



2024 Fayette County Tourism Grant Recipients and Project Summaries

2024 CAPITAL GRANTS:

1. Dunbar Borough, \$24,500 capital grant

This contingency grant will be used by Dunbar Borough to enhance the experience of riders of the Sheepskin Trail, a spur of the Great Allegheny Passage, with the construction of a new pavilion along the side of the bike and walking trail.

2. Connellsville Historical Society, \$21,300 capital grant

Historical preservation is key in Fayette County, and this grant will be utilized for waterproofing the Gibson House in Connellsville. This beautiful structure dating to the 1800s serves as the official home of the Connellsville Historical Society

3. Fayette County Agricultural Improvement Association, \$62,000 capital grant

One of Pennsylvania's largest and most well-known fairs, the Fayette County Fair has been awarded this capital grant for improvements to be made to the Fiddlers Building.

4. Jumonville, \$39,071 capital grant

Jumonville is a camp and retreat center in the heart of the Laurel Highlands. Open to the public, they offer camping, high adventure, and a multitude of community programs for all ages. This grant will be used for the construction of an indoor climbing wall that will enable campers and visitors to have a year-round experience.

5. Mountain Watershed Association, \$78,670 capital grant

The Indian Creek Valley Trail, a 19-mile hiking and biking trail built on an abandoned railroad bed, experienced a storm event that caused a washout along a popular section call "the gorge." This contingency grant will allow for repairs and provide a safe visitor passage on the trail.

6. National Road Heritage Corridor, \$13,701 capital grant

Ride on! This capital ground will allow cyclists enjoying the Sheepskin Trail via e-bikes to pause and recharge in three separate areas along this popular trail. E-bikes allow for more riders to get outside and enjoy the outdoor beauty of Fayette County.

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

The RTC is one of the keepers of the Great Allegheny Passage Bike Trail. Over a million riders from all over the world come to Fayette County to experience this magnificent trail. Upkeep and maintenance are key for a great, memorable ride. This capital grant will be utilized for various projects along the section maintained by the RTC.

8. The Greater Uniontown Heritage Consortium, owners of the State Theatre Center for the Arts, \$47,880 capital grant

This historic theater continues to welcome visitors to year-round performances, including – and it is appropriate to mention this time of year – the annual Nutcracker Ballet. Funding from this capital grant will be used for upgrades to LED lighting in all the public areas of the theater.

9. The Perennial Project, \$7,500 capital grant

Beautification continues in the borough of Brownsville, and the Perennial Project continues to lead the charge. This capital grant will be used for a directional artistic wall.

10. Touchstone Center for Crafts, \$32,737 capital grant

This capital grant for a water filtration system will provide much-needed upgrades on this 150-acre campus that brings masters in their specific craft field to Farmington on an annual basis.

2024 OPERATIONAL GRANTS:

11. Brownsville Area Revitalization Corporation, \$2,500 operational grant

Established in 1989, BARC serves as a touchpoint for the history of Brownsville for visitors traveling to Fayette County. This operational grant will be used for assistance with utilities.

12. Main Street Theatre Company, \$2,310 operational grant

To fulfill its mission to uplift and educate through the platform of performing arts, Main Street will use these funds for internet services in the upcoming year.

13. Monongahela River, Railroad, and Transportation Museum, \$2,500 operational grant

This operational grant will assist with utilities and security services to protect the ever-growing and valued collection housed at the museum.

14. Rotary Club of Uniontown, \$2,500 operational grant

The Rotary Walk, located in downtown Uniontown, will be well maintained throughout the season through operational grant funds.

15. The Greater Uniontown Heritage Consortium, owners of the State Theatre Center for the Arts, \$2,499 operational grant

This not-for-profit theater will use funds for utilities to include gas and electricity in the upcoming year.

16. Touchstone Center for Crafts, \$2,500 operational grant

This small operational grant will assist the funding of utilities for Touchstone.

2024 VISITOR CENTER GRANT

17. City of Connellsville, \$20,698 visitor center grant

The City of Connellsville will utilize this grant in staffing and operations of the Visitor Center in Yough Park along the Great Allegheny Passage bike trail. The Visitor Center is an opportunity for staff to answer questions about the trail, and to provide information on eateries, shopping, and lodging for the city itself. The center opens for the first day of trout season and remains open through the end of October to assist fall riders on the GAP.

2024 MARKETING GRANTS

18. Afterburner Farm, \$8,675 marketing grant

Located in Confluence, Afterburner Farm is an organic haven dedicated to holistic well-being and lifelong learning. The farm serves as a nexus for personal development where individuals are inspired to cultivate organic food and are empowered to exchange knowledge on diverse topics. This marketing grant will be to target urban visitors from Washington, D.C., and Pittsburgh through print, Google/Facebook/Instagram ads, and brochure distribution.

19. Amy's Quilt Room, \$20,117 marketing grant

Marketing works, and Amy's Quilt Room is proof. Their visitation numbers continue to rise year after year for their special events and Quiltapalooza retreat. They draw visitors from across the country, including Florida, Maine, and California to name a few. Their multimedia marketing campaign includes website

marketing, print, direct mail, and social. Best of all, they partner with local hotels, including the Hilton Garden Inn.

20. Benner's Meadow Run RV Campground, \$21,719 marketing grant

With more than 15 years of local ties, the ownership group of Benner's knows how to attract, improve, and best of all, bring their loyal clientele back to Farmington. Their 2024 focus will be to visitors coming from West Virginia, Maryland, and Virginia. They get it, and they understand acronyms like CTR (Click-Through Rate) and CPA (Cost Per Acquisition). Their extensive marketing budget includes Meta Ads, direct email marketing, Google Ads, website enhancements, and print.

21. Braddock's Inn, \$20,345 marketing grant

Website development, social media advertising, print, and postcards along with content creation are a part of this marketing grant for Braddock's Inn.

22. Christian W. Klay Winery, \$16,765 marketing grant

"The Total Wine Experience" is what a visitor gets at Christian W. Klay Winery. They grow their own grapes, process all their own wine, and provide tasting and sales onsite. The 215-acre farm provides a magnificent backdrop for all wine enthusiasts. This marketing grant will help support radio, print, digital and social media in 2024.

23. Crawford School of Terror, \$6,600 marketing grant

Halloween is hot, and the holiday is a huge draw to Fayette County and the Laurel Highlands. Located inside a 21,000-square-foot school building, weather is never an issue at the Crawford School of Terror. Outdoor billboards, Facebook ads, and a campaign with 7 Mountains Media will draw those who love a bit of the scary to downtown Connellsville.

24. East End United Community Center, \$22,228 marketing grant

The recognition and preservation of Black history is critical in helping to tell the story of America. Through Juneteenth Walking Tours, a Traveling Black History Museum, and improvements to the Clearview Cemetery, East End United Community Center is helping to provide an impactful and meaningful experience to visitors to Uniontown. This marketing grant will allow this first-time marketing recipient the opportunity to share their story with visitors from far and wide.

25. Falls City Market Restaurant and Inn, \$2,732 marketing grant

Most visitors recognize the name Ohiopyle, but the businesses within this tiny community often need a helping hand. This marketing grant will increase awareness of lodging in town through print and website marketing.

26. Fayette County Agricultural Improvement Association, Inc., \$51,925 marketing 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, geofencing, and social media marketing to promote the Fayette County Fair.

27. Fayette County Farm Bureau, \$2,425 marketing grant

For anyone owning or working on a farm, the words 'farm-to-table' are a way of life. The bureau's farm-to-table annual dinner continues to increase in attendance and, most importantly, highlights the importance of family-owned and -operated farms in Fayette County. This marketing grant will help to elevate their event beyond the county and continue to showcase the very best of Fayette.

28. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy, \$40,717 marketing grant

This UNESCO World Heritage site is setting their eyes across the pond for this marketing grant. In 2024 the emphasis will be to draw even more international visitors to Fayette County. Google digital ads, and half page ads in United Airlines Hemispheres magazine will target non-stop flights from London to Pittsburgh, as well as Montreal and Toronto to Pittsburgh.

29. Great Allegheny Passage Conservancy, \$23,290 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. In 2022 the GAP received Bicycle Magazine's "Best Travel" award. Marketing for 2024 will include tabling at shows in New York, Philadelphia and Iowa. Tear-off maps, scenic brochures, digital ads, extensive multi-state distribution are a part of their extensive marketing endeavors.

30. Harmony Acres, \$4,318 marketing grant

This well-written marketing grant puts an emphasis on agritourism. The farm operates a "Market on the Farm" from May through October featuring 16-18 local vendors, farmers, and even food trucks. They have a Farm Kids Club, and operate seasonal events including an Easter Eggventure, Trunk or Treat, and Photos with Santa in the Barn. Print, social, e-mail blitzes, and brochure distribution will be part of their marketing mix.

31. Hilton Garden Inn, \$11,884 marketing grant

Truly an anchor hotel in Uniontown, the Hilton Garden Inn, keeps everyone on their toes with superb hospitality. A guest can feel at home the moment they walk through the entrance doors. Helpful and smiling staff only help to complement the experience. Their marketing grant will include website advertising, television, visibility with AAA, and a Fallingwater Partners in Education component.

32. 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 marketing campaign for streaming services with Spotify and Pandora.

33. Jumonville, \$19,125 marketing grant

Using a platform specific to congregational campers, Jumonville will continue to build attendance through email, social ads, direct mail postcards, website updates, brochures and even a Christmas touchpoint. January through December potential visitors and campers will be reminded of all the advantages of an experience at Jumonville. And, we're sure, an invigorating hike to the magnificent cross will be on everyone's to-do list.

34. Lodge at Chalk Hill, \$10,741 marketing grant

The new ownership group continues to make improvements and renovations to the Lodge at Chalk Hill. Their renovated banquet facility, The Venue at Chalk Hill, will be a draw for special events, weddings, and banquets. Lodging accommodations are something special and unique for visitors as well. The message must be shared, and this marketing grant will assist in funding print, social media, content creation, and creation of a new website.

35. Main Street Theatre Company, \$24,499 marketing grant

Spreading the word about year-round performances is the goal with this marketing grant that will include print, photography, videography, Facebook and mobile advertising, billboards, and geofencing. 2024 will be a year to put a Main Street show at the State Theatre Center for the Arts on everyone's calendar.

36. Maple Bottom Farm, \$4,287 marketing grant

Opened in 2020, Maple Bottom Farm offers visitors relaxing overnight farm stays and plenty of fun on the farm including a sunflower maze, zinnia field, a pumpkin patch, and farm tours. This grant has been awarded for social media advertising, billboards, brochures, and website optimization.

37. Monongahela River, Railroad, and Transportation Museum, \$6,044 marketing grant

This small museum with a collection of river, railroad, and other transportation artifacts, including a full-sized caboose and speeder, is a Brownville gem that will use their marketing grant for marketing with specific publications such as Trains and Railfan & Railroad Magazine.

38. Mountain Watershed Association, \$1,125.00 marketing grant

We know one of the appeals of Fayette County for visitors is outdoor recreation. Getting visitors out on our trail systems is important for mind, body and overall wellness. This marketing grant will be used to increase awareness of the Indian Creek Valley Trail through print, website exposure, and social.

39. National Road Heritage Corridor, \$4,125 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 for logo development, brand manual, and brand design assets for the Fayette Trails Coalition.

40. National Pike Holdings/Braddock's Inn & Timber Rock Amphitheater, \$20,345 marketing grant

Website development, social media advertising, print, and postcards along with content creation are a part of this marketing grant for National Pike Holdings, which features Braddock's Inn and Timber Rock Amphitheater. One combines superb dining along the National Road, the other, includes entertainment that will continue to draw nationally known acts in 2024. Targeted markets will include Baltimore, Washington, D.C., Erie, Ohio, West Virginia, and Maryland.

41. Neubauer's Flower and Market House, \$40,000 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 additional advertising on cable television in select markets.

42. Ohiopyle Candy Company, \$3,110 marketing grant

An eatery and a candy stop all in one! That's a winner in Ohiopyle. Located on Sherman Street, the Ohiopyle Candy Company will use this marketing grant website advertising, print, and brochure distribution.

43. Ohiopyle Trading Post and River Tours, \$10,000 marketing grant

Looking to create a one-stop-shop for visitors to Ohiopyle, the Trading Post has captured the domain ExploreOhiopyle.com and will market numerous aspects of Ohiopyle including rafting, biking, lodging, and dining through website marketing, SEM and Google Ads.

44. The Ohiopyle Treehouse & the Ohiopyle Hobbit House, \$7,280 marketing grant

Likely two of the most unique lodging properties in the Laurel Highlands, social media influencers in the Washington, D.C., market helped to bring visitors to Fayette County. Following up on this success, a direct mail campaign will be utilized with the goal of securing 250 bookings with an average stay of 2.1 nights. We like the way they think!

45. Ohiopyle Vacation Rentals, \$53,315 marketing grant

The Laurel Highlands and Fayette County offer visitors a wide array of lodging options, including all the unique Ohiopyle Vacation Rentals on the mountain. This marketing grant will include website advertising, social media, print, Google Ads, and content creation.

46. The Old Time Fiddlers Association, \$2,535 marketing grant

Using signage in Westmoreland, Bedford, and Somerset counties will be the primary focus of this marketing grant to draw those with an appreciation of the fiddle to the Fayette County Fairgrounds for numerous performances throughout 2024.

47. Pepperberries, \$1,930 marketing grant

Who does not love to shop? Since opening in 2003, Pepperberries strives to inspire visitors with quality one-of-a-kind products from a community of makers, artisans, and farm-to-table supporters all within an historic atmosphere. This marketing grant will be used for print, brochure distribution and an e-commerce website.

48. Ridge Runner Distillery, \$11,032 marketing grant

Firmly rooted in the Laurel Highlands, the seat of the Whiskey Rebellion, Ridge Runner was built from the ground up to instill perfection in all their products. With a distinct flavor that differentiates them from the competition, their products are savored by many. This marketing grant will be used for website advertising, print, social media targeted to specific markets with a three-hour drive, radio and specific content creation to help to tell their story.

49. The State Theatre Center for the Arts, \$25,627 marketing grant

Opened in 1922 as a movie palace and vaudeville house, these funds will be used for a multimedia marketing campaign featuring cable television, print, website marketing, and Facebook ads.

50. Stone House Inn and Restaurant, \$27,112.50 marketing grant

The Stone House Inn is a historic landmark that provides the perfect location for a romantic getaway, a wedding celebration, banquet, corporate treat, a simply a nice family dinner. This marketing grant will provide a renewed focus on the wedding market as well as elevate the restaurant as a dining stop. Social,

print, brochure distribution, and website marketing will continue to establish the Stone House Inn as a special destination in Fayette County.

51. Historic Summit Inn Resort, \$10,280 marketing grant

Built in 1907, the Historic Summit Inn Resort offers guests historic ambiance with modern conveniences. The Great Porch is not only a wonderful place to dine or enjoy a cocktail but provides one of the most incredible view in the Laurel Highlands. The amenities are extensive for guests to enjoy, including one of the most beautiful pool settings. From weddings to special events, the Summit helps to make memories generation after generation. Their marketing grant includes print, website advertising, and brochure distribution.

52. The Barre Room, \$4,462 marketing grant

Fayette County is lucky to have truly unique draws, like the Barre Room. Dancers seek specialty dancewear and for over 40 years, the Barre Room has offered first-class, individualized attentive service for those who dance on their toes, or simply tap their feet. There are no other retailers within a 200-mile radius that provide this same specialty service. Social media, website advertising, and boosted Facebook ads will help to share their message.

53. Touchstone Center for Crafts, \$49,318 marketing grant

Pennsylvania's only residential craft school, Touchstone celebrated 50 years of creativity in 2022. This marketing grant will be invested in a multifaceted marketing campaign public radio, brochure distribution, highly targeted digital and print ads in arts and crafts publications such as Sculpture Magazine, American Craft Magazine, and Metalsmith Magazine. Exhibiting and attending national art conferences is also part of their media mix.

54. White Water Adventures, 17,012 marketing grant

A key outfitter in Ohiopyle, White Water Adventures offers visitors a wide range of outdoor recreational opportunities. Most recently, they have added a fleet of e-bikes providing riders of the Great Allegheny Passage a chance to try this ever-growing popular cycling option. This marketing grant will be used for Google Ad buys, social ads with Meta, print, a map ad in the 2025 Laurel Highlands Destination Guide, and direct mail.

55. Yough River Brewing Company, \$16,524 marketing grant

Located in Connellsville, Yough River Brewing is a relaxing place for locals and visitors to enjoy a craft beer or cocktail. They are committed to supporting the local economy and utilize local resources as much as possible. They are also known for providing fine entertainment along with cold brew. This marketing grant includes social media, website enhancements and billboards.

