

**2017 Somerset County Tourism Grant Award
Recipients and Project Descriptions**

1. **Alpine Property Rentals, $2,000 marketing grant**
A new lodging facility in Confluence, adjacent to the Great Allegheny Passage, Alpine Property Rentals will use these funds to develop a brochure to promote overnight lodging.
2. **Benscreek Canoe Club, $6,450 marketing grant**
The canoe club will use their grant to attract whitewater boaters to the Stonycreek River for the Annual Rendezvous and dam release weekends. They will advertise in media outlets that target the national whitewater boating community such as *Canoe and Kayak* and *American Whitewater* magazines and create targeted digital advertisements.
3. **Comfort Inn of Somerset, $8,588 marketing grant**The Comfort Inn will use this marketing grant to promote their golf packages with Somerset Country Club, Indian Lake Golf Club, and North Winds Golf Course. They plan to target golfers in the Youngstown, Ohio, and Harrisburg markets through print, radio and online ads.
4. **Confluence Cyclery, $1,283 marketing grant**
A full-service bike shop, Confluence Cyclery will use this marketing grant for advertising in the *Trail Guide* and a digital campaign with Yelp.com. Both of these media outlets have a national reach and will increase the flow of cyclists to the Great Allegheny Passage and Confluence, generating overnight stays and contributing to the growth of the county’s economy.
5. **Confluence Tourism Association, $1,735 marketing grant**The association will use these funds to promote Confluence’s lodging, dining and recreation venues and special events. They plan to advertise in the Potomac Pedalers Bicycle Club’s *Pedal Patter* newsletter, develop a new rack card, and participate in the LHVB Consumer Show program.
6. **Confluence Tourism Association, $7,106 visitors’ center grant**The association has been awarded a Visitors Center grant to fund their Town Criers Program which serves as a Mobile Visitors Center.
7. **Faranda Farm, $3,617 marketing grant**A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this grant to promote the annual Garlic Festival. This year’s celebration will be promoted through a multi-media advertising campaign and the LHVB marketing initiatives.
8. **Friends of Flight 93, $25,000 marketing grant**The Friends of Flight 93 is the official non-profit supporting partner who collaborates with the National Park Service to tell the heroic story of Flight 93. The group has been awarded this grant for print and digital marketing targeting the Pittsburgh region, surrounding counties, eastern Pennsylvania and contiguous states, as well as developing materials for the motor coach industry.
9. **Friends of Laurel Hill State Park, $1,238 marketing grant**
Dedicated to maintaining the park and its programs, the Friends of Laurel Hill will use this marketing grant for a digital marketing campaign to promote the park’s triathlon – the Laurel Hill Adventure Race and Mountain Laurel 5K, which coincides with the annual Bluegrass Festival.
10. **Great Allegheny Passage/Allegheny Trail Alliance, $12,553 marketing grant**The Allegheny Trail Alliance is the coalition of trail organizations who have built, managed, and maintained the Great Allegheny Passage. The ATA has been awarded this marketing grant for website and mobile app maintenance and printing and distribution of an updated map and brochure.
11. **Haunted Hayloft, $6,000 marketing grant**
Inspired by Somerset County lore, this haunted attraction recently unveiled a new amenity for thrill seekers – an escape room. The Hayloft will use this grant to promote haunt season and their newest adventure through extensive social media marketing and billboard campaign within several areas including Pittsburgh, Altoona, Morgantown, and Cumberland.
12. **Hostel on Main, $3,157 marketing grant**Near the Rockwood access point of the Great Allegheny Passage and within close, The Hostel on Main offers bikers, hikers and skiers comfortable accommodations. The Hostel has been awarded this grant to be used toward online advertisements, social media campaigns, and participation in LHVB marketing opportunities including website ads and brochure distribution.
13. **Husky Haven Campground, $1,387 marketing grant**
Located along the Great Allegheny Passage in Rockwood, Husky Haven Campground is a popular tenting-only campground for Great Allegheny Passage trail users, vendors and guests who attend the Mother Earth News Fair at Seven Springs Mountain Resort. Husky Haven is receiving a marketing grant for advertisements in the *Trail Book* and the GapMap.
14. **Huston’s Haunted Hollow, $6,000 marketing grant**Huston’s Haunted Hollow has been in continuous operation for 20 years. In that time, Huston’s has welcomed more than 130,000 visitors for frightful fun. This attraction has been awarded a marketing grant to implement an extensive social media marketing plan.
15. **Jennerstown Speedway, $45,183 marketing grant**One of the oldest short tracks in the United States, Jennerstown Speedway welcomed more than 73,000 over the course of 15 weeks and hosted four nationally televised races in 2016. This marketing grant will be used to promote the speedway’s schedule of events including the Race of Champions Modified Series and the return of the International Super Modified.
16. **Laurel Arts, $2,101 marketing grant**The arts and cultural hub of Somerset County, Laurel Arts is receiving a marketing grant to promote the revamped Somerfest, Makers Market and WineFest through a multi-media campaign featuring The Pittsburgh City Paper, Johnstown Magazine and marketing opportunities with the LHVB.
17. **Laurel Highlands Heritage Festivals Marketing Cooperative, $5,000 marketing grant**
This collaborative marketing effort promotes four of the region’s heritage-themed festivals including Somerset County’s Farmers and Threshermans Jubilee and Mountain Craft Days. The group has been awarded a marketing grant for ads on laurelhighlands.org, as well as television and billboard advertising.
18. **Mary S. Biesecker Public Library, $1,085 marketing grant**

The library offers a collection of more than 33,000 items including a genealogy room with rare and historical local collections. The library will use these funds to promote their services and collections to visitors through the LHVB’s website.

1. **Meyersdale Area Historical Society, $2,800 marketing grant**The historical society will promote the museum, amenities, and services provided at the Western Maryland stations trailhead to Great Allegheny Passage trail users and visitors through advertisements in the Laurel Highlands Destination Guide and the *Trail Book*.
2. **Meyersdale Area Historical Society, $18,761 visitors center**

The Meyersdale Area Historical Society operates a Visitors 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 Visitors Center grant for staffing.

1. **Morguen Toole Company, $4,000 marketing grant**

One of the county’s most unique restaurants, Morguen Toole Company provides great food and entertainment in a fun atmosphere for both visitors and residents alike. Morguen Toole will use these funds for a multi-media marketing campaign to promote a summer concert series at the newly added outdoor venue in partnership with Highlands Harley Davidson.

1. **Mountain Playhouse/Gristmill Productions, $10,000 marketing grant**
Pennsylvania’s oldest professional stock theater and a Somerset County cultural icon, The Mountain Playhouse has been awarded a marketing grant for a website redesign and Search Engine Optimization plan.
2. **National Road Chainsaw Carving Festival/Confluence Lions Club, $1,862 marketing grant**
Coordinated by the Confluence Lions Club, The National Road Chainsaw Carving Festival features talented chainsaw carvers who turn massive pieces of wood into works of art which are available to the public for sale. The Lions Club will use this marketing grant to increase awareness of the event through brochure distribution, newspaper and magazine advertising and digital ads on laurelhighlands.org.
3. **New Centerville & Rural Volunteer Fire Company/Farmers and Threshermans Jubilee, $3,690 marketing grant**
Celebrating its 62 year anniversary this summer, the Farmers and Threshermans Jubilee attracts hundreds of visitors to Somerset County who want to learn more about the history of farming in our area and enjoy the steam engines and tractor pulling. This marketing grant will be used to promote the event through print and radio advertising.
4. **Pennsylvania Maple Festival, $10,041 marketing grant**
Thousands of visitors head to Meyersdale each spring for one ofPennsylvania’s sweetest festivals and to learn about Somerset County’s Maple Sugar industry. The organization is receiving a marketing grant to promote the festival through a multimedia advertising campaign.
5. **Pennsylvania State Snowmobile Association, $2,500 marketing grant**
A statewide membership organization committed to enhancing the snowmobile experience in Pennsylvania, the PSSA has been awarded this grant to participate in two episodes of “Snow Trails TV,” which will air in the fall of 2018 on Destination America.
6. **Pioneer Park Campground, $850 marketing grant**
A 185 acre recreational area and campground offering fishing, swimming, mini golf, full service cabins and more, Pioneer Park will develop a new website with this marketing grant.
7. **Quecreek Mine Rescue Site, $4,000 marketing grant**
This July marks 15 years since the miraculous rescue of nine trapped miners Quecreek. The foundation is receiving a marketing grant for brochure development, bus signage and marketing opportunities with the LHVB.
8. **Seven Springs Mountain Resort, $40,000 marketing grant**

Pennsylvania’s largest ski resort continues to grow the county’s economy with its commitment to year-round events, activities and amenities. The resort has been awarded this marketing grant for an extensive television campaign in the Washington, D.C. market.

1. **Somerset County Chamber of Commerce, $7,962 marketing grant**
Representing more than 760 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 the *Trail Book*, seasonal billboards on the Pennsylvania Turnpike, print ads, and marketing opportunities through the LHVB.
2. **Somerset County Farmers’ Market, $8,837 marketing grant**
Farmers’ markets increase in popularity each year with visitors who are drawn to these agritourism events to purchase locally grown produce, learn about the area’s farm heritage and contribute toward the preservation of farmland. The Somerset Market has been awarded a marketing grant for brochure distribution, signage and print and digital advertisements.
3. **Somerset County Rails to Trails Association, $4,725 marketing grant**More than 300 members of this association help sustain the trail through fundraising, volunteer development and retention, merchandise sales, amenity improvements, marketing and general financial support. The Somerset County Rails to Trails Association will use these funds to promote the trail towns of Confluence, Rockwood and Meyersdale.
4. **Somerset County Rails to Trails Association/Rockwood Visitors Center, $7,891 visitors center grant**The SCRTA has been awarded these funds to staff a visitor’s center along the Great Allegheny Passage in Rockwood.
5. **Somerset County Historical Center, $6,873 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 3-day Mountain Craft Days folk festival held each September. The center has been awarded a marketing grant for participation in LHVB marketing initiatives and television and radio advertisements.
6. **Somerset, Inc., $1,200 marketing grant**One of the oldest and longest-running Main Street programs in the state, Somerset Inc. will use this marketing grant to attract visitors to uptown Somerset through digital media marketing, creating a library of professional photography, and marketing opportunities with the LHVB.
7. **Somerset Interchange Lodging Association, $18,600 marketing grant**
A partnership of lodging establishments located at the Somerset Pennsylvania Turnpike interchange, the association will use these funds for billboards to attract turnpike travelers.
8. **Springs Historical Society, $4,345 marketing grant**Dedicated to the history and culture of southern Somerset County, the historical society sponsors the Annual Springs Folk Festival and Farmers’ Market. These funds will be used to develop and distribute a rack card to attract visitors to their events and museum.
9. **Sugar Grove Antiques, $4,178 marketing grant** – Accepted by: Barbara WillA multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward billboard advertisement on the Pennsylvania Turnpike and print ads in the Sunday Driver Antiques Guide.
10. **Sunshine Luggage Shuttle, $1,776 marketing grant**
Sunshine Luggage Shuttle was created to help travelers by providing a worry-free way to experience the GAP with the hassle of hauling luggage. The shuttle service has received this grant to develop a logo, advertisements in the Trail Guide, and marketing opportunities with the LHVB.
11. **Uptown Painting Party, $1,235 marketing grant**Six small businesses located in Glades Court Mall have partnered together to develop a one-stop shop for shopping, dining, and fun. Kitty’s Corner Café, Young Heart Books, Garletsky’s Gifts, Primitive Pickins, Essentials for Health, and Uptown Painting Party will use this grant to develop a brochure and marketing opportunities with the LHVB.
12. **Whitehorse Brewing, $4,876 marketing grant**Somerset County’s only craft microbrewery, Whitehorse Brewing has been awarded this marketing grant for a multimedia marketing campaign including Pandora radio, Craft Pittsburgh magazine and marketing opportunities with the LHVB.