

2017 Fayette County Tourism Grant Program
Recipients and Project Descriptions

- 1. Brownsville Area Revitalization Corporation (BARC) Marketing \$3,175**
Contact: Lester Ward
BARC operates two independent museums in the Historic Flatiron Building: the Flatiron Heritage Visitors Center and the Frank L. Melega Art Museum. The organization has been awarded this marketing grant to create a multi-media marketing campaign.
- 2. Brownsville Area Revitalization Corporation (BARC) Operational \$4,842**
Contact: Lester Ward
BARC will use this grant for utilities so other funds can be devoted to promoting BARC and the community’s assets.
- 3. Brownsville Historical Society and Nemaicolin Castle Capital \$55,000**
Contact: Edward Stevenson
Operated by the Brownsville Historical Society, Nemaicolin Castle takes visitors back in time to America's frontier period, the trading post era of 1789, to the Colonial era of 1814, and to the Victorian era of 1850. This grant will be used to restore the historic facility including roof repairs, soffits, eaves, exterior doors and brickwork.
- 4. Bullskin Township Historical Society/Mount Vernon Iron Furnace Marketing \$2,925**
Contact: Tom 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.
- 5. Bullskin Township Historical Society/Mount Vernon Iron Furnace Capital \$1,869**
Contact: Tom Brown
The historical society plans to use these funds to develop and install interpretive signage to educate visitors how an iron furnace operated, how iron was cast and the furnace’s historic significance.
- 6. Connellsville Area Historical Society and Museum Operational \$4,837.50**
Contact: Karen Hechler
The historical society operates the Historic Gibson House and Colonel Crawford’s Cabin. This operating grant will be used for utilities so other funds can be devoted to promoting the CHS and the community’s assets.
- 7. Dunbar Historical Society Operational \$3,600**
Contact: Donna Myers
The society will use this grant to help pay off the mortgage on the society’s museum building so that the organization can continue to provide several experiences unique to Fayette County.

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| 8. Dunbar Historical Society | Capital | \$4,350 |
| Contact: Donna Myers | | |
| The society will use this grant to purchase and install a security system and an air conditioner for the Pascal Annex Art Gallery, which houses the world's largest carved glass sculpture. | | |
| 9. Fayette County Agricultural Improvement Association, Inc. | Education | \$3,037.50 |
| Contact: John Blaney & William Jackson | | |
| One of Pennsylvania's largest and most well-known fairs with attendance reaching more than 100,000 visitors, the Fayette County Fair has been awarded this education grant to develop and implement a four-part program in partnership with the Penn State Extension 4H Youth Development program. | | |
| 10. Fayette County Agricultural Improvement Association, Inc. | Capital | \$24,500 |
| Contact: John Blaney & William Jackson | | |
| This capital grant to help defray the cost of renovating the fair's indoor arena including the installation of industrial size fans and acoustic panels on the walls and center stage area. | | |
| 11. Fayette County Agricultural Improvement Association, Inc. | Marketing | \$31,200 |
| Contact: John Blaney & 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 27–August 5, 2017. | | |
| 12. Fayette County Cultural Trust | Operational | \$5,200 |
| Contact: Daniel Cocks | | |
| The trust has been awarded this operating grant to cover utility expenses at the Connellsville Canteen so other funds can be devoted to promoting the county's cultural, historic, and natural assets. | | |
| 13. Fayette County Historical Society | Operational | \$4,125 |
| Contact: Jo Lofstead | | |
| The Fayette County Historical Society is dedicated to preserving the county's historic sites. This society has been awarded this grant cover utility expenses, allowing other funds to be used to promote the society's assets such as the Abel Colley Tavern and Searights Tollhouse. | | |
| 14. Fay-Penn Economic Development Council | Marketing | \$10,562 |
| 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, which is estimated to generate over \$400,000 in direct sales in the area, with 34 teams, playing 39 games over four days. | | |

- 15. Fay-Penn Economic Development Council** **Operational** **\$20,425**
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 to develop a website, event programs, directional signage and community and team incentives.
- 16. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy** **Capital** **\$10,484**
Contact: Lynda Waggoner (No one attending)
 The Western Pennsylvania Conservancy has been awarded this capital grant to renovate the historic Hickman Chapel, which was constructed in 1901. Improvements include a new steel roof, window repairs, landscape improvements and signage.
- 17. Frank Lloyd Wright's Fallingwater/Western Pennsylvania Conservancy** **Marketing** **\$32,812**
Contact: Lynda Waggoner (No one attending)
 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.
- 18. Friends of Fort Necessity** **Marketing** **\$2,376**
Contact: Jane Clark
 Friends of Fort Necessity have been awarded this grant for an advertising campaign with National Public Radio in Pittsburgh.
- 19. Friends of Fort Necessity** **Capital** **\$1,071.75**
Contact: Jane Clark
 These grant funds will be used to create signage to share with visitors the numerous projects done at the site by the Civilian Conservation Corps in the 1930s.
- 20. Friends of Ohiopyle State Park** **Marketing** **\$2,025**
Contact: Gregg Hardy
 These grant funds will be used to advertise the services, lodging, and restaurants available in Ohiopyle Borough in *The Trail Guide*.
- 21. Friendship Hill Association** **Capital** **\$1,305**
Contact: George Relic
 A non-profit volunteer group dedicated to preserving Friendship Hill National Historic Site, the association will use this grant to create signage for the Thomas Clare Cemetery and the on-site cistern.

- 22. Great Allegheny Passage/Allegheny Trail Alliance** Marketing **\$12,533**
Contact: Cathy McCollom
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.
- 23. Partnership Project: National Road Heritage Corridor** Marketing **\$9,297**
Contact: Donna Holdorf
This marketing grant has been awarded to a partnership collaboration of 12 tourism assets in Fayette County including the National Road Heritage Corridor, State Theatre, Christian W. Klay Winery and Kentuck Knob. Funds will be used to purchase advertisements in Pennsylvania's tourism guide and UncoveringPA.com.
- 24. National Road Heritage Corridor** Operational **\$6,000**
Contact: Donna Holdorf
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.
- 25. Ohiopyle Trading Post & River Tours** Marketing **\$40,000**
Contact: Joel Means
Ohiopyle's four outfitters –Ohiopyle Trading Post, Wilderness Voyageurs, Whitewater Adventurers and Laurel Highlands River Tours–will collaborate to create a multi-media campaign with the support of the LHVB to target markets of Washington, D.C., and Pittsburgh.
- 26. Redevelopment Authority of the City of Connellsville** Marketing **\$2,025**
Contact: Michael Edwards
The authority will use this award to advertise services, restaurants and lodging in Connellsville in *The Trail Guide*.
- 27. Redstone Foundation/Fayette County Television** Operational **\$4,595**
Contact: Muriel Nuttall
The foundation plans to use these funds for the 2017 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.
- 28. Saltlick Township** Capital **\$2,876.41**
Contact: Gregory Grimm
The township will use these funds to replace an aging swing set and add a second at Resh Park.

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| 29. State Theatre Center for the Arts
Contact: Erica Miller | Operational | \$18,750 |
| <p>This operational grant has been awarded to cover the theater's utilities.</p> | | |
| 30. State Theatre Center for the Arts
Contact: Erica Miller | Marketing | \$14,855 |
| <p>The theater will use these funds for advertising in the LHV B Destination Guide and on laurelhighlands.org as well as print, television and radio advertising in targeted areas in counties outside Fayette.</p> | | |
| 31. Touchstone Center for Crafts
Contact: Shauna Soom | Operational | \$7,000 |
| <p>As Pennsylvania's only residential craft school, 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.</p> | | |
| 32. Tri-Town Area Historical Society
Contact: Roy Hess | Capital | \$9,221.25 |
| <p>This historical society will use this grant to renovate an area of its headquarters to display the large model train layout which was recently donated.</p> | | |
| 33. VFW Post 265
Contact: Norman Zimmerman | Capital | \$14,026 |
| <p>VFW post 265 is receiving these funds to create a memorial area beneath the flag pole at Uniontown Mall.</p> | | |