



2024 Westmoreland County Tourism Grant Award Recipients and Project Descriptions

1. 512 Coffee and Ice Cream, \$2,868 marketing grant

Located in Latrobe, 512 Coffee and Ice Cream blends all the ingredients together for visitors: coffee, ice cream and superb overnight accommodations. They can even make one awesome banana split! They are a first-time recipient and will use their grants for brochure distribution, opportunities with GO Laurel Highlands and will be able to focus on marketing their annual Latrobe Italian Festival.

2. 60 Minute Missions, \$1,125 marketing grant

Who doesn't need an escape these days? Or a fun team-building exercise? 60 Minute Missions in Greensburg provides entertainment with their escape rooms, jigsaw puzzle races and scavenger hunts throughout Westmoreland County. This grant will allow them to print and distribute brochure rack cards to help spread the word about all that visitors – and locals – can experience.

3. Westmoreland County Airport Authority, The Arnold Palmer Regional Airport, \$20,000 marketing grant

Ready for departure? Yes, the Arnold Palmer Regional Airport is a point of departure for hundreds of travelers each year, but this marketing grant will enable the airport authority to entice those who live in Florida to fly into Latrobe and then begin to discover all the Laurel Highlands and Westmoreland County have to offer. In our industry, we know a visit can lead to someone wanting to live, raise a family, and open a business in a new location. All positives as we see it, and who doesn't love a destination with four gorgeous seasons?

4. Baltzer Meyer Historical Society, \$1,721 marketing grant

The mission of the Baltzer Meyer Historical Society is to study, preserve and share the records of the settlements of Westmoreland County. We recognized that importance during this year's 250th celebration, and the society will use this grant to elevate their marketing through new photography and video footage, print publications, and promoting their numerous social events in 2024.

5. Champion Lakes Golf Course and Resort, \$6,500 marketing grant

Champion Lakes is an 18-hole golf course with a nine-bedroom hotel and large houses for out-of-town guests and players. They have two full bars and a restaurant, and their banquet hall provides space for banquets, events and weddings. This marketing grant will allow the resort to spread the word at golf shows in markets such as Toronto, Cleveland, Columbus and Washington D.C. All markets will require overnight stays, thus increasing the dollars for tourism grants for years to come.

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

No one wants to disappoint Santa, especially when a tourism grant brings so many businesses together this time of year. This marketing grant will once again allow visitors to travel the Route 31 corridor between Laurelville and Jones Mills in Westmoreland County. The target audiences in Pittsburgh, the Ohio River Valley, Johnstown, Altoona, and Northern West Virginia are to be reached through print, TV, website and social marketing.

7. The Compass Inn, Ligonier Valley Historical Society, \$20,000 marketing grant

Recognizing the Ligonier Valley Historical Society as a significant historical, educational, research, and tourism institution in the region, this marketing grant will allow them to continue to demonstrate living history in the 18th and 19th centuries. Year-round events are their hallmark, and this broad-based grant that includes print and web marketing, digital public media and NPR stations in Northeast Ohio, Washington D.C., Delaware, and Northern Virginia will deliver visitors a truly memorable experience.

8. Delmont Apple n' Arts Festival, \$5,000 marketing grant

Here in Westmoreland, we like to see things grow. Grow and become successful. This annual fall festival has more than 100 vendors, features antique farm equipment and apple-cider making demonstrations. All done by a 20-person volunteer committee! They are a passionate group of individuals, and this grant will allow them to expand their marketing efforts to bring in even more visitors. This marketing grant will include video production, print, and digital – all in out-of-market areas to encourage overnight stays.

9. Derry Township Agricultural Fair, \$3,297 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, radio, and brochure distribution.

10. Downtown Greensburg Project, \$10,000 marketing grant

Founded in 2015, the Downtown Greensburg project highlights the downtown area by showcasing small businesses and hosting community events. Each year the events continue to grow and now include night markets, holiday markets, Greensburg Craft Beer Week and the Greensburg Craft Beer Festival. Funds will be used for billboards, posters, photography and social media across all platforms.

11. fdpottery LLC, \$3,119 marketing grant

Live is a journey. And along that journey, each of us has an opportunity to explore a passion. So true of fdpottery, a new grant recipient for 2024. Their mission is to craft meaningful connections by curating expertly handcrafted ceramics and high-end home goods that bring authenticity and beauty into living spaces. Through opportunities with GO Laurel Highlands and brochure distribution at artisan fairs in Chicago and New York they are poised for others to discover their special haven in Westmoreland County.

12. 4Fall Festivals, \$8,000 marketing grant

The cooperative marketing grant brings together four premiere fall festivals in the Laurel Highlands including the Ligonier Highland Games and the Stahlstown Flax Scutching Festival. Billboards, TV, cable TV, and a refresh of the website will help to heighten awareness to visitors of these regional gems.

13. Foggy Mountain Lodge and Pub, \$5,000 marketing grant

This beautiful deeply wooded complex located just outside Stahlstown offers relaxing lodging, dining, and the perfect setting for wedding ceremonies, receptions, banquets and special events. Foggy Mountain will use these grant funds for wedding outreach, including the Pittsburgh Bridal Showcase, Google ads, Facebook and brochure distribution.

14. Fort Ligonier Association, \$18,000 marketing grant

Visitors are always looking for an authentic experience. Fort Ligonier continues to deliver, and with a bang, or maybe I should say the boom, of a cannon. This marketing grant will increase awareness and grow visitation for one of Westmoreland County's most significant historic sites. This marketing grant will be used for a KDKA branding campaign, website advertising, print and brochure distribution.

15. Fort Ligonier Days, \$20,000 marketing grant

Truth be told, we were a little wet for Fort Ligonier Days this year. We can control many things, but weather is not one of them. One thing we can control is providing a marketing grant to this signature event that drives tourism to Westmoreland County. Marketing grant dollars will be used for social, print, and web advertising. Brochure distribution and targeted video ads will also be part of their media mix.

16. Great Allegheny Passage Conservancy, \$19,622 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 and extensive multi-state distribution are a part of their extensive marketing endeavors.

17. Great Scott Escape, LLC, \$5,696 marketing grant

A new grant recipient, Great Scott Escape combines a team of creative professionals in AV technology, theater, design, building and engineering to create an incredible state-of-the-art escape room gaming experience for visitors. Tourism grants are meant to enhance a visitor's experience, and funds from this grant will be used for Google and Facebook ads, website upgrades, and brochure distribution.

18. 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. We love their "Go Bananas" package, where they will partner with local hotels and provide fun banana-themed surprises during a visitor's hotel stay. Targeted marketing and geofencing will guarantee deliverables. Another new addition this year will be a dessert competition, "Battle of the Bananas" pitting bakeries, restaurants and culinary schools in a tasty competition. Target markets include Cleveland and Allegheny County.

19. Greensburg Civic Theatre, \$6,000 marketing grant

Founded in 1951, the volunteer-based Greensburg Civic Theatre stages five productions annually for adult and family audiences. Marketing is working for them as they continue to double the size of attendance every year. This marketing grant will be invested in print, digital ads, and a fresh website look with engaging content.

20. Greenhouse Winery, \$2,950 marketing grant

This family-owned business is not only a winery, but a venue for music events, murder mysteries, car cruises, and of course, wine-maker dinners. Their marketing efforts will reach into Pittsburgh and Ohio through media buys with Trib Total Media and GO Laurel Highlands.

21. Greensburg Volunteer Fire Department Museum, \$1,680 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 a toy room with more than 1,000 toy firetrucks and fire-related toys. This marketing grant will be used for brochure distribution and print.

22. Hampton Inn Greensburg, \$16,053 marketing grant

This 69-room Hilton branded hotel is ideally situated in Hempfield Township along the busy Route 30 corridor and close to Live! Casino. This marketing grant will assist in outreach to the motorcoach market. They will partner with the Westmoreland Cultural Trust. Print, website and a WAZE ad campaign are part of their marketing grant plan.

23. Hemlock Lane Designs, \$4,746 marketing grant

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

24. Holiday Inn Express & Suites Donegal, \$15,000 marketing grant

Ideally situated at the Donegal Turnpike Exchange, the Holiday Inn Express is an award-winning property that will use this grant toward print and website advertising, turnpike travel boards and a Fallingwater lodging partnership.

25. Invisible Man Brewing, \$5,081 marketing grant

Another new grant recipient, Invisible Man never wants to be invisible, especially with the craft beverage industry seeing a boom. They have become a brewery destination in Greensburg, and now with a new location, they have the capacity to draw even more visitors in for a cold one. This grant includes funding for photography, marketing cards, social ads and a pop-up tent for festivals outside the county.

26. Keystone Raceway, \$15,000 marketing grant

Keystone Raceway Park has provided family fun and entertainment since 1967. They continue to upgrade their facilities and grow on an annual basis. To increase visibility, this grant will be used for TV and radio buys with Comcast, Mountain Media, Clear Channel and Effect TV.

27. Latrobe Art Center, \$11,499 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. The center will utilize these funds to promote their programs, workshops and special annual events, including Mister Rogers Family Days, Holly Jolly Christmas, the Great American Banana Split Celebration and the Yellow Tie Gala. Print, digital and social media marketing will be funded.

28. Latshaw Productions, \$20,000 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 2024 performance schedule through radio and print publications.

29. Laurel Highlands Meadery, \$5,733 marketing grant

What's all the BUZZ about? If you know about mead, then you know what I'm talking about. This award-winning craft artisanal mead maker blends the unique flavors of the region, using sustainable practices that honor the environment and its resources. The history of honey wine dates back 40,000 years, and we are lucky to have Laurel Highlands Meadery right here in Greensburg. This marketing grant will be used for social media, print, photography and video development and brochure distribution.

30. Laurelville Retreat Center, \$20,000 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 for targeted efforts in the Christian camp circles as well as expanding their reach via Google and Meta ads, print, and the development of a campus-wide video.

31. Ligonier Country Market, \$12,000 marketing grant

The oldest and largest farmers' market in western Pennsylvania, with more than 130 vendors, the Ligonier Country Market will utilize these funds to expand their outreach through social media ads, targeted display ads with Trib Total Media, website advertising and print.

32. Ligonier Township Volunteer Fire Department #1, Waterford, \$2,000 Marketing Grant

It's back. The Ligonier Blue Grass Festival returns after a multi-year hiatus. This two-day event hosted by the Volunteer Fire Department brings the very best performers to the valley for a toe-tapping good time that includes great food and music. This grant will be used for online, print and social media marketing.

33. Ligonier Valley Chamber of Commerce, \$7,000 marketing grant

The Ligonier Valley Chamber of Commerce is dedicated to promoting businesses within the Ligonier Valley. Each year, they host numerous events to attract visitors to Ligonier and the surrounding valley. This grant will be used to implement a multimedia marketing plan that includes print, social media digital campaigns in the Ohio, Maryland and State College markets.

34. Lincoln Highway Heritage Corridor, \$8,345 marketing grant

One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds to advertise One-Tank Trips in Weekender Magazine, social media reach in Cleveland, Pittsburgh and State College markets, website advertising, print, and brochure distribution.

35. Living Treasures Wild Animal Park, \$15,000 marketing grant

A walk-through zoological park located in Donegal, Living Treasures attracts more than 80,000 animal enthusiasts annually. Working with Audacy Media Company, a special media package will reach visitors in the Baltimore, Cleveland and Buffalo markets to attract visitors who will need overnight accommodations in the Laurel Highlands.

36. Mount Pleasant Glass & Ethnic Festival, \$12,000 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 television and radio marketing.

37. Mountain Watershed Association, marketing \$1,200

A new recipient, the Mountain Watershed Association will use their funding to promote the Indian Creek Valley Trail, a 19-mile hiking and biking trail extending from Route 31 in Donegal Township to the Youghiogheny River. Funding will be used to create a map and brochure to assist in informing visitors about this wonderful natural outdoor experience.

38. Oak Lodge, \$20,000 marketing grant

Another new grant recipient, Oak Lodge is an 800-acre Laurel Highlands resort located in Stahlstown. The venue hosts woodland weddings and events. Nineteen cabins and seven B&B accommodations provide a luxurious getaway for visitors and guests. The Whispering Woods Space adds that extra special amenity touch. One final touch, the Café, offers tasty dishes for both locals and visitors to enjoy on select days throughout the year. This marketing grant will focus on wedding marketing in Washington, D.C. and Northern Virginia.

39. Overly's Country Christmas, \$16,500 marketing grant

The magic of the holidays and memories made are what make Overly's Country Christmas in Westmoreland County so very special. An evening at Overly's is filled with multiple experiences the entire family can enjoy. This marketing grant will be used to promote the 2024 season through television, digital marketing, social media in West Virginia and billboards.

40. Own Brook Winery, \$2,130 marketing grant

Own Brook has the focus of making quality wines full of flavor for all taste palettes while staying true to and promoting Pennsylvania agriculture. This marketing grant will be used to enhance their video and photography library and will also include social and brochure distribution.

41. Polymath Park, \$15,000 marketing grant

One of the gems in Westmoreland County, Polymath Park offers an opportunity for visitors to stay overnight in a Frank Lloyd Wright designed home. Tours of the property are available, and a dining experience at TreeTops Restaurant is not to be missed. Truly, Polymath Park is a remarkable getaway in the beautiful Laurel Highlands. This marketing grant will be used for ad placement in Bon Appetit Magazine, a digital ad campaign, brochures and website development.

42. Rapid Family RV Rentals and Service, \$4,875 marketing grant

On a mission to redefine the way families experience the joys of RV travel, Rapid Family RV provides high-end, hassle-free RV rentals set up at the destination of your choice. They call their product, a “mobile mansion.” This marketing grant will include video, social media and on-line marketing, a direct mail campaign and an email marketing campaign as well.

43. Red Barn Winery, \$6,000 marketing grant

Space re-envisioned is Red Barn Winery located in the Civil War-era barn that served for 70 years as a performing arts theatre. The winery is located on the ground floor with high hopes to eventually bring the theatre back to life. This marketing grant will be used for Google and Facebook ads, brochure distribution, and seasonal social posts for events.

44. Regional Trail Corporation, West Newton Station & Visitors Center, \$20,737 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.

45. Rostraver Township Historical Society, \$2,083 marketing grant

Rostraver Township Historical Society is one of the largest community historical societies in Southwestern Pennsylvania. Headquartered in the historic 1835 Fells Church, the society manages the oldest subscription schoolhouse in Westmoreland County. This marketing grant will be used for brochure development and distribution.

46. Saint Vincent College, Summer Theatre, \$7,050 marketing grant

Summer is not complete without seeing a performance at Saint Vincent College. Radio, city bus ads, billboards, and a season video will be used, primarily in the Pittsburgh market, to draw new patrons to the theatre in 2024.

47. Sand Hill Berries / Greendance Winery, \$10,000 marketing grant

How many of us have enjoyed a slice of raspberry pie, or sampled the special wines at Sand Hill Berries and Greendance Winery? The farm-to-table experience comes together on this very special farm in Mount Pleasant. What you might not know, is the farm has a long history, dating back to 1779, and was one of General Braddock’s routes to Fort Duquesne during the French and Indian War. This grant will be used for cable advertising and video development to encourage visitation from October to December.

48. Southern Alleghenies Museum of Art, \$10,344 marketing grant

This marketing grant will be utilized to showcase and focus on two upcoming exhibits in 2024. The first exhibition is for award-winning artist, Jaime Cooper whose encaustic painting techniques are owned by private collectors worldwide and seen in museums across the U.S. The second exhibition is a juried show with the Pittsburgh Pastel Arts League. An extensive marketing campaign includes print, website advertising, Meta ads, and digital.

49. SpringHill Suites by Marriott Pittsburgh-Latrobe, \$10,871 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 website, print and digital advertising.

50. Stage Right, \$15,000 marketing grant

Founded in 1998, Stage Right's mission is to educate, inspire and entertain a culturally engaged, diverse and inclusive community through the performing arts. Their performances drew more than 23,000 patrons in 2022. Marketing will include Pittsburgh Post's Weekend Magazine, One Tank Trips Magazine, Facebook ads, radio advertising and billboards.

51. Stahlstown Flax Scutching Festival, \$10,000 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 features on "Pittsburgh Today Live," Facebook and print ads, and One Tank Trips Magazine.

52. The Lamp Theatre Corporation, \$14,600 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. In 2022, their attendance doubled, reaching more than 20,000 patrons. This marketing grant will include cable TV, print, Facebook and brochure distribution.

53. West Overton Village, Museum and Distillery \$9,377 marketing grant

History is preserved and now poured at West Overton Village. West Overton is known for being the ancestral home of Old Overholt Rye Whiskey, often considered the longest-enduring American whiskey. The modern distillery is the only stop on the Laurel Highlands Pour Tour located at a historic site with a tradition of whiskey distilling dating back to 1803. Their story will be shared through print, billboards, and brochure distribution.

54. 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 in neighboring counties through digital, television ads on WTAE and in print. Snapchat and Facebook advertising will also be part of their media mix.

55. 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 multimedia marketing campaign featuring social media marketing, radio, print, television and cable advertisements.

56. Westmoreland County Historical Society, \$15,296 marketing grant

Westmoreland's history is America's history and, as we celebrated the 250th anniversary of the founding of the county the Westmoreland Historical Society was the cornerstone in 2023. The momentum must continue, because you know what is on the horizon? America's 250 in 2026. The Society will utilize this award to promote the facility, historic site, and the year-round schedule of events and exhibits. Marketing will include website advertising, print, Pittsburgh Magazine, brochure development and a partnership with VisitPittsburgh.

57. 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. Hosting 100+ performances in 2023, The Palace is a destination, bringing in over 75,000 patrons annually. The trust has been awarded this grant for a multimedia marketing campaign featuring billboards, print, and website advertising.

58. Westmoreland Museum of American Art, \$20,000 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. Of note in 2024 will be the "Anila Quayyum Agha: Interwoven" exhibition, where a marketing campaign will push into the Pittsburgh market, but will also include national touchpoints through a BOMB magazine digital and print package and a New York Times email sponsorship.