brand via print and digital ads, and signage.

26. Ligonier Country Market, \$13,169 capital grant

The oldest and largest farmers' market in western Pennsylvania, Ligonier Country Market will utilize these funds to make improvements to the market grounds to prevent flooding and ponding.

27. Ligonier Valley Chamber of Commerce, \$14,141 marketing grant

Dedicated to promoting businesses within the Ligonier Valley, the chamber will use this grant to develop and implement a multi-media marketing plan to promote the town and the chamber's 2022 schedule of events, including a new event – Bark in the Borough.

28. Ligonier Valley Rail Road Association, \$5,604 capital grant

Located in the original Ligonier Valley Rail Road station, this volunteer-run museum is dedicated to the preservation of the Ligonier Valley Rail Road's history and role in developing the town. The association will utilize this capital grant to install outdoor lighting on the museum grounds.

29. Lincoln Highway Heritage Corridor, \$11,759 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 multi-faceted museum and their calendar of special events.

30. Living Treasures Wild Animal Park, \$25,000 marketing grant and \$10,000 capital grant

A walk-through zoological park located in Donegal, Living Treasures attracted more than 80,000 animal enthusiasts last year. This marketing grant will be used toward radio and digital advertisements to promote the family-friendly experience, including their holiday lights show that launched in December 2020. The capital grant will be used to create a concession stand to serve visitors who might otherwise travel out of the area for a bite to eat.

31. Mount Pleasant Glass and Ethnic Festival, \$15,000 marketing grant

The only festival in Pennsylvania that showcases the history and heritage of the glass industry, the Mount Pleasant Glass and Ethnic Festival will use this marketing grant for brochure development and print and digital advertising in the Pittsburgh market.

32. Pleasant Lane Farms Creamery, \$2,175 marketing grant

The only farmstead creamery and dairy-based agri-tourism facility in the region, the family-owned farm offers farm tours of their cheesemaking and robotic milking operations and their smart barn. This marketing grant will be used toward print advertisements targeting out-of-region visitors.

33. Sand Hill Berries, \$1,871 marketing grant

In 1986, Sand Hill Berries began with five acres of red raspberries and two acres of black raspberries. Today, the farm offers a bevy of berry varieties, not to mention delicious pies and cookies and stunning gardens. This marketing grant will be used to develop a full-color brochure and implement a digital marketing campaign focused on northern West Virginia, eastern Maryland, and northwest Pennsylvania.

34. Smithton Public Library, \$4,200 capital grant

In partnership with Smithton Borough, the library has received this capital grant for the design, creation, and installation of a Smithton Trailhead kiosk to be located on the Youghiogheny Trail section of the Great Allegheny Passage.

35. Southern Alleghenies Museum of Art, Ligonier, \$5,537 marketing grant

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

36. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$5,171 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 print and digital advertising.

37. Stahlstown Flax Scutching Festival, \$8,500 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 and print and digital advertisements.

38. Tub Mill Trout Club Unlimited, \$10,000 capital grant

Dedicated to preserving the Tub Mill watershed in eastern Westmoreland County through creative and responsible conservation projects, this capital grant will be invested in building 700 feet of stream improvement by building habitat creating devices.

39. Regional Trail Corporation, West Newton Station, \$15,027 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.

40. Westmoreland Arts and Heritage Festival, \$25,000 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 multi-media marketing campaign featuring billboard signage, social media marketing, and radio, print, and television advertisements.

41. Westmoreland County Historical Society, \$12,000 marketing grant

Westmoreland Historical Society will utilize this award to promote the facility, historic site, and the year-round schedule of events and exhibits, including the new “Penn’s Woods: Plenty for the Use of Man” exhibit.

42. Westmoreland Cultural Trust - The Palace Theatre, \$25,000 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 multi-media marketing campaign featuring radio, print, social media, and network television.

43. Westmoreland Fayette Historical Society - West Overton Village and Museum, \$13,952 marketing grant

After a 100-year hiatus, whiskey distilling 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 invested in a multi-media marketing campaign to promote new exhibits, enhanced experiences, the tasting room, and event series.

44. Westmoreland Museum of American Art, \$25,097 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 “Realizing Past Visions of the Future: Frank Lloyd Wright’s Southwestern Pennsylvania.” This collaborative effort between The Westmoreland and Fallingwater will showcase a series of residential, commercial, and civic projects designed by Wright.