



## 2023 Fayette County Tourism Grant Recipients and Project Summaries

### 1. **670 Chestnut Ridge Trout Unlimited, \$2,500 operational grant**

Founded in 1995, the Chestnut Ridge Chapter of Trout Unlimited has the mission to conserve, protect, restore and sustain coldwater fisheries and watersheds, especially wild trout resources. Funding from this grant will support the 8,000 trout in their nursery located at the basin of the Youghiogheny River, thus continuing to sustain the trout experience for anglers in Fayette County.

### 2. **Amy's Quilt Room, \$9,631 marketing grant**

This local quilt shop and classroom will utilize these grant funds across multiple marketing platforms including print, web, social, and brochure development to expand their reach for their shop hops, Quiltapalooza Retreats, and monthly quilting and sewing classes.

### 3. **Christian W. Klay Winery, \$42,437 marketing grant**

Christian W. Klay Winery represents "The Total Wine Experience" in that they have vineyards to grow grapes, process all of their own wine, do tastings, and have sales on property. They are a strong advocate for Pennsylvania-made wines and are proud to operate in Fayette County. This marketing grant will be used for print, digital, and website marketing. Video production for a "12 Wines of the Week" series will also be done and shown across numerous social media platforms.

### 4. **City of Connellsville, \$12,429 capital grant and \$20,511 visitor center grant**

The City of Connellsville will invest this grant into improvements to the gravesite of Connellsville founder Zachariah Connell, a Revolutionary War soldier and close friend of General George Washington. The City has been awarded a visitor center grant for staffing and operations for the center along the Great Allegheny Passage bike trail.

### 5. **Dunbar Historical Society, \$2,068 operational grant and \$10,000 capital grant**

Since 1995, the Dunbar Historical Society has collected and preserved materials illustrating the history of Dunbar for present and future generations. Capital improvements funded through this grant include security doors, interior safety measures, and parking improvements for visitors. The operational grant will be used to offset the cost of utilities.

**6. Farm Town Productions, \$5,000 marketing grant**

This concert/event planning organization continues to bring the best in entertainment to Fayette County. This marketing grant will broaden their reach in 2023 to include billboards, print, and radio advertising.

**7. Fayette County Agricultural Improvement Association, Inc., \$35,000 marketing grant and \$170,833 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, social media marketing and geofencing to promote the Fayette County Fair. The capital grant will be used for improvements to the large Event Building and Indoor Arena. The arena space is integral to the operation of the Fair and is used daily for animal shows, live performing acts and Family Fun Night activities.

**8. Fayette County Farm Bureau, \$7,335 marketing grant**

Connecting local producers to consumers has become an important aspect of the Fayette County Farm Bureau. Hosting an annual Farm-to-Table Dinner allows attendees to see and taste locally based and produced farm products. Expanded marketing through radio, print and social platforms will allow for growth and awareness of this important event.

**9. Fayette County Historical Society, \$5,000 marketing grant and \$2,500 operating grant**

Dedicated to preserving the county's historic sites, the historical society will utilize this award to coordinate a multimedia marketing campaign for print, Facebook, radio, television and billboards. The operational grant will be used to offset the cost of utilities.

**10. Frank Lloyd Wright's House on Kentuck Knob, \$13,287 marketing grant**

This National Historic Landmark where architecture and sculpture are seamlessly integrated into the beautiful landscape will utilize funds to increase visitation with specific marketing in the Ohio, Washington, D.C. and New York markets. Cleveland Magazine and Washingtonian are publications of note. Print, radio, billboards, and brochure distribution will be included in their media mix.

**11. Friends for the Youghiogheny River Lake, \$4,775 capital grant**

Preserving the Youghiogheny River Lake National Resources is at their core of this Friends group. This capital grant will be used to enhance the Jockey Hollow kayak launch area at the Youghiogheny River Lake with solar lighting and safety railing.

**12. Fruit Hill Farms, \$4,800 marketing grant**

Originally established in 1774, Fruit Hill Farms is now a beef cattle and grain producing farm. Recognizing the importance and growth of agritourism, the farm will be adding a u-pick

blueberry area to raise awareness of the importance of family-owned farms in Fayette County. Website development and signage will aid in their marketing efforts.

**13. The Grayson House, \$5,000 marketing grant**

The Grayson House at Mt. Hope aims to provide a first-class experience for weddings, showers, galas, and corporate events. This beautiful hilltop setting has quickly established itself as a premiere venue. This grant will allow for additional funds to flow into social media marketing.

**14. Great Allegheny Passage Conservancy, \$18,981 marketing grant**

This project is a multichannel marketing effort to drive tourism into Fayette County and the Laurel Highlands by harnessing the desire of visitors to enjoy outdoor recreation, authentic experiences, adventure, and a premiere cycling experience. Tear-off maps, scenic brochures, website enhancements, cycling-specific trade shows, a trail analysis, and an extensive trail directory will be part of the Conservancy's extensive marketing efforts in 2023.

**15. Harmony Acres Dairy, \$5,396 marketing grant**

Raising the fifth generation of farmers, the Orrs take great pride in caring for and sustaining their family farm for generations to come. Seeing the need for consumers to be connected to a local produced food supply, the Orrs enjoy hosting new and returning customers to make that connection between farm and fork. Expanding their reach to visitors is the goal of this with branding and website development, social media outreach and brochure distribution.

**16. Hilton Garden Inn Uniontown, \$10,276 marketing grant**

This Hilton branded property, popular with both corporate and leisure travelers, will utilize their marketing grant for social media, video production, AAA visibility, and a lodging partnership with Frank Lloyd Wright's Fallingwater.

**17. JoltBike, \$15,057 marketing grant**

Fayette County is rich in outdoor recreational experiences and bike trails continue to be a hallmark tourism asset with the Great Allegheny Passage and increased miles on the Sheepskin Trail being among them. JoltBike's electric bikes allow those with mobility issues to continue to enjoy those experiences. Their marketing grant will be used for radio, print, digital billboards, and Facebook targeted advertising.

**18. 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 television marketing campaign to entice shoppers to explore all that Uniontown has to offer.

**19. Lodge at Chalk Hill, \$7,742 marketing grant**

The Lodge at Chalk Hill, located along the National Road, continues their extensive renovations and improvements for the utmost visitor experience. These grant funds will be invested in a multimedia marketing campaign including print, brochure distribution, website advertising and a direct e-mail campaign.

**20. Lone Pine Acres, \$9,121 capital grant**

The mission of Lone Pine Acres is to enrich the lives of adults and children with special needs and challenges through therapeutic connections with horses. The facility provides therapy, riding and education through partnerships with horses. This capital grant will be used for an outdoor arena to help provide visitors and locals a whole day of activities that includes connecting to the natural beauty of the Laurel Highlands.

**21. Main Street Theatre Company, \$3,150 marketing grant**

Based in Connellsville, the Main Street Theatre Company is an extension of the Summer at the State Theatre program. The goal of MSTC is to bring community-driven professional quality musical theatre productions to Fayette County for all to enjoy. This marketing grant is for the production of videos to be utilized for promotional purposes.

**22. Monongahela River Railroad and Transportation Museum, \$2,500 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.

**23. Mon Valley Academy for the Arts, \$2,000 marketing grant**

The Mon Valley Academy for the Arts is dedicated to cultivating opportunities for culture and arts to thrive and to showcase artistic performances through community collaboration. They will be developing and implementing a concert series in Brownsville at the Cast Iron Amphitheater in 2023. These marketing funds will be used for promotion of those performances through print and social media marketing.

**24. Mountain Watershed Association, \$74,850 capital grant**

The key mission of the Mountain Watershed Association is to protect, preserve and restore the Indian Creek and great Youghiogheny River watersheds in the Laurel Highlands. This includes the river and the properties surrounding so that all are able to enjoy the outdoor recreational opportunities within its footprint. This capital grant will be used to further develop the Indian Creek Valley Trail in Springfield Township. A 19-mile hiking and biking trail extending from Route 31 in Donegal Township to the Youghiogheny River.

**25. National Road Heritage Corridor, \$2,500 operating grant and \$7,725 marketing 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 invest in a

VisitWidget web and mobile interface to allow visitors the ability to learn more about the offerings along the National Road, build custom itineraries, and thereby extending and enhancing their stay in Fayette County. The operational grant award will be used for daily operations.

**26. Neubauer's Flower and Market House, \$40,312 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 to extend their marketing efforts into Morgantown, West Virginia as, well as other key markets.

**27. Ohiopyle-Stewart Volunteer Fire Company, \$11,898 capital grant**

Working with others in Ohiopyle Borough, the capital grant will be used to purchase equipment for various festivals within the Borough. Those include the popular Buckwheat Pancake Festival, Ohiopyle Winterfest, and Spirit of the River: a wine and arts festival held annually.

**28. (The) Pennsylvania Classic Foundation, \$295,000 capital grant**

This Community Improvement Project will create civic, cultural and recreational activities in an open space park along the National Road. The park will incorporate the rich history of the area and capitalize on the local community businesses to showcase the area to visitors. Storyboards will also be utilized to continue to tell the story of the National Road, the plants and flowers indigenous to the area, and the overall history of this important part of Fayette County.

**29. (The) Perennial Project, \$44,480 capital grant**

The Perennial Project began by planting flowers and through those plantings seeds of change have come to the city of Brownsville. This 2023 capital grant will continue to support the development of HOPE Park and will continue the blight cleanup within the city limits. In addition, historical markers will guide visitors to Shady Avenue, where world renowned jazz club performer, Ray Charles performed and created the hit "What'd I Say."

**30. Ridge Runner Distillery, \$23,692 marketing grant**

Currently Fayette County's only distillery, Ridge Runner will use this marketing grant for video and website development, social media marketing to potential visitors within a three- hour drive, print and radio advertising. The focus will be to showcase the spirits distilled on the property and to enjoy their new indoor-outdoor entertainment space.

**31. Seams Like Home Bed & Breakfast, \$3,507 marketing grant**

This unique B&B caters to cyclists along the Great Allegheny Passage and, of course, those who love to quilt and sew. This marketing grant will be utilized for a website update on I LUV INNS, print and brochure development.

**32. Sew Special, \$5,000 marketing grant**

A targeted marketing campaign to sewers and quilters in the Pittsburgh market is planned with this grant for KDKA's Pittsburgh Today Live, where owner Donna Eicher will share all a viewer needs to know about Sew Special and cross-promoting her B&B, Seams Like Home.

**33. South Union Township, \$121,133 capital grant**

This capital grant will be used to enhance the Sports Complex located on Pennsylvania Avenue in Uniontown...perfectly situated beside the Sheepskin Trail. Sports tourism continues to grow in the Laurel Highlands and this project will enable indoor tournaments to compete in a professional environment on weekends and weekdays throughout the year. Tournament play draws participants from numerous states which will provide an opportunity for even more overnight stays in Fayette County.

**34. The State Theatre Center for the Arts, \$2,500 operational grant, \$24,334 marketing grant, and a \$45,710 capital grant**

Opened in 1922 as a movie palace and vaudeville house, these funds will be used for a multimedia marketing campaign featuring 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 new LED theatrical lights to replace antiquated incandescent and hallogen theatrical light fixtures.

**35. Touchstone Center for Crafts, \$40,000 marketing grant, \$10,312 capital grant, and \$2,500 operating grant**

Pennsylvania's only residential craft school, Touchstone celebrated 50 years of creativity in 2022. As they move into a new decade, 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, podcasts, and a push into the Washington, D.C. market. The capital grant will be used for enhancements to the various classroom settings to include new lighting and adjustable workstations to better accommodate those with physical abilities and impairments. The operational grant will be utilized for internet accessibility.

**36. Western Pennsylvania Conservancy/Fallingwater, \$27,506 marketing grant**

Frank Lloyd Wright's Fallingwater, a UNESCO World Heritage site, attracts both domestic and international visitors. This marketing grant will include print, radio, web and social media in various markets to enhance visitation and overnight stays to Fayette County.

**37. White Water Adventurers, \$3,312 marketing grant**

This Ohio-pyle-based outfitter will utilize their marketing grant for a specific and targeted reach into Ohio to engage with the Amish community through travel shows and postcard mailings.

**38. Yough River Brewing Company, \$14,150 marketing grant**

Yough River Brewing is all about the craft beer experience and inviting visitors to enjoy a fun atmosphere while tasting and enjoying their variety of beverages. This marketing grant will allow them to expand their marketing reach through social media, billboards, and festival participation.

**39. Yough River Trail Council, \$32,000 capital grant**

The YRTC is responsible for the maintenance of 23 miles of the Great Allegheny Passage bike trail. Maintenance and upkeep is critical to continue the appeal of this nationally and internationally recognized trail system. This capital grant will help complete the financial need of a \$600,000 capital project.