

2013 Somerset County Tourism Grant Program
Recipients and Project Descriptions

1. Allegheny Trail Alliance – Marketing (\$7,800)

Linda Boxx

The Allegheny Trail Alliance (ATA) is the coalition of trail organizations building, managing and maintaining the Great Allegheny Passage (GAP). Forty-four miles of the Passage passes through Somerset County. Over 800,000 cyclists rode the GAP in 2012. The ATA will utilize this marketing grant toward maintaining www.GAPtrail.org, underwriting the annually-updated map/brochure and participating in a unified marketing campaign with the Laurel Highlands Visitors Bureau, VisitPittsburgh and the Allegheny County Maryland Tourism Office.

2. Benscreek Canoe Club – Marketing (\$7,000)

Craig Rosage & Brad Clemenson

The Benscreek Canoe Club has partnered with the Stonycreek Quemahoning Initiative to attract whitewater boaters from across the East and Midwest for the Annual Stonycreek Rendezvous and scheduled water releases. With this marketing grant, the organizations will advertise in the American Whitewater Journal, Canoe & Kayak magazine and on the web site BoaterTalk.

3. Buffer Creek Sporting Clays, Inc. – Capital (\$10,000)

Mike Brendle

A full-automatic clay target shooting facility, Buffer Creek was selected to host the 2013 Pennsylvania Sporting Clays Championship shoot by the Pennsylvania Sporting Clays Association. Approximately 300-500 people are expected to participate in the four-day event, requiring food, fuel and lodging. Buffer Creek will use this capital grant to purchase new Promatic Clay target throwers and make additional upgrades to the course for the championship.

4. Casselman River Watershed Association, Inc.(CRWA) - Capital (\$1,500)

Susan Moon

A non-profit organization of volunteers who are devoted to the conservation of the natural resources located with the Casselman River Watershed, the CRWA will utilize this capital grant for the installation of exhibits at the Garrett, Markleton, Fort Hill and Confluence trail heads of the Great Allegheny Passage. The exhibits will assist trail users in locating historic places, recreational opportunities and public land locations.

5. Casselman River Watershed Association, Inc. (CRWA) – Marketing (\$2,000)

Susan Moon

With this marketing grant, the CRWA will develop and distribute a Casselman River Watershed Guide which will provide travelers and Great Allegheny Passage trail users with a visual aid and insight into the cultural, and natural resources and recreational opportunities of Cassleman River Watershed.

6. Chickentown Steam and Gas Association – Marketing (\$2,000)

Michele Beener

The Chickentown Steam and Gas Association strives to preserve the county's antique equipment including their most recent preservation of a sawmill. This grant will be used for outdoor and web marketing to increase visitors to the organization's annual Memorial Day show.

7. Comfort Inn – Marketing (\$5,000)

Marti Zeigler

The Comfort Inn has partnered with Somerset Country Club and Indian Lake Golf Club to develop golf and promote golf packages. They will use their marketing grant to place newspaper advertisements in the Harrisburg Patriot News and the Youngstown Vindicator.

8. Confluence Creative Arts Center – Marketing (\$2,440)

Jody Best

The cultural anchor for the Confluence and western Somerset county area, the Confluence Creative Arts Centers provides a wider variety of high quality art, music, theater and family programs for visitors and residents of the area. The Arts Center will use their marketing grant for signage to increase visibility of their events particularly to bikers and overnight tourists.

9. Confluence Cyclery – Marketing (\$1,500)

Brad Smith

A full-service bike shop located along the Great Allegheny Passage, Confluence Cyclery receives 80 percent of its sales from Great Allegheny Passage trail enthusiasts. This marketing grant will utilize this marketing grant to advertise on the GAPtrail.org web site and in the Trailbook.

10. Confluence Lions Club – Marketing (\$1,800)

Tom Briar

The Confluence Lions Club organizes the annual National Road Chainsaw Carving Festival in Addison, Somerset County. This marketing grant will be used for newspaper advertisements to promote the festival and Carving Auction in Allegheny and Westmoreland counties.

11. Confluence Tourism Association – Marketing (\$4,000)

Ray Silbaugh

The Confluence Tourism Association will use this marketing grant to enhance and grow the Mount Davis Challenge Bicycle Race – a 42-mile course sanctioned by USA Cycling (the governing body for bicycle racing in the U.S.), the Town Criers – person-to-person visitors' information center and the redesign and printing of the Confluence Rack cards and their distribution through the Laurel Highlands Visitors Bureau.

12. EagleNest Vacation Rental – Marketing (\$302)

Lisa Hall

Located four blocks from the Great Allegheny Passage, the EagleNest Vacation Rental will use their marketing grant to target prospective visitors through a membership with the Laurel Highlands Visitors Bureau and Yahoo web site hosting.

13. Eureka Coal Heritage Foundation (ECHF) – Capital (\$2,000)

Sandra Pritt

The Foundation is responsible for the preservation of the Windber Coal Heritage Center, the Arcadia Theatre and the Miner's Wall in Windber. The ECHF will spend this capital grant to repair the Town Clock and the building that houses the clock which was built in 1908 by the New England Clock Company.

14. Faranda Farm – Marketing (\$3,500)

Mary and Phil Faranda

Faranda Farm will host the 4th Annual Laurel Highlands Garlic Festival this August which includes vendors, speakers, chefs and a variety of food samplings. The Faranda's will use this marketing grant for a multi-media campaign that will include print, online and television advertising.

15. Farmers and Threshermens Jubilee – Capital (\$5,000)

Clark Brocht

This unique country festival which celebrates the county's agricultural heritage including displays of antique farm equipment, quilt show, tractor pulling and a dog that churns butter, will use this capital grant to purchase the parts to repair the 1901 Cider Mill which is one of the Jubilee's most popular demonstrations.

16. Friends of Flight 93 National Memorial – Marketing (\$15,000)

Donna Glessner

As the official supporting organization for the Flight 93 National Memorial, the Friends group works with the National Park Service staff to bring visitors (over 317,000 in 2012) to the Flight 93 National Memorial. This grant will be used for a multi-faceted marketing strategy to educate a new generation of citizens to the story of September 11, 2001.

17. Gram Gram's Place – Capital (\$1,000)

Craig Bowman

A bed and breakfast located in Meyersdale just 75-yards from the Great Allegheny Passage, Gram Gram's Place will utilize this capital grant for two remodeling projects – including the addition of a fourth bedroom and finishing a portion of the basement to accommodate the overnight secure storage of guests' bicycles.

18. Hartzell House Bed and Breakfast – Marketing (\$3,000)

Kitty and David Stemas

An upscale bed and breakfast located in the southern part of the region, the Hartzell House is known for its personal service, amenities and gourmet dining. The Stemas's will use this

marketing grant for an ad in the 2014 Laurel Highlands Destination Guide and for a Premium Spotlight Ad on www.laurelhighlands.org.

19. Hayloft, Inc. – Marketing (\$7,500)

Betty Lou Svonavec

A special event facility situated on a 151 acre farm, the Hayloft hosts at least three special events a week May through October in a 126-year old restored barn. This marketing grant will be used to increase the number of billboards promoting the Haunted Hayloft – a Halloween-themed special event.

20. Hidden Valley Resort – Marketing (\$15,000)

Laura Argenbright

A year-round destination that successfully attracts families for skiing, snowboarding, snow tubing and golf along with meetings, retreats, conferences and weddings, Hidden Valley will use this marketing grant to implement a comprehensive search engine optimization program and to create a mobile-friendly site to maximize the effectiveness of the resort's new web site.

21. Historical and Genealogical Society of Somerset County, Inc. – Capital (\$975)

Mark Ware

The Somerset Historical Center preserves and interprets the history of rural southwestern Pennsylvania from prehistoric times to the present through a mixture of exhibits, workshops and educational programs. This marketing grant will enable the Historical Center to purchase new vinyl street banners to enhance the curb appeal of the Historical Center from Route 985.

22. Historical and Genealogical Society of Somerset County, Inc. – Marketing (\$10,000)

Mark Ware

The Somerset Historical Center will utilize this marketing grant for general marketing of the site and specifically for Mountain Craft Days through participation in Laurel Highlands Visitors Bureau marketing opportunities and a multi-media campaign including television, billboards and print ads.

23. Husky Haven Campground, LLC – Marketing (\$500)

Jean Atchison

Located along the Great Allegheny Passage at Rockwood, Husky Haven provides an enjoyable campground for Great Allegheny Passage trail users. This marketing grant will be used to expand the campground's advertising in the TrailBook, the most requested guide for the Great Allegheny Passage.

24. Huston Farms, LLC T/A Huston's Haunted Hollow – Marketing (\$4,000)

Doug Huston

Huston Farms operate a recreational vehicle resort, Hickory Hollow Campground and the haunted attraction Huston's Haunted Hollow. For the past 16 seasons, over 100,000 visitors have

enjoyed the haunted farm house, haunted hayride, woods/swamp walk and cornfield trail. This marketing grant will be used to redesign a new web site for Huston's Haunted Hollow.

25. Laurel Arts, Inc. – Marketing (\$7,500)

Michael Oliver

Laurel Arts, a non-profit arts center dedicated to promoting, exhibiting and preserving multi-disciplinary art will utilize this marketing grant for a multi-media marketing campaign to promote Somerfest – a three-day event featuring art, music, food and fun, now in its 35th year.

26. Laurel Highlands Heritage Festivals Marketing Co-Op – Marketing (\$5,000)

Dave Hurst

This marketing co-op brings together four historically-themed festivals that occur during the month of September. Two of the festivals – Farmers and Threshermens Jubilee and Mountain Craft Days are located within Somerset County. This marketing grant will be used for a multi-media campaign to send visitors to the co-ops web site 4FallFestivals.com.

27. Laurel Highlands Snowmobile Club – Marketing (\$3,500)

Sheila Knupp

The Laurel Highlands Snowmobile Club is dedicated to improving the Laurel Highlands snowmobile trail system and for coordinating special events to increase usage of the region's snowmobile trails. The club will use this marketing grant to advertise their annual snowmobile events in the Keystone Snowmobiler, a publication which is sent to all of Pennsylvania's 40,000 registered snowmobile owners.

28. Log Haven Bed & Breakfast – Capital (\$500)

Ron Bruner

Log Haven Bed & Breakfast has welcomed overnight guests since 1999 and has received a 5-star rating on TripAdvisor. While guests enjoy Log Haven's rural setting, the location often prevents reception of most cell phone signals. This capital grant will be used toward the purchase of a cell phone booster unit.

29. Meyersdale Area Historical Society – Capital (\$5,000)

Matt Caton

The Meyersdale Area Historical Society is located within the Meyersdale Visitors Center, a renovated Maryland railway station. The station also serves as a trailhead facility for the Great Allegheny Passage. The Historical Society will use this capital grant toward the construction of three display cases for exhibits including Native American artifacts and Atwater Kent radio receivers.

30. Meyersdale Area Historical Society – Marketing (\$2,730)

Matt Caton

The Historical Society will use this marketing grant for a ½ page ad in the 2014 Laurel Highlands Destination Guide.

31. Meyersdale Visitors Center on the GAP – Trail Town Visitor Center (\$14,075)

Matt Caton

The Meyersdale Area Historical Society operates the Visitors Center in the renovated Meyersdale Western Maryland train station. This marketing grant will be used to assist the Historical Society staff the Visitors Center which greets thousands of Great Allegheny Passage trail users and visitors each season.

32. Morguen Tool Company – Marketing (\$5,900)

Jeremy & Andrea Hoover

A hotel, event facility, restaurant and pub located in Meyersdale, Morguen Toole Company will use this grant for their marketing efforts which include; billboards placed around Cumberland, Maryland, I-68, PA Turnpike and Route 219 and brochure distribution.

33. Mountain Playhouse – Marketing (\$10,000)

Teresa Stoughton Marafino

For over 70 years, the Mountain Playhouse has been a revered landmark attraction – producing an annual season of professional theater with New York City professional actors, directors and choreographers. This marketing grant will assist the Playhouse with their multi-media marketing campaign including direct mail, outdoor advertising, print advertising and e-marketing promotions.

34. Pennsylvania Maple Festival – Marketing (\$5,000)

Shawn Buterbaugh

The Pennsylvania Maple Festival is a special event held over several weekends each spring that promotes and celebrates the county's maple industry. This grant will assist organizers with the production of a full-color brochure, print advertising and radio spots.

35. Rockwood Area Merchants Association – Trail Town Visitor Center (\$10,400)

Julie Cramer

The Rockwood Area Merchants Association will use these grant funds to hire several part-time people to maintain a visible presence at the visitor's center which is located along the Great Allegheny Passage. They will greet trail users and provide useful information to enhance their trail experience.

36. Seven Springs Mountain Resort – Marketing (\$30,000)

Alex Moser/Anna Weltz

As Pennsylvania's largest ski and four season resort, Seven Springs attracts approximately 1.2 million guests annually. The resort will use this marketing grant for cable television ads in the Washington, D.C./Baltimore markets highlighting the new Laurel Ridgeline Canopy Tours and the

resort's ski/board amenities. A portion of this grant will be used to participate in a major marketing initiative through Spirit Airlines to attract visitors to the Laurel Highlands.

37. Sisters Café – Marketing (\$900)

Located four blocks from the Great Allegheny Passage, Sisters Café – a popular Confluence eatery will utilize this marketing grant toward their overall marketing plan which includes advertising in the TrailBook, Laurel Highlands Visitors Bureau Membership, Somerset County Chamber Membership and Yahoo web site hosting.

38. Somerset County Chamber of Commerce – Marketing (\$15,000)

Ron Aldom

Currently representing over 730 businesses, the Somerset County Chamber has been promoting the communities of Somerset County for over 100 years. The chamber will utilize this grant for a comprehensive multi-media marketing campaign that will include print advertising, brochure distribution, billboards and radio spots.

39. Somerset County Fair Association – Marketing (\$3,500)

Brad Murray

A week-long event that promotes the county's agricultural heritage and rural way of life, the Somerset County Fair Association will utilize this grant for outdoor advertising targeting residents from Allegheny and Garrett Counties, Maryland and Fayette, Cambria and Bedford counties.

40. Somerset County Farmer's Market, Inc. – Marketing (\$5,000)

Larry Cogan

Located in the Georgian Place Outlet Mall parking lot, the Somerset County Farmer's Market sells a wide variety of the county's agricultural product every Saturday from the end of May through October and Wednesday afternoons. This marketing grant will assist the Farmer's Market with their overall marketing plan including an ad in the 2014 Laurel Highlands Destination Guide, brochure distribution.

41. Somerset County Maple Producers Association – Marketing (\$1,500)

Michael Lynch

An organization comprised of 45 maple producers, the Somerset County Maple Producers Association will utilize this marketing grant to promote how Somerset became the "Land of Milk and Maple." The association will produce and distribute a brochure and map highlighting the county's Maple Sugar Houses and Sugar Camps.

42. Somerset Interchange Lodging Association – Marketing (\$10,000 – Matching/Contingent)

Vikash Patel

A group of lodging establishments located at the Pennsylvania Turnpike Interchange are working together to encourage travelers to exit the turnpike and stay at their properties and discover what the county and the region has to offer. This grant will be used for signage at the Somerset

Turnpike Exit to assist visitors seeking lodging. The association is required to raise \$10,000 for this project by July 1, 2013 to qualify for this grant.

43. Somerset Rails-to Trails Association (SCRTA) – Capital (\$15,000)

Hank Parke

A group of over 300 dedicated volunteers who support the Great Allegheny Passage in Somerset County, SCRTA will use this capital grant for the creation of a dedicated, asphalt trail right-of-way through the Rockwood Trailhead facilities and reconfiguration of the parking area to accommodate the new trail surface.

44. Somerset Therapeutic Association for Riding (STAR) – Capital (\$2,000)

Deborah Baceski

For the past 16 years, the STAR program has taught over 150 children and young adults with special needs to ride on horseback. The program has achieved amazing results in helping those with brain injuries, cerebral palsy and autism. STAR will use this Capital grant to landscape the entrance to the newly constructed riding area.

45. Stonycreek Quemahoning Initiative – Capital (\$10,000)

Brad Clemenson

The Stonycreek Quemahoning Initiative, a supporting corporation of the Conemaugh Valley Conservancy develops various recreational and heritage initiatives to attract visitors to Somerset County including the Whitewater Park and Greenhouse Park. The conservancy will use this capital grant towards the construction of a single-track mountain bike trail at the Quemahoning Reservoir.

46. Summers Best Two Weeks (SB2W) – Marketing (\$3,000)

Kent Biery

Nationally known for its quality camping programs offered to youth at their Lake Gloria and Que sites, Summers Best Two Weeks was recently bequeathed the new Laurel Mountain Christian Camp in Rector. The organization is currently winterizing existing cabins at the Rector site to attract groups year-round. This marketing grant will be used toward marketing materials to promote the new year-round camp and conference facility and its other sites.

47. The Georgian Inn of Somerset – Marketing (\$7,500)

Charles Charrie

A full service Inn providing overnight accommodations and dining with a full service concierge who schedules tours to area attractions, the Georgian Inn of Somerset will use this marketing grant to promote the Inn and area attractions on billboards.

48. The Hostel on Main – Marketing (\$7,500)

Judy Pletcher

Located three blocks from the Rockwood Trail Head of the Great Allegheny Passage, The Hostel on Main offers bikers, hikers, skiers and visitors comfortable and affordable accommodations. This marketing grant will be utilized for the Hostel's overall marketing efforts including a photo ad in the 2014 Laurel Highlands Destination Guide, brochure distribution and web site advertising.

49. The Parker House – Marketing (\$4,000)

Mary Aukerman

A country guest house situated within a century-old restored home in Confluence, just a short distance from the Great Allegheny Passage and the Youghiogheny River, The Parker House will use this marketing grant to target first-time guests through a photo ad in the 2014 Laurel Highlands Destination Guide, Spotlight advertising on www.laurelhighlands.org and an ad in the TrailBook.

50. The Progress Fund Trail Town Program – Marketing (\$4,900)

Will Prince

An economic development and community revitalization initiative dedicated to marketing the Trail Towns that border the Great Allegheny Passage, the Trail Town Program will utilize this marketing grant for the production of the Somerset County Trail Town brochures, upgrades to the 2013-2014 TrailBook Community Pages and the development of a GAP Trail FAM Package.

51. Wings of Change Inc., Jäger and Friends Dog Park - Marketing (\$500)

Somerset County's first off-leash dog park, Jäger and Friends Dog Park is located on a beautiful 5.5-acre lot behind the Georgian Place Retail Outlets and Office Condos. This marketing grant will be used to produce rack cards to be distributed at pet-friendly hotels, campgrounds and visitor centers.

52. YMCA Camp T. Frank Soles – Marketing – (\$2,500)

Ryan Hove

A 263-acre YMCA resident camp in the Laurel Highlands, Camp Soles will use this marketing grant to recruit new campers from the Morgantown and Berkeley Springs WV, Maryland and Washington, D.C. markets by producing and direct mailing a full-color glossy postcard highlighting the benefits of a summer camp experience at YMCA Camp Soles.

