

2016 Fayette County Tourism Grant Program
Recipients and Project Descriptions

- 1. Brownsville Area Revitalization Corporation (BARC) Marketing \$2,000**
Contact: Beverly Novotny
BARC operates two independent museums in the Historic Flatiron Building: the Flatiron Heritage Visitors Center and the Frank L. Melega Art Museum. BARC's marketing plan will utilize Brownsville's location at the westernmost point of the Laurel Highlands. The organization has been awarded this marketing grant to create a multi-media marketing campaign.
- 2. Brownsville Area Revitalization Corporation (BARC) Operational \$4,000**
Contact: Beverly Novotny
BARC will use this grant for utilities so other funds can be devoted to promoting BARC and the community's assets.
- 3. Bullskin Township Historical Society/Mount Vernon Iron Furnace Marketing \$3,566**
Contact: Kimberly Brown
The historical society has been awarded this grant for a multi-media marketing campaign, including brochure development and distribution, event listings and ads to attract visitors to the Heritage Days Fall Festival and other events.
- 4. Bullskin Township Historical Society/Mount Vernon Iron Furnace Capital \$4,300**
Contact: Kimberly Brown
As part of their 1801 Iron Furnace restoration project, the historical society plans to use these funds to construct a covered picnic area to be enjoyed by visitors and used for weddings and reunions.
- 5. Chestnut Ridge Chapter of Trout Unlimited Operational \$2,300**
Contact: Dale Kotowski
The Chestnut Ridge Chapter of Trout Unlimited will utilize these funds to assemble stakeholders, policy-makers and interested citizens to address the Youghiogheny River's continued recovery and world-class recreational experiences at the Yough River Symposium held at Penn State Fayette in June.
- 6. Christian W. Klay Winery, Inc. Marketing \$3779.50**
Contact: Sharon Klay
Christian Klay Winery will partner with Penn State Fayette, Hilton Garden Inn of Uniontown and Dr. McCarthy's Kitchen to offer a unique event – Vocation Vacation. This weekend-long event will give participants a hands-on experience and first-hand look at the winery's operations including picking grapes, winemaking and food and wine pairings.

- 7. Connellsville Area Historical Society and Museum Operational \$6,487.50**
Contact: Karen Hechler
The Historical Society operates the Historic Gibson House. This operating grant will be used for utilities and needed furniture and equipment to provide a research environment to make use of their archived collections.
- 8. Connellsville Area Historical Society and Museum Capital/Contingent \$14,400**
Contact: Karen Hechler
The society will use these funds to toward restoration and preservation of the historic Gibson House, which houses the society’s collection of Connellsville artifacts and memorabilia.
- 9. Dunbar Historical Society Operational \$2,250**
Contact: Donna R. Myers
The society will use this grant to help pay the mortgage on the education center and museum so that the organization can continue to provide several experiences unique to Fayette County.
- 10. Fayette County Agricultural Improvement Association, Inc. Capital \$27,000**
Contact: John Blaney
One of Pennsylvania’s largest and most well-known fairs, the Fayette County Fair, with attendance reaching more than 100,000 visitors, has been awarded this capital grant to help defray the cost of connecting to the Dunbar Borough/Township Sewage System. Once completed, the fairgrounds will be more tourist friendly and able to host larger tourist-related events at the fairgrounds.
- 11. Fayette County Agricultural Improvement Association, Inc. Marketing \$25,200**
Contact: William Jackson
The county fair will use this marketing grant to create a multi-media marketing plan including social media outreach and engagement, TV and radio ads, billboard space and more in Allegheny, Washington and Westmoreland counties to promote the Fayette County Fair, which will be held July 28 – August 6, 2016.
- 12. Fayette County Cultural Trust Capital \$7,577**
Contact: Daniel Cocks & Michael Edwards
The trust, in partnership with California University of Pennsylvania, has been awarded this capital grant for the creation of a Native American Interpretive Center, the first of its kind dedicated to the exploration of the American Indians in the Laurel Highlands.
- 13. Fayette County Cultural Trust Marketing \$6,470**
Contact: Daniel Cocks & Michael Edwards
The trust has been awarded this grant for marketing the Connellsville Canteen, ArtWorks Connellsville and the new Native American Interpretive Center through features in the Laurel Highlands Destination Guide, ads in *The Trailbook*, and brochure development and distribution.

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| <p>14. Fayette County Genealogical Society Contact: Joan Peake The society has been awarded this grant to purchase a multi-year subscription to <i>Ancestry Library Edition</i> and <i>Newspapers.com</i> at the Uniontown Public Library to help visitors retrace their genealogy and local history.</p> | <p>Operational</p> | <p>\$4,310</p> |
| <p>15. Fayette County Historical Society Contact: Christine Buckelew The Fayette County Historical Society is dedicated to preserving the county’s historic sites. This society has been awarded this grant to make improvement and repairs to the Abel Colley Tavern and Museum, including new displays.</p> | <p>Capital</p> | <p>\$3,825.50</p> |
| <p>16. Fayette County Historical Society Contact: Christine Buckelew The Fayette County Historical Society is dedicated to preserving the county’s historic sites. The society has been awarded this grant in order to continue preserving and protecting the rich history of the county.</p> | <p>Operational</p> | <p>\$11,825</p> |
| <p>17. Fay-Penn Economic Development Council Contact: Bob Shark Fay-Penn has been awarded this grant to continue a partnership with the United States Collegiate Athletic Association and Penn State Fayette in hosting the United States Collegiate Athletic Association (USCAA) Basketball National Championships in Fayette County. This grant will be used on a multi-media marketing campaign to promote the event. This event is estimated to generate over \$400,000 in direct sales in the area, with 34 teams, playing 39 games over four days.</p> | <p>Marketing</p> | <p>\$20,437.50</p> |
| <p>18. FireFly Chocolates, Inc. Contact: Stephanie Sherwin A partnership project among Backyard Gardens, Oddly Enough, Everyday Therapeutics and FireFly Chocolates, these properties will market their services to visitors in <i>The Trailbook</i>.</p> | <p>Marketing</p> | <p>\$694</p> |
| <p>19. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy Contact: Jennifer Wagner The Western Pennsylvania Conservancy has been awarded this capital grant to pave the deteriorated access road and parking lot at the Barn at Fallingwater, which frequently hosts wedding receptions and conferences. This parking lot also provide access to the hiking trails at Bear Run Nature Reserve.</p> | <p>Capital</p> | <p>\$31,500</p> |

20. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy Marketing \$35,000

Contact: Jennifer Wagner

The Western Pennsylvania Conservancy will use this grant for a comprehensive advertising campaign on National Public Radio in Washington, DC, Philadelphia, Baltimore, Buffalo, Cleveland and Pittsburgh markets for Fallingwater, which has been nominated to the World Heritage list by the United Nations Educational, Scientific and Cultural Organization.

21. Frank Lloyd Wright's Kentuck Knob Marketing \$4,198.50

Contact: Emily Butler & Mary Ann Perkins

A National Historic Landmark, Kentuck Knob will utilize these funds to target visitors within a four-hour driving distance through a multimedia advertising campaign in the Erie, Pittsburgh, West Virginia and Washington DC markets. This year marks Kentuck Knob's 60th anniversary and 20 years of welcoming the public to tour the property.

22. Friendship Hill Association Marketing \$711

Contact: George Relic

A non-profit volunteer group dedicated to preserving Friendship Hill National Historic Site, the association will use this grant toward marketing opportunities with the Laurel Highlands Visitors Bureau.

23. Friendship Hill Association Capital \$447

Contact: George Relic

The association will use this grant for the creation of weather-proof interpretive signs and supporting stands to support their cell phone tour.

24. Friends of Fort Necessity Marketing Grant \$711

Friends of Fort Necessity has been awarded this grant for advertising with the Laurel Highlands Visitors Bureau to run in the summer months and highlight the 2016 centennial of the National Park Service.

25. Friends of Fort Necessity Capitol Grant \$345.75

These grant funds will be used to replace signs for the cell phone tour stops to increase visitor satisfaction.

26. Great Allegheny Passage/Regional Trail Corporation Marketing \$14,008

Contact: Linda Boxx

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 OhioPyle Community pages in *The Trailbook*, website maintenance and upgrades, printing and distribution of a new rack card.

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| 27. Inne at Watson’s Choice Bed and Breakfast | Marketing | \$6,421 |
| Contact: William Ross | | |
| An historic bed and breakfast in Uniontown, the Inne has become a very popular wedding venue. These grant funds will be used to make improvements to the website, new brochures, updated photography and social media advertising. | | |
| 28. Mountain Watershed Association, Inc. | Marketing | \$1,968 |
| Contact: Beverly Braverman | | |
| The Mountain Watershed Association is dedicated to creating healthy streams and safe trails within the Indian Creek and Youghiogheny Watershed. The association is receiving this grant toward the production of a new brochure. | | |
| 29. National Road Heritage Corridor | Capitol Grant | \$25,000 |
| The Sheepskin Trail is a 34 mile rail-trail project that will cut through Fayette County and connect with the Great Allegheny Passage upon completion of the project. The National Road Heritage Corridor is receiving this funding in order to conduct an updated feasibility study on the project. | | |
| 30. National Road Heritage Corridor | Operational Grant | \$6,000 |
| The National Road Heritage Corridor is one of 12 areas under the DCNR’s Heritage Area Program. The Corridor is receiving these grant funds to assist with operational expenses. | | |
| 31. Neubauer’s Flowers & Market House | Marketing Grant | \$12,397.50 |
| Neubauer’s plans to use this grant to create cable television commercials, as well as a brochure. | | |
| 32. Ohiopyle Trading Post & River Tours | Marketing Grant | \$30,000 |
| Ohiopyle Trading Post, in conjunction with two other participating rafting outfitters, will create a multi-media campaign with the support of the LHVB to target markets of Columbus, Washington, D.C., and Pittsburgh. | | |
| 33. Pennsylvania Environmental Council | Capital Grant | \$8,400 |
| The council has been awarded these funds to complete the restoration project of three coal and coke ovens at the Coal and Coke Heritage Center. | | |
| 34. Redevelopment Authority of Fayette County | Operational Grant | \$22,500 |
| Contact: Andrew French | | |
| The Redevelopment Authority will accept this grant on behalf of the Fayette County-Laurel Highlands Minor League Ballpark project. This grant will be utilized toward a proposed minor league baseball facility that will attract a minor league team to the Laurel Highlands region. | | |
| 35. Regional Trail Corporation – Yough Trail Chapter | Marketing Grant | \$3,900 |
| The funds will be used for a collaboration to market Connellsville with community pages in the <i>Trailbook</i> , and will target outdoor enthusiasts around the world who are planning a hiking or biking trip. | | |

- 36. Regional Trail Corporation- Yough Trail Chapter** **Capital Grant** **\$22,496**
The YRTC will use these funds as part of a cooperative effort to resurface a portion of the Great Allegheny Passage from the Furnace Road Crossing toward Layton for approximately 2 miles.
- 37. Redstone Foundation/Fayette County Television** **Marketing Grant** **\$5,404**
The foundation will use these grant funds to create displays and banners to be used at events promoting Fayette County.
- 38. Redstone Foundation/Fayette County Television** **Operational Grant** **\$4,850**
The foundation plans to use these funds for the 2016 Fayette County Tourism Summit, educational workshops and the creation of a television based local tourism calendar in an effort to provide ongoing support in the areas of tourism education, training, marketing and strategic partnerships in Fayette County.
- 39. Springfield Township Fire Department/Ohiopyle** **Capitol Grant** **\$3,521**
The fire department has been awarded this grant to improve operational efficiency at monthly buckwheat pancake fundraisers and meet the growing customer base.
- 40. State Theatre Center for the Arts** **Operational Grant** **\$15,000**
This operational grant has been awarded to cover the theater's utilities.
- 41. State Theatre Center for the Arts** **Marketing Grant** **\$15,375**
The theater will use these funds for advertising in the LHVB Destination Guide and on laurelhighlands.org as well as print, television and radio advertising in targeted areas in counties outside Fayette.
- 42. The Trail Town Program** **Marketing Grant** **\$213**
The Trail Town Program works to maximize the economic potential of the GAP and to maintain the bordering Trail Towns. The Trail Town Program will use these funds for a half-page ad in the *Trailbook*.
- 43. Touchstone Center for Crafts** **Capital Grant** **\$3,665**
As Pennsylvania's only residential craft school, Touchstone remains an integral component of Fayette County's growing cultural tourism sector. Touchstone plans to use these grant funds for the installation of an updated phone system, which will improve safety and efficiency across the campus.
- 44. Touchstone Center For Crafts** **Operational Grant** **\$7,000**
Touchstone will use this grant to cover operational needs in an effort to focus other resources on improving the campus facilities, which will include many benefits to students, instructors and staff.

45. VFW Post 265

Capital Grant

\$7,083

VFW post 265 is receiving these funds for an extension to the large flag display. Bricks engraved with honoree names will be placed around the base of the flag itself, inspiring passersby with this monument to our nation.