



2024 Somerset County Tourism Grant Award Recipients

1. Benscreek Canoe Club, \$1,000 marketing grant

The Benscreek Canoe and Kayak Club is a group of paddlers established in 1970 with a common interest in the outdoors and boating in particular. The club's purpose is simply to promote the enjoyment, challenge, safety, and camaraderie of kayaking, canoeing, and watersports. This marketing grant will be used to update its website.

2. Brantview Farms Maple, \$12,088 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 Peak Partnership, brochure program, and digital advertising.

3. Camp Soles, \$5,000 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, print, digital, and social media advertisements as well as for GO Laurel Highlands partnership opportunities.

4. Comfort Inn of Somerset, \$14,525 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 radio, coupons, and online ads.

5. Confluence Concierge, \$750 marketing grant

Confluence Concierge provides the highest level of service to homeowners, vacation homeowners, and short-term rental owners and their guests to ensure seamless enjoyment of their properties. Services include housekeeping, amenity replenishments, laundry services, welcome baskets, and seasonal decorating. The grant will be used for brochure design.

6. Confluence Cyclery, \$1,125

A full-service bike shop, Confluence Cyclery strives to provide outstanding customer service and value to cyclists along the Great Allegheny Passage (GAP) and beyond. The Cyclery sells new and used bikes, and services, repairs, and rents bikes. The grant will be used for digital and social media marketing.

7. Confluence Pumpkinfest, \$2,380 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.

8. Confluence Tourism Association, \$1,882 marketing grant and \$13,210.50 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 and on Facebook. The association has been awarded a visitor center grant to fund its Town Criers Program, which serves as a mobile visitor center.

9. Farmers and Threshermen's Jubilee, \$15,310 marketing grant

Run by the New Centerville & Rural Volunteer Fire Co., the jubilee is a five-day event held annually in early September. The jubilee, which draws visitors from all over the United States, just completed its 67th year. Grant funds will be used to market the jubilee through radio, print, digital, and outdoor advertising.

10. Fernwalk Cottage, \$2,416

Fernwalk is a vacation rental located in Addison. This lodging facility's mission is to attract and introduce new guests to the Laurel Highlands and treat them to the highest level of service to ensure return visits. Marketing grant funds will support a targeted campaign in the Pennsylvania, New Jersey, and the Delaware Valley.

11. Forbes Trail Brewing, \$3,836 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.

12. Friends of Flight 93 National Memorial, \$43,141 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, digital, and billboard advertising as well as website updates.

13. Great Allegheny Passage Conservancy, \$25,356 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 funds for significant print, digital, trade show and guide advertising, to enhance its website, and implement trail analytics. Marketing focuses on Pittsburgh, Buffalo, Washington, D.C., Maryland, and Northern Virginia to drive overnight stays.

14. Hartzell House Bed and Breakfast Inc., \$8,350 marketing grant

Hartzell House is an upscale bed and breakfast located in the southern Laurel Highlands that caters to travelers who desire a greater measure of personal service, comfort and amenities, gourmet dining and dietary restriction consideration. Grant funds will be used for website updating and brochure production.

15. Highlands Ventures, \$17,500 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 digital advertising and an Audacy Radio campaign covering the Pittsburgh region.

16. Hillegas Sugar Camp LLC, \$2,387 marketing grant

This sugar camp produces Pure Pennsylvania Maple Syrup efficiently and with the highest quality standards. Over the past 30 years, the operation has grown to 9,000 taps located on White Horse

Mountain Farm. The grant funds will be used toward social media marketing and brochure production.

17. Historical and Genealogical Society of Somerset County, Inc., \$8,861 marketing grant

A non-profit, the Historical and Genealogical Society of Somerset County is the guardian, educator, and presenter of Somerset County's Cultural Heritage. As "Western Pennsylvania's Rural Heritage Museum" the Center is the region's premier historical attraction where tourists discover the relevance of history in their lives through its programs and collections. The funding provided will support brochures, television, radio, and print advertising.

18. Hurst Media Works—4 Fall Festivals, \$5,695 marketing grant

4 Fall Festivals is the marketing campaign for Farmers and Threshermen's Jubilee of New Centerville, Mountain Craft Days of Somerset, Ligonier Highland Games at Idlewild Park, and Stahlstown Flax Scutching Festival of Stahlstown. The cooperative spans two counties and two tourism-grant programs, so it is brought together and represented by Dave Hurst of Hurst Media Group. Funds awarded are used for outdoor advertising, cable, website updates, and digital marketing.

19. International Conservation Center of the Pittsburgh Zoo & Aquarium, \$14,000 marketing grant

The ICC connects people to wildlife, inspiring our communities to conserve nature for future generations. Located on approximately 1,000 acres near Fairhope, the ICC is North America's premier conservation, research, education, breeding, and training facility, specializing in the care and breeding of African elephants. The ICC is the only center of its kind and enables the Pittsburgh Zoo to play a major leadership role in addressing needs for breeding the African elephant population in North America.

20. 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 social media marketing.

21. Jennerstown Speedway, \$48,417 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 2024 schedule of events.

22. Levi Deal Mansion B&B, \$6,419 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 video marketing.

23. Luxelife Vacations, \$5,459 marketing grant

Luxelife offers upscale vacation rentals with all the “little extras” at an affordable price to attract customers that return year after year. Each property is thoughtfully set up with our guests in mind to offer a relaxing and enjoyable vacation. The marketing grant funding will be used for website upgrades and GO Laurel Highlands partnership marketing opportunities.

24. Maple City Tractor Club, \$332

The tractor club showcases agricultural industry in Somerset County by producing a tractor show each year. The show attracts families with tractor pulls and more. The funds will be used for print ads.

25. Maple Leaf Outfitters, \$2,347 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 trail guide digital ads.

26. Meyersdale Area Historical Society, \$2,658 marketing grant & Visitor Center Grant, \$36,398.

Incorporated in 1993, the Meyersdale Area Historical Society promote the development of interest, appreciation, preservation, and research into the area’s history. The purpose is to operate the Visitors Center at the Meyersdale Western Maryland railway station, which it stabilized over the past 10 years. The grant funds will be used for GO Laurel Highlands partnership marketing opportunities and to cover part-time seasonal employee costs at the Visitor Center.

27. Mountain Ridge Trails Resort, \$55,303 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 outdoor advertising, print advertisements, radio, out-of-market trade shows and digital marketing.

28. On Point Adventure Foods, \$1,237 marketing grant

On Point Adventure Foods is a dynamic freeze-dried food company dedicated to providing innovative and flavorful products to consumers. We specialize in freeze-dried foods, ranging from home-cooked meals to a wide variety of snacks for outdoor enthusiasts. The goal is to make nutritious food with real home-cooked ingredients available to the outdoor community. Grant funds will be used for brochure production.

29. Patriot Park Foundation, \$8,094 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, and brochures.

30. Pennsylvania Maple Festival, \$10,911 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, and digital advertisements in and around eastern Pennsylvania, northern West Virginia, Maryland, and northern Virginia.

31. Quecreek Mine Rescue Site, \$1,290 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, digital, and outdoor advertising.

32. Remember Me Rose Garden, \$2,265 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 through brochures, digital and social ads.

33. September 11th National Memorial Trail Alliance, \$750 marketing grant

The September 11th 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 and print ads.

34. Seven Springs Mountain Resort, \$70,375 marketing grant

Seven Springs, a Vail Resort property, has been a staple for tourism in Somerset County since opening in 1937. The winter focus is on skiing, snowboarding and snow tubing. However, throughout the summer months, Seven Springs offers a variety of summer activities, established festivals and events, and a variety of dining experiences. The grant award will fund a comprehensive marketing campaign to promote the summer events and increase overnight stays.

35. Somerset County Chamber of Commerce, \$28,535 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 to market the county year-round.

36. Somerset County Fair Association, \$16,621 marketing grant

The Somerset County Fair's mission is to celebrate our community's agricultural heritage, local talent, and family-friendly entertainment. In its 124th year, the fair showcases a diverse range of exhibits such as livestock, horticulture, arts, and crafts. The grant funds will make a full advertising campaign possible including print, radio, outdoor, social, and digital marketing.

37. Somerset County Recreation and Trails Association, \$6,190 marketing grant, \$12,690 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.

38. Somerset, Inc., \$25,156 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, the SoCo initiative, and its events schedule through brochure distribution, print, radio, television, and digital advertisements.

39. Sugar Grove Antiques, \$9,978 marketing grant

A multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward brochures, maps, billboards and print ads.

40. Sunshine Luggage Shuttle, \$5,529 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.

41. Tall Pines Distillery, \$15,183 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 social media advertising.

42. The Lodge at Indian Lake, \$24,267 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, print, and digital advertising.

43. Trailhead Brewing Co., \$1,687 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 in-house brewed beer, food, and entertainment. Trailhead will use their marketing funds for GO Laurel Highlands marketing opportunities.

44. Yoder's Guest House, \$8,042 marketing grant

One of the oldest buildings and newest lodging accommodations in Meyersdale, Yoder's Guest House will utilize these funds for trail guide ads, GO Laurel Highlands marketing, Trip Advisor, and digital ads.

45. Yough Mountain House, \$1,875 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 supporting partnerships and map ads with GO Laurel Highlands.