



### 2023 Somerset County Tourism Grant Award Recipients

1. **Angels of East Africa, \$4,644.50 marketing grant**

Since 1998, Angels of East Africa has been working around the world to rescue children by means of protecting them from war, sex trafficking, drug activity, abduction, parental abandonment or anything that would put them in harm's way. This marketing grant will be used for a GO Laurel Highlands Partnership and brochure development.

2. **Brantview Farms Maple, \$12,395 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 the GO Laurel Highlands brochure program, digital advertising and video production.

3. **Camp Soles, \$3,900 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 brochures, digital, and social media advertisements as well as for GO Laurel Highlands partnership opportunities.

4. **Comfort Inn of Somerset, \$20,116.50 marketing grant**

The Comfort Inn will use this marketing grant to promote its golf packages with Somerset Country Club, Northwinds Peninsula Golf Club, and Northwinds Golf Course. They plan to target golfers in the Youngstown, Ohio; Harrisburg, York, Lancaster and Berks counties through print, radio, and online ads.

**5. Confluence Borough, \$950 marketing grant**

Located along the Great Allegheny Passage, Confluence Borough will be celebrating its 150<sup>th</sup> Anniversary in 2023. The borough will use this marketing grant to upgrade its website, and print and distribute rack cards.

**6. Confluence PumpkinFest, \$2,455 marketing grant**

Each year, the Confluence Volunteer Fire Co. presents PumpkinFest to raise funds for the fire department. This marketing grant will be used for the printing of brochures and distribution through the GO LH brochure program, a spotlight listing in the GO LH calendar of events, and radio advertising.

**7. Confluence Tourism Association, \$1,732.50 marketing grant and \$8,859 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.

**8. Duppstadt’s Country Store, \$2,532.75 marketing grant**

Family owned and operated for more than 50 years, Duppstadt’s Country Store provides top-quality merchandise and excellent customer service with integrity and old-fashioned hospitality. Affectionately known as “The Buckstown Mall”, the store is located on the historic Lincoln Highway in the village of Buckstown, just 1.5 miles east of the Flight 93 National Memorial. This grant will be used to advertise in the GO Laurel Highlands 2024 Destination Guide and to participate in the brochure distribution program.

**9. Forbes Trail Brewing, \$7,252.50 marketing grant**

Forbes Trail Brewing is a microbrewery in Stoystown that brews high-quality craft beers in small batches with a constantly changing tap list. The brewery strives to create a welcoming family-friendly and pet-friendly environment where people can visit and spend time. Grant funds will be used to become a peak partner with GO Laurel Highlands and to advertise in the 2024 Destination Guide as well as participate in the brochure distribution program.

**10. Friends of Flight 93 National Memorial, \$17,446.50 marketing grant**

The Friends of Flight 93 National Memorial is the official nonprofit supporting partner of the National Park Service, which tells the heroic story of Flight 93. The group has been awarded a

marketing grant for print, tourism partnerships and billboard advertising in the Bedford and Cambria county markets, as well as West Virginia, Virginia and Maryland.

**11. 4 Fall Festivals Marketing, \$6,000 marketing grant (Hurst Media)**

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. This marketing grant will be used for website hosting and a billboard, TV and digital ad campaigns.

**12. Great Allegheny Passage Conservancy, \$21,781.66 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 website, develop a brochure with special emphasis on distribution in Washington, D.C., Trail Guide development, brochures, Biking and E-Biking Expos, and trail count analysis.

**13. Highlands Ventures, \$52,500 marketing grant**

Highlands Ventures offers recreation and lodging opportunities for all four seasons. Golf and sporting clay shooting, two of their feature attractions, draw nearly 300,000 individuals per year. In addition, Highlands Ventures has first-class dining, as well as cabins for overnight stays. This grant award will be devoted to social media targeted advertisements, promoted posts and media content, coverage and advertisements on KDKA News, and advertisements on Audacy Radio covering the Pittsburgh region.

**14. Historical and Genealogical Society of Somerset County, Inc. \$7,518.75 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.

**15. Ivory Buck Boutique, \$1,000 marketing grant**

Ivory Buck is a store located in Salisbury that carries clothing as well as men's and women's cowboy boots, home décor, and accessories. The shop will use its grant funding for Facebook ads.

**16. Jager and Friends Dog Park, Inc., \$1,600 marketing grant**

Jager and Friends Dog Park is an off-leash park located in Somerset County, behind Georgian Place. All dogs of different breeds and sizes are welcome to enjoy the safe and sustainable facility that strives to be a popular stopping point for families traveling through Somerset County with their dogs. Funding will be used for a PA Turnpike billboard.

**17. Jennerstown Speedway, \$89,020 marketing grant**

One of the oldest short tracks in the United States, Jennerstown Speedway will utilize this grant for a multi-faceted advertising campaign to promote the speedway's 2023 schedule of events.

**18. Levi Deal Mansion B&B, \$5,082.15 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, brochures and email marketing.

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

This all-volunteer organization has been awarded this grant to promote the two-day Thunder Truck competitive truck pull event. Proposed media includes digital advertisements and television.

**20. Maple Leaf Outfitters, \$1,971 marketing grant**

Maple Leaf Outfitters, based in Meyersdale, provides hikers and bikers on the GAP with outdoor trip planning. That includes 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 ads.

**21. Merchant Village, Inc., \$5,000 marketing grant**

Merchant Village, Inc. is a fully-staffed indoor vendor/crafter's mall/market in Somerset offering space to more than 250 local and regional vendors. The grant funding will be used for brochure printing and distribution as well as Facebook advertising.

**22. MGPS INC., \$2,305 marketing grant**

MGPS is a full-service Harley-Davidson repair shop near Central City with vintage décor that harkens back to a 1960s garage. Customers can browse merchandise including clothing, leathers, bike helmets, and more. Funds awarded will be used for brochure printing.

**23. Meyersdale Area Historical Society, \$26,974 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.

**24. Mountain Ridge Trails Resort, \$60,72.75 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, radio, out-of-market trade shows and digital marketing.

**25. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermen's Jubilee, \$8,985 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, brochures and print and radio advertising.

**26. Patriot Park Foundation, \$14,647.50 marketing grant**

Patriot Park offers a place to honor, remember, and thank members of the United States Armed Forces who have served since Sept. 11, 2001. This grant award will be used to promote the site through digital and print advertisements, email marketing, and brochures.

**27. Pennsylvania Maple Festival, \$16,943.50 marketing grant**

Thousands of visitors head to Meyersdale each spring for one of Pennsylvania's sweetest festivals and to 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, email, and digital advertisements in and around eastern Pennsylvania, northern West Virginia, Maryland, and northern Virginia.

**28. Quecreek Mine Rescue Site, \$800 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.

**29. Remember Me Rose Garden, \$1,440 marketing grant**

A tranquil 13-acre sanctuary created to honor the lives lost on Sept. 11, 2001, the Remember Me Rose garden will spend these grant funds on marketing the garden.

**30. September 11<sup>th</sup> National Memorial Trail Alliance, \$500 marketing grant**

The September 11<sup>th</sup> National Memorial Trail Alliance is striving to build a world-class experience developed as a trail of remembrance to honor those who gave their all for freedom on Sept. 11, 2001; for their families and first responders; and for generations before them who sacrificed to protect our freedom and American values. The Alliance will utilize its funds for Facebook ads.

**31. 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.

**32. Somerset County Recreation and Trails Association, \$8,930.25 visitor center grant**

Then known as Somerset County Rails to Trails Association, SCRTA began in 1991 with a big mission - to complete the Great Allegheny Passage from the Mason-Dixon Line to Confluence and Ohiopyle State Park. The organization is now the steward of those 43 miles that have become one of the most popular and - dare we say - most scenic parts of the Passage. The visitor center grant will be used to cover employee wages.

**33. Somerset, Inc., \$9,864 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.

**34. Sugar Grove Antiques, \$2,525.74 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. The grant funds will be used for GO Laurel Highlands partnership, brochures and brochure distribution, maps and signage.

**35. Sunshine Luggage Shuttle, \$4,480.26, marketing grant**

Sunshine Luggage Shuttle was created to help travelers by providing a worry-free way to experience the GAP without 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.

**36. Tall Pines Distillery, \$11,400 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, rack cards and radio advertising.

**37. The Lodge at Indian Lake, \$27,921.60 marketing grant**

The Lodge at Indian Lake is a unique rustic wedding venue destination with guest rooms and modern amenities. Lodge guest rooms overlook the Northwinds Golf Course and The Northwinds Peninsula

Golf Club is less than two miles away. The Lodge will put marketing funds to work through social media, email, and digital advertising.

**38. Trailhead Brewing Company, \$3,810 marketing grant**

Trailhead is an independent brewery located in Rockwood, just off the GAP Trail. Primarily catering to those traveling along the GAP trail, the brewery offers a variety of inhouse brewed beer, food, and entertainment. Trailhead will use their marketing funds for website enhancements, social media and video production.

**39. Yoder's Guest House, \$8,668.50 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 as well as website enhancements.

**40. Yough Mountain House, \$2,250 marketing grant**

Yough Mountain House is made up of two separate rental properties: Yough Mountain House and Yough Nest Bungalow. The Yough Mountain House is located one mile from the Youghiogheny River, and two miles away from the Great Allegheny Passage bike trail. The Yough Nest Bungalow is located in Confluence. The property will use the grant to fund peak partnerships with GO Laurel Highlands.