



## 2023 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

### 1. Caddie Shak, \$20,000, marketing grant

Summertime in the Laurel Highlands needs to include a bit of family fun, and since 1986, visitors have enjoyed spending time at Caddie Shak. The family fun center will utilize these grant funds for a multi-faceted advertising campaign that includes website advertising, digital marketing with SEO and SEM, geofencing and a social media campaign. Brochure distribution is also included in their marketing mix.

### 2. Christmas in the Mountains, \$5,166 marketing grant

This collaborative holiday event comprised of businesses in the Donegal area will use this grant for billboard signage, TV and print media in the Pittsburgh market, a print reach into Hagerstown, MD, brochure distribution, website and Facebook advertising.

### 3. Compass Inn Museum/Ligonier Valley Historical Society, \$20,180 marketing grant

An authentically restored 1799 stagecoach stop museum complex, the historical society will use this marketing grant to continue successful National Public Radio campaigns in the Washington, D.C., Delaware, Cleveland, West Virginia, and Eastern Shore markets. Regional brochure distribution, website advertising, and print will balance their marketing efforts in 2023.

### 4. Courtyard by Marriott Greensburg, \$400 marketing grant

Strategically located in Greensburg, the Courtyard is a favorite of both leisure and business travelers alike. This grant will allow them to boost their marketing and partnership efforts with GO Laurel Highlands.

### 5. Delmont Pilgrimage, \$7,785 marketing grant

For 50 years, the Delmont Pilgrimage has been a local attraction drawing thousands to enjoy their Christmas message. With these marketing dollars, they intend to broaden their reach and message to visitors in the Lancaster, PA, and Wheeling, WV, markets through digital geofencing. Radio advertising and television commercials on KDKA's morning show are included in their marketing efforts.

### 6. Derry Township Agricultural Fair, \$1,853 marketing grant

Started in 1987 on 15 acres in the heart of the Laurel Highlands in New Derry, the Derry Township Ag Fair provides youth involved in agriculture the opportunity to showcase their projects and fair animals at this weeklong event. This marketing grant includes Facebook advertising, brochure development and road signage.

**7. Downtown Greensburg Project, \$12,043 marketing grant**

Founded in 2015, the Downtown Greensburg project highlights the downtown area by showcasing small businesses and hosting community events. These funds will facilitate marketing of the Greensburg Night Markets, the Sunday Holiday Markets, two Holiday Night Markets, plus craft beer events. Funds will be used for video production, photography, website and social campaigns, signage and billboards.

**8. Family Festivals Association, \$15,000 marketing grant**

The 30<sup>th</sup> Annual Pennsylvania Arts & Crafts Labor Day Festival will be held September 1-4 at the Westmoreland County Fairgrounds. Over 200 vendors from 14 different states will be exhibiting as well as festival performers and entertainment. Over 100 hotel stays are generated from the exhibitors alone. The marketing grant on KDKA television will reach over 1 million households to encourage them to spend Labor Day in the Laurel Highlands.

**9. Foggy Mountain Lodge and Pub, \$10,406 marketing grant**

This beautiful deeply wooded complex located just outside Stahlstown offers relaxing lodging, dining, and the perfect setting for weddings, receptions and special events. Foggy Mountain will use these grant funds for wedding outreach, Expedia and Google ads, Facebook and Instagram paid ad placements, website advertising and billboards.

**10. Forbes Trail Chapter 206 Trout Unlimited, \$5,865 marketing grant**

This marketing grant was developed to target fly fishers to the high-quality trout streams found in Westmoreland County and throughout the Laurel Highlands region. The Loyalhanna Creek and Laurel Hill Creek being prime destinations. This grant will fund brochure development and distribution, website development and maintenance. The chapter also hosts an annual fishing event for military veterans, supports the national trout-in-the-classroom program and strives to protect the coldwater streams through conservation and education.

**11. Fort Ligonier Association, \$22,500 marketing grant**

Siege the Day! Fort Ligonier is rallying the creative troops with this marketing grant to increase awareness and grow visitation for one of Westmoreland County's most significant historic sites. This marketing grant will be used for KDKA-TV Pittsburgh Today Live segments, social media support, brochure distribution, website and print advertising.

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

This signature event truly drives tourism to Westmoreland County. Their current digital strategy has been successful and this grant will allow this organization to strengthen and refine their targeting and messaging. Marketing grant dollars will be used for social, print, and web advertising. Brochure distribution and enhanced photography and video development will also be included.

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

This successful collaborative partnership is a cooperative effort to market four heritage-based festivals in the region. Billboards, television, cable and website advertising will be utilized in this marketing grant.

**14. Friends of SummerSounds, \$14,875 marketing grant**

There is no better place to be on a Friday night except St. Clair Park in Greensburg listening to a premiere performance proudly presented by Friends of SummerSounds. Their commitment to excellence has resulted in achieving universal recognition as one of the best concert series in Pennsylvania. They have grown to attract over 35,000 music lovers to Westmoreland County. This grant will include radio, print and TV advertising, brochure distribution, Facebook, Instagram, Snapchat advertising and geofencing.

**15. Great Allegheny Passage Conservancy, \$16,000 marketing grant**

This project is a multichannel marketing effort to drive tourism into Westmoreland 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.

**16. 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 Allegheny County, Morgantown, WV, and surrounding counties in PA.

**17. Greensburg Civic Theatre, \$5,347 marketing grant**

Founded in 1951, the volunteer-based Greensburg Civic Theatre stages five productions annually for adult and family audiences. This marketing grant will be invested in print and digital ads to promote the upcoming 2023 calendar of events.

**18. Greensburg Volunteer Fire Department Museum, \$1,523 marketing grant**

The Greensburg Volunteer Fire Department Museum was established to preserve the rich history of firefighting in Western Pennsylvania for future generations. Their collection includes fire trucks, displays from marching bands, and even a toy room with over 1,100 toy fire trucks and fire-related toys. This marketing grant will be used to develop a brochure and enhanced Google search and ad opportunities.

**19. Hampton Inn Greensburg, \$10,612 marketing grant**

This 69-room Hilton branded hotel is ideally situated in Hempfield Township along the busy Route 30 corridor. This marketing grant will assist in outreach to the motorcoach and association meetings markets. They will partner with Idlewild for summer getaway packages and with the Westmoreland Cultural Trust. Print and website advertising are part of their marketing grant plan.

**20. Hemlock Lane Designs, \$3,896 marketing grant**

Hemlock Lane Designs is a father and son team specializing in restoration and custom woodworking for over 25 years. They operate a retail store that showcases not only their work, but that of other local artisans. This marketing grant will help create awareness of their custom services and specifically target visitors, resort and second-home clientele through website creation, brochure distribution, and print advertising.

**21. Holiday Inn Express & Suites Donegal, \$18,720 marketing grant**

Newly remodeled, this award-winning property will use this grant toward print and website advertising, travel boards, a Fallingwater lodging partnership and on-going social media engagement.

**22. Keystone Raceway, \$10,000 capital grant**

Keystone Raceway Park will enter its 56<sup>th</sup> year of operation in 2023. The raceway hosts 90 various events throughout the season and draws thousands of spectators. With the addition of extra seating an upgraded PA sound system is needed so all attendees can enjoy the ultimate experience.

**23. Latrobe Art Center, \$10,000 marketing grant**

Founded in 2002 the Latrobe Art Center is a welcoming atmosphere for adults and children of all skill levels to grow their artistic talents and interests. It is one of the designated locations along the Fred Rogers Trail, a driving tour of sites related to Mister Fred Rogers. The Center will utilize these funds to promote their programs, workshops, and special annual events, including Mister Rogers Family Days, Holly Jolly Christmas, and the Taste of the Neighborhood 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 2023 performance schedule through broadcast and cable television, print publications, social media, direct mail, and radio.

**25. Laurelville Retreat Center, \$8,976 marketing grant**

Laurelville is a year-round retreat center serving over 20,000 guests annually from Pennsylvania, Ohio, West Virginia, Maryland and New York. The center plans to use this marketing grant to expand their reach via website and print marketing, brochure distribution, and enhanced video.

**26. Ligonier Country Market, \$7,073 marketing grant**

The oldest and largest farmers' market in western Pennsylvania, with over 130 vendors, the Ligonier Country Market will utilize these funds to expand their outreach through online ads and print.

**27. Ligonier Valley Chamber of Commerce, \$13,890 marketing grant**

For over 76 years, the Ligonier Valley Chamber of Commerce has been dedicated to promoting businesses within the Ligonier Valley. They host 14 events each year to attract visitors to Ligonier and the surrounding valley. This grant will be used to implement a multi-media marketing plan that includes print, social media digital campaigns and video production.

**28. Lincoln Highway Heritage Corridor, \$7,068 marketing grant**

One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds in a collaborative project with other museums for a focused weekend of visitation at multiple sites. They will enhance these efforts by appealing to one-tank travel enthusiasts. Print, website advertising, and an expansive social media outreach will be funded through this marketing grant.

**29. Living Treasures Wild Animal Park, \$13,500 marketing grant and \$11,500 capital grant**

A walk-through zoological park located in Donegal, Living Treasures attracts over 80,000 animal enthusiasts annually. This marketing grant will be used toward radio and digital advertisements to promote the family-friendly experience, including their holiday light show with over 1 million lights. The capital grant will be used to fund three motorized scooters for those with mobility issues and the installation of a customized ADA and sensory playground at the park.

**30. Main Street Sweets Greensburg, \$3,899 marketing grant**

Main Street Sweets mission is to provide the ultimate milkshake experience and offer customers a wonderland of assorted current and retro candies. This marketing grant will fund a video to be posted on social media platforms such as Facebook, Instagram, and TikTok. The narrated video will showcase the customer experience, staff making milkshakes and highlight their unique candy offerings.

**31. Mount Pleasant Glass & Ethnic Festival, \$21,000 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. Overly's Country Christmas, \$17,250 marketing grant**

Fond memories and holiday traditions are created at Overly's Country Christmas. An evening at Overly's is filled with multiple experiences the entire family can enjoy. This marketing grant will be used to promote the 2023 season through television, digital marketing, and featured segments on KDKA's Pittsburgh Today Live.

**33. Regional Trail Corporation, West Newton Station & Visitors Center, \$22,312 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 the operations of the visitor center.

**34. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$5,321 marketing grant**

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.

**35. Southern Alleghenies Museum of Art, \$6,000 marketing grant**

The Southern Alleghenies Museum of Art exists to preserve, exhibit, and advance American art and is dedicated to programming and activities in our region. The marketing grant will be utilized for brochure distribution along the PA Turnpike and in 16 interstate rest areas. Instagram and Meta advertising, website and print marketing will also be used in addition to video production to showcase their Plein Air Painting series.

**36. Stage Right, \$10,000 marketing grant**

Founded in 1998, Stage Right enrolls over 300 students year-round. This marketing grant will be used for print, Facebook, and year-round social media buys. One-tank travel trips will be a new focus for 2023.

**37. Stahlstown Flax Scutching Festival, \$11,372 marketing grant**

Established in 1907, the Stahlstown Flax Scutching Festival shares how pioneers turned the fibers of the flax plant into linen cloth. The flax scutching process is based upon centuries-old oral traditions that have been faithfully followed. These grant funds will be used for brochure development, print, and digital advertisements. A new outreach to Eastern Pennsylvania will be part of their efforts.

**38. The Lamp Theatre Corporation, \$5,000 marketing grant**

Built in Irwin in 1937 as a movie house, the Lamp Theatre's revitalization now includes live theatrical performances, concerts, comedy nights, benefit performances, movies, and children's events. This marketing grant will include print and social media marketing.

**39. Westmoreland Agricultural Fair, \$15,000 marketing grant**

This marketing grant for the Westmoreland Agricultural Fair will allow the organization to expand their marketing reach in Pittsburgh and other neighboring counties through digital, television and radio campaigns. Snapchat and Facebook advertising will also be part of their media mix.

**40. Westmoreland Arts and Heritage Festival, \$20,000 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 social media marketing, radio, print, television and cable advertisements.

**41. Westmoreland County Historical Society, \$14,206 marketing grant**

Westmoreland County is poised to celebrate the 250<sup>th</sup> Anniversary of its founding and the Westmoreland Historical Society will be a cornerstone in many of the special events to be hosted throughout 2023. The Society will utilize this award to promote the facility, historic site, and the year-round schedule of events and exhibits including one showcasing the county over 25 decades. Marketing will include website advertising, print, public radio, and brochure development.

**42. Westmoreland Cultural Trust – The Palace Theatre, \$20,000 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. In 2022 they are expected to complete 114 full-capacity concerts. The theatre has been awarded this grant for a multi-media marketing campaign featuring radio, print, social media, and network television.

**43. Westmoreland Museum of American Art, \$25,000 marketing grant**

The Westmoreland Museum of American Art offers a place to share compelling and meaningful cultural experiences that open the door to new ideas, perspectives, and possibilities. The Westmoreland has been awarded this grant to carry out a comprehensive marketing campaign in collaboration with the UNESCO World Heritage site, Fallingwater. The exhibition will offer a multimedia, immersive experience of eight realized and unrealized civic, commercial, and residential projects designed by Frank Lloyd Wright from the 1930s through the 50s. This unique exhibit will have broad appeal and will certainly draw Wright enthusiasts from across the county. The marketing grant includes public radio, television, billboards, and print.

#### **44. Westmoreland Performing Arts, \$7,500 marketing grant**

Westmoreland Performing Arts is awarded a marketing grant for multimedia marketing opportunities to support their summer camp program by encouraging participants from outside the county to attend. WPA produces 12 performances a year, offers several outreach programs, and partners with local non-profits in furthering the reputation of Westmoreland County as a foundation for the performing arts.