

# 2012 Somerset County Tourism Grant Awards

## **1. Allegheny Trail Alliance (*Marketing*) - \$4,500**

Contact: Linda M. Boxx

The Great Allegheny Passage attracted more than 750,000 trail enthusiasts in 2011. Forty miles of the trail wind through Somerset County having a significant impact on the economy of the region. The GAP is now widely known, not only across the United States but virtually in every country in the world by individuals who appreciate a wonderful biking trail. This marketing grant, in conjunction with similar grants that will be requested from the other counties in the Laurel Highlands, will help to underwrite the printing of 130,000 maps/brochures which are in constant demand by trail users and visitors and distributed to them at no cost.

## **2. Berlin Brothersvalley Community Fair Association (*Marketing*) - \$1,800**

Contact: Doyle E. Paul

The Fair Association is planning its 74<sup>th</sup> Annual Fair in September, 2012. This marketing grant will cover the cost of printing 1500 Fair Premium Books that are sent out to various exhibitors outside of Somerset County, to help the fair to expand its venues and cater to a larger audience.

## **3. Buffer Creek Sporting Clays, Inc. (*Capital*) - \$6,750**

Contact: Mike Brendle

Buffer Creek Sporting Clays, Inc is a fully-automatic clay target shooting range located in Somerset. This capital grant will be used to offset some of the expenses of \$108,000 in upgrades to their facilities. The project will begin in the very near future is in preparation for their hosting of the 2013 PA State Championship Competition which will bring approximately 250-300 competitors and numerous observers and non-shooters to Somerset during the third week of July, next year.

#### **4. Chickentown Steam and Gas Association (*Capital*) - \$3,600**

Contact: Michele Beener

The Chickentown Steam and Gas Association is a nonprofit organization founded in 1993 by individuals who love antique equipment. This capital grant will be used to offset the cost of constructing a permanent building on the Chickentown show grounds. The building will be used to house the association's general operations center, its promotion office, the sale of show items and tickets, as well as provide storage space for its growing collection of antique equipment.

#### **5. Comfort Inn (*Marketing*) - \$3,150**

Contact: Marti Zeigler

This lodging property features 102 newly renovated rooms, some of which are pet-friendly and permit guests to have their pets stay right in the room with them. In cooperation with Somerset Country Club and Indian Lake Country Club, the Comfort Inn plans to utilize this marketing grant to target golfers to play both courses with an overnight stay between rounds. Besides a direct mail campaign to members of the PA Restaurant Association and PA Tavern Association, print media will be used in the Youngstown, Ohio and Harrisburg, PA markets to attract golfers.

#### **6. Confluence Borough (*Capital*) - \$450**

Contact: Linda Johns

Confluence Borough is one of the proverbial "trail towns" along the Great Allegheny Passage in the Laurel Highlands that visitors frequent for food and lodging. This capital grant will be used by Confluence Borough to beautify Confluence Park with shrubbery and flowering plants around the bandstand and monuments throughout the park, thereby making the park more appealing and inviting to the community's many visitors.

#### **7. Confluence Creative Arts Center (*Marketing*) - \$3,150**

Contact: Jody Best

The Confluence Creative Arts Center currently hosts a variety of events and classes focusing on culturally diverse programs, including magic shows, art exhibitions and special events such as Pumpkinfest. The center

also provides leadership for community improvement and outreach projects such as the decorative painting of the utility poles that surround the Confluence town square. This marketing grant will be used as part of the community outreach by providing an interactive street sign that will promote the Arts Center and upcoming events through the use of a marquee.

**8. Confluence Lions Club (*Marketing*) - \$1,800**

Contact: Tom Briar

The Confluence Lions Club hosts the annual National Road Chainsaw Carving Festival in Addison in order to promote the innovative art of creating wooden sculptures through the use of chainsaws. This event is held annually to benefit the Somerset County Blind Center. The club will use this marketing grant to attract a broader audience to the festival by advertising in newspapers and magazines throughout Allegheny, Fayette and Westmoreland Counties and in Morgantown, West Virginia.

**9. Confluence Pumpkinfest (*Capital*) - \$7,200**

Contact: Sherman Gary

In an effort to improve safety and mobility issues occurring during Somerset County's Pumpkinfest, the various organizations involved in the program are planning to install underground electric service to the nearly 100 different vendor spaces used for the event. As a result, this capital grant will be used to offset the cost of the underground electric service and thereby create a more enjoyable experience for the many visitors and vendors who come to enjoy Pumpkinfest events, parade and car show.

**10. Confluence Tourism Association (*Marketing*) - \$4,500**

Contact: Ray Silbaugh

The Confluence Tourism Association provides necessary support and promotion to the many events held in the area, such as Old Home Days, Pumpkinfest and That Dam Ride. The group also aids in the promotion of such societies as the Confluence Creative Arts Center and the Confluence Library. Upon receiving this marketing grant, the Tourism Association plans to launch an advertising campaign featuring a comprehensive calendar of events, newspaper and radio ads and various sign promotions. The

Tourism Association plays a vital role espousing the heritage and honest fun in the Confluence area.

**11. Faranda Farm Inc. (Marketing) - \$4,500**

Contact: Mary and Philip Faranda

The third annual Laurel Highlands Garlic Festival will kick off in mid-August on the 50 acre agri-tourism Faranda Farm. Working towards a goal of becoming a “must visit” annual event, this grant will be put towards printing brochures and brochure distribution at various travel shows as well as for advertising in newspapers, magazines, television, and on-line in order to attract visitors from outside the Laurel Highlands.

**12. Friends of Flight 93 National Memorial (Marketing) - \$11,250**

Contact: Donna Glessner

The Friends of Flight 93 National Memorial is a 501(c) (3) nonprofit organization whose purpose is to support the Memorial in its mission of honoring the courage shown by the forty passengers and crew of Flight 93. This marketing grant will be used for a video presentation regarding the memorial in order to provide visitors with a deeper level of understanding and appreciation for the Flight 93 story.

**13. Realco Inc., D.B.A. The Georgian Inn of Somerset  
(Marketing) \$6,300**

Contact: Charles W. Charrie II

Realco Inc. plans to utilize this marketing grant to create awareness of the Georgian Inn of Somerset and other nearby attractions via the implementation of billboards spanning several of the major area access highways. The Georgian Inn of Somerset currently offers visitors a beautiful historical structure complemented by the grandeur of the early twentieth century. The Inn also hosts not only bed-and-breakfast guests in its rooms of graceful crystal and gold leafed chandeliers, but also casual diners and wedding parties.

**14. The Gingerbread House Bed & Breakfast (*Marketing*) - \$3,600**

Contact: Marianne Shurtz

The Gingerbread House Bed & Breakfast offers a quaint getaway located near the Rockwood Trailhead. As a stop on the Great Allegheny Passage, it exists as a picturesque installment in the tourist-attracting market of Rockwood. This marketing grant will be used to increase the number of visitors to the area through the distribution of rack cards, signs and website advertisements.

**15. Glades Highlands Antique Iron Assoc. (*Marketing*) - \$630**

Contact: Joel Elder

The Glades Highlands Antique Iron Association offers a unique experience to visitors of Somerset County. The organization hosts tractor and farm machinery enthusiasts of all ages, primarily through their Father's Day Weekend Tractor Show. The show has been held consecutively for the past 10 years and offers events such as a tractor ride to the Flight 93 National Memorial, pedal pulls and a square dance. The group will use this marketing grant to advertise to a broader audience and attract a constantly changing program of vendors.

**16. Glades Pike Winery, Inc. (*Capital*) - \$3,150**

Contact: Steve Addleman

The Glades Pike Winery Inc. has become a popular visitor attraction in the area bringing in thousands of people for wedding receptions and other events, or to purchase quality wine. The Winery will utilize this capital grant to defray some of the expense of renovating and improving an outdoor pavilion frequently used for wedding receptions and music events held there. The grant will also provide a flagstone walkway to the pavilion and beautify the landscaping surrounding the establishment, all in order to offer a more memorable and pleasing experience to visitors to the Winery and the neighboring area.

**17. Hayloft, Inc. (Marketing) - \$6,750**

Contact: Elizabeth L. Svonavec

Hayloft Inc. offers an intriguing venue located on a 151 acre farm in Milford Township. The 125 year-old barn situated on the property is the venue for a plethora of events such as weddings, proms, reunions and theatre productions. However, the Hayloft's largest and most visited event is the Haunted Hayloft held every October. The organization plans to use this marketing grant to expand its annual billboard campaign in order to bring an even larger and more extensive audience of thrill-seekers to Somerset County.

**18. Hidden Valley (Marketing) - \$18,000**

Contact: Scott Bender

Hidden Valley is a year-round destination featuring skiing, snowboarding and snow tubing in the winter and championship golf and other activities in the summer. In addition to providing a picturesque setting for meetings, retreats and conferences, it has recently been a preferred site for weddings and family reunions. Hidden Valley is being awarded this marketing grant to assist with upgrading its website, search engine optimization and text marketing programs.

**19. Hillbilly Acres Estates (Marketing) - \$1,350**

Contact: Angela Svonavec

Hillbilly Acres Estates is a Somerset County attraction with an environment-friendly edifice that offers a first-hand look at alpaca farming, honey production and windmill use. The establishment has been steadily increasing its visitor base and wishes to attract an even broader audience. As a result, Hillbilly Acres Estates will create a website and brochures with this marketing grant, with which they will reach out to broader range potential visitors.

**20 & 21. Historical and Genealogical Society of Somerset County, Inc.**  
*(Capital) - \$3,150 (Marketing) - \$8,100*

Contact: Mark D. Ware

The Historical and Genealogical Society of Somerset County, Inc. houses the premier location of historical reference, experience and education for life in southwestern Pennsylvania, ranging from the prehistoric era to present times. Along with this role, the Society also hosts the large-scale folk festival, Mountain Craft Days, annually. In an effort to support the event even in unpredictable weather, the Society will utilize this capital grant to construct 1,000 feet of pathways throughout the festival area and cover them with crushed stone. By so doing, the pathways will provide a dryer, safer and more enjoyable experience to the festival visitors, totaling upwards of 10,000 people, and the numerous vendors partaking in the event. The marketing grant will be used to launch an advertising campaign utilizing brochures and other community spotlight ads.

**22. The Hostel on Main (Marketing) - \$6,300**

Contact: Judy Pletcher

Bikers, hikers, skiers, and visitors are offered comfortable and affordable accommodations at The Hostel on Main. Just three blocks away from the Rockwood access to the Great Allegheny Passage, tourists can easily find a friendly place to rest for the night. This marketing grant is intended to enhance the Hostel's marketing efforts to make Rockwood a destination instead of a pass through. Marketing materials consisting of print advertisement, brochure distribution, and online marketing will be used to accomplish this goal.

**23 & 24. Husky Haven Campground, LLC (Capital) - \$720**  
*(Marketing) - \$625*

Contact: B. Jean Atchison

The Husky Haven Campground, LLC attracts both bikers and hikers on the nearby Great Allegheny Passage and other visitors in the area by offering a comfortable and welcoming overnight stop in which they can relax. In order to aid the many users of the trail, Husky Haven has been awarded a capital grant with which they will design and purchase new signage that will be

placed near the trail to guide visitors. The marketing grant will enable them to update and distribute new brochures highlighting the recent improvements and changes to the campground.

**25. Laurel Arts (Marketing) - \$6,750**

Contact: Mike Oliver

Laurel Arts provides the Somerset County community with an artistic outlet for both artists and art lovers alike. This organization prides itself on promoting and preserving the arts throughout the Southern Allegheny Region. Laurel Arts will utilize this marketing grant by participating in several marketing initiatives via proposed media that includes radio, print advertising and television.

**26. Laurel Highlands Heritage Festivals Marketing Cooperative (Marketing) - \$3,600**

Contact: Dave Hurst

The Laurel Highlands Heritage Festival Marketing Cooperative offers historical and learning opportunities through their four featured festivals, two of which take place within Somerset County. These festivals have typically occurred during the same weekend every year. The Laurel Highlands Heritage Weekend aims to have visitors stay overnight and experience multiple festivals and attractions. This marketing grant will enable the Laurel Highlands Heritage Festivals Marketing Cooperative to purchase outdoor advertising for the first time in the Greater Pittsburgh region, and television advertising in the Altoona-Johnstown market. They also plan to market the Farmers and Threshermens Jubilee and Mountain Craft Days festivals together to encourage visitors to stay overnight in Somerset County.

**27. Laurel Highlands Snowmobile Club, Inc. (Marketing) - \$2,250**

Contact: Jonas Klink

Founded with the intent to better the snowmobiling experience in the Laurel Highlands region, the Laurel Highlands Snowmobile Club, Inc., whose membership averages about 250 members, continues to improve

snowmobile trails, promote races and runs that attract tourists. The Laurel Highlands Snowmobile Club, Inc. will use this marketing grant to advertise in newspapers and the monthly Keystone Snowmobiler, as well as on radio in an effort to reach the 40,000 registered snowmobilers in Pennsylvania. Such advertisements will potentially increase club membership and bring more visitors from Pennsylvania, New York and Maryland.

**28. Laurel Summit Nordic Ski Patrol (*Capital*) - \$1,800**

Contact: Ann Rahn

Whether providing emergency first aid or assisting patrons to navigate winter trails, the Laurel Summit Nordic Ski Patrol volunteers have continued to serve winter outdoor enthusiasts since 1983. The all-volunteer staff is dedicated to providing visitors with the finest medical care possible and immediate search and rescue missions when needed. Changes in medical treatment protocol and triage and the development of new equipment have created a need for up-to-date equipment to treat and transport ill and injured visitors. This capital grant will be used to purchase a defibrillator for the ski patrol.

**29. Listie Volunteer Fire Company (*Marketing*) - \$3,600**

Contact: Clarence 'Bud' Weyand

The Listie Volunteer Fire Company, an all-volunteer 501(c)(3) organization located in the old coal mining town of Listie, PA, has been awarded this marketing grant to help increase tourism and assist in LVFC's goal of becoming financially self-sufficient. LVFC holds competitive truck pull events at the Grove, bringing in roughly 100,000 visitors every season. The fire department plans to expand the area in which it markets its events in order to bring more fans into Somerset County. Proposed media includes billboards, television commercials, brochures and newspaper and internet ads.

**30 & 31. Meyersdale Historical Society (*Capital*) - \$4,000**

**(*Marketing*) - \$7,000**

Contact: Matthew Caton

Incorporated in 1993, the Meyersdale Historical Society actively participates in the development of interest, appreciation, preservation and research in the area's history and heritage. The Society's home is in the renovated Meyersdale Western Maryland Railway Station. The station, situated on the Great Allegheny Passage, serves as a Visitors Center to individuals hiking and biking on the GAP as well as those visiting the area. This capital grant will be used to install insulation in the attic of the train station to provide better efficiency for its HVCA as well as a better environment for the display and storage of the Society's artifacts. The marketing grant will be used to maintain the Visitors Center for the benefit and convenience of travelers and visitors. Visitors last year who signed the guest book were from 48 states and 15 different foreign countries. With operations expanding to seven-day-a-week from April 28 through October 28 this year, visitor numbers are expected to significantly surpass the surprisingly excellent numbers posted for 2011 which was the visitor center's first year of operation.

### **32. Morguen Tool Company, LLC (*Marketing*) - \$4,500**

Contact: Jeremy and Andrea Hoover

The owners of this unique property plan to utilize this marketing grant to inform and spark interest in GAP Trail users in the lodging, dining and entertainment options found at the Morguen Tool Company. Their primary objective is to capture tourism dollars that are currently escaping Meyersdale and entering into Western Maryland. They hope to do so by utilizing rack placement of brochures, website development and signage visible from PA State Route 219.

### **33. Mountain Playhouse (*Capital*) - \$9,000**

Contact: Teresa Stoughton Marafino

A 2011 Mountain Playhouse brochure reads, "Share our dream, live professional theater." Dedicated to producing high quality musicals, comedies and dramas throughout the tri-state area, The Mountain Playhouse is Pennsylvania's oldest professional stock theater. Founded in 1939, the playhouse creates dazzling productions for theater lovers during the summer and fall seasons. The Mountain Playhouse will utilize this

capital grant to purchase new sound and lighting equipment, along with new panel and border curtains for its stage.

**34 & 35. Mountain River Salon and Spa, LLC** (*Marketing*) - **\$900**  
(*Capital*) - **\$4,500**

Contact: Shelly Walker and Jeffrey Walker

The Mountain River Salon and Spa, LLC, offers a unique experience to this area by combining the magic of Somerset County's natural beauty with care for a customers' personal beauty. The Salon and Spa allows for a variety of services, including massage therapy for individual guests and group services for occasions such as weddings. This marketing grant will enable the Mountain River Salon and Spa to create and post new signage which will raise awareness of their location and the services they offer. The capital grant will be used to expand its loft area above the main spa and add spray tanning, skin therapy, body raps and treatments and a relaxation lounge.

**36. Oakhurst Tea Room, Inc.** (*Marketing*) - **\$1,350**

Contact: James DePhillips

This marketing grant will be used to update and improve the Oakhurst Tea Room's website. Oakhurst was once a place where gentlemen would meet to have "tea" prior to the repeal of Prohibition. Today, the Oakhurst Tea Room serves an all you can eat Pennsylvania Dutch Style Smorgasbord to families and visitors. The grant will also be used to attract more weddings and business meetings that would be held at the Oakhurst Tea Room.

**37 & 38. Pennsylvania Maple Festival, Inc.** (*Capital*) - **\$4,500**  
(*Marketing*)-**\$6,300**

Contact: Shawn Buterbaugh

For 64 years, the Pennsylvania Maple Festival has been a leading event for the promotion of the Meyersdale's maple sugar industry. The festival is held in various buildings surrounding the historic Meyers Manor and has welcomed over 8,000 visitors during past events. This capital grant is intended for the purchase of three permanent storage buildings and two

steel gates. The marketing grant will expand the reach of the festival's marketing efforts throughout Pennsylvania, West Virginia, Virginia, Maryland and Ohio. A full-color brochure, newspaper and magazine advertisements, radio advertisements, will also be utilized to attract more visitors to the Maple Festival.

**39. The Progress Fund, (dba Trail Town Program) (Marketing) - \$11,070**

Contact: Marlee Gallagher

The Progress Fund, doing business as the Trail Town Program, functions as a community revitalization workforce that focuses on the economic development of the communities bordering the Great Allegheny Passage. Its objective is to aid the trail communities in meeting the needs of visitors to the area, primarily by making visits "easier, safer and more appealing." The organization will use this marketing grant to revamp their current marketing strategies. They will be publishing a 2013 brochure series and updating the spreads with more appealing, full-color designs within the TrailBook Community Pages.

**40. Quecreek Mine Rescue Foundation (Capital) - \$4,500**

Contact: William R. Arnold

After the heroic rescue of the 9 miners trapped at the Quecreek Mine in 2002, the inspirational story of these brave men and their rescuers is forever memorialized through the work of the Quecreek Mine Rescue Foundation. In July of 2012, the tenth anniversary of the rescue will occur, thus heralding a celebratory event at the memorial site. In an effort to complete renovations to the site's educational center, the Foundation will put the awarded capital grant towards installing lighting, carpeting and a sound system within the center and completing the painting of the building's interior. The completion of the project will help to create a respectable home for the actual rescue capsule and other artifacts from the events of 2002.

**41. River's Edge Café, Bed & Breakfast (Marketing) - \$1,800**

Contact: Anna Marie Yakubisin

The charming setting of the River's Edge Café, Bed & Breakfast, alongside the Youghiogheny River and adjacent to the Great Allegheny Passage provides an ideal destination for guests to Somerset County. River's Edge offers not only a delicious dining experience, but also overnight stays in the midst of a picturesque landscape. River's Edge will utilize this marketing grant to place ads in the TrailBook and on the website of the Great Allegheny Passage. Awareness of the Café and Bed & Breakfast will offer visitors to the area yet another enjoyable stop along the GAP.

**42 & 43. Rockwood Area Merchants Association** (*Capital*) - **\$4,700**  
(*Marketing*) - **\$4,500**

Contact: Julie Cramer

The Rockwood Area Merchants Association is a 501(c)(3) non-profit whose slogan is "Building a Future on a Proud Past." The association is dedicated to beautifying, preserving and promoting the economic revitalization of the Rockwood Area. A capital grant of \$12,955 was requested for a 20' X 15' full color 3-D street mural, excavation and expansion of the current planting area, curbing and concrete work and signage. The grant committee has designated this as a "challenge grant" sufficient to cover the cost of the mural. This capital grant will only be awarded to the merchants' association if the additional funds required to complete the project, approximately \$8,255, are provided by the borough or other sources prior to December 21, 2012. The marketing grant does not have the challenge provision. It is awarded to enable the association to attract visitors to the 2012 National Train Day Celebration in Rockwood which is the only such event of its kind in Western Pennsylvania. It is also intended to be used to promote Rockwood as a preferred destination within the Laurel Highlands for visitors and for cyclists using the Great Allegheny Passage.

**44. Rockwood Mill Shoppes & Opera House** (*Capital*) – **\$6,300**

Contact: Judy Pletcher

Rockwood Mill Shoppes & Opera House is a treasure trove of history, entertainment, antiques and shopping. Originally a thriving lumber and feed mill dating back to the 1800's, it featured an opera house on the second

floor that hosted traveling minstrel groups until approximately 1920. This capital grant will be used to defray the cost of painting the building and deck, a project having a total cost of \$19,350. This building is a favorite stop for bikers and hikers coming off the Great Allegheny Passage only three blocks away, as well as the county's visitors coming to Rockwood to experience the small town charm and the days of yore.

**45 & 46. Rockwood Trail House Inc. (*Capital*) - \$4,500**  
**(*Marketing*) - \$2,250**

Contact: Lynn and Debra Sanner

Rockwood Trail House Inc. offers guests to the Rockwood area a variety of services that include comfortable overnight lodging and reliable bike repair. With the two businesses located along the Great Allegheny Passage, the setting is ideal for attracting visitors from the bike trail, skiers at nearby Seven Springs and other tourists to Somerset's and the Laurel Highlands' numerous attractions. The capital grant will help to update the outside of the Bed & Breakfast lodging area. The entire structure will be refreshed with the installation of vinyl siding and vinyl trim which will greatly enhance the appearance and help to attract even more guests. The marketing grant will be used to expand the advertising campaign of the Trail House. A plan has been proposed incorporating ads that include the Laurel Highlands Visitors Bureau website, Travel Guide and the Great Allegheny Passage's TrailBook.

**47. Seven Springs Mountain Resort (*Marketing*) - \$22,500**

Contact: Alex Moser

Seven Springs Mountain Resort is the perfect four-season destination for visitors of all ages and interests. In 2011 Seven Springs hosted over one million overnight and day visitors who were attracted by its skiing, snowboarding, golf, sporting clay facilities and the luxurious Trillium Spa. The resort has been nationally recognized as the 2011-12 number one terrain park on the East Coast and the number four pipe in North America. It has hosted more than 1,000 meetings, conferences and banquets each year. This marketing grant will enable Seven Springs to continue attracting

visitors through an extensive multi-media marketing campaign in Ohio, Maryland, Virginia and Washington, DC.

**48. Sisters' Café (Marketing) - \$675**

Contact: Lisa A. Hall

Sisters' Café offers delicious dining 365 days a year, with home-style breakfast served throughout the day. Their location near the Great Allegheny Passage in the Confluence area makes the restaurant a great attraction for visitors. This marketing grant will enable the Café to share its delectable breakfast, lunch and dinner menu with a larger audience via advertisements in the TrailBook, various websites and through the Laurel Highlands Visitors Bureau. Signage placed at the Rockwood Mill Shoppes will also be utilized.

**49. Somerset Conservation District (Marketing) - \$2,700**

Contact: Len Lichvar

The Somerset Conservation District is an organization responsible for both conserving and enhancing the available natural resources of Somerset County. For example, the group oversees the protection and improvement of watersheds and the issuance of permits relative to erosion and sediment control. This marketing grant is awarded to the Somerset Conservation District to provide funding for the composition and publishing of a Somerset County Fly Fishing Guide. The Guide will attract a vaster audience of fly rod anglers and sportsmen to the area by highlighting and identifying the County's improved flowing and still water conditions.

**50. Somerset Country Club (Marketing) - \$1,800**

Contact: Bill Aldom

The Somerset Country Club represents not only a venue for recreational and social enjoyment, but also a united organization that supports various community services through their hosting of charitable events. In particular, the club provided support to the Flight 93 National Memorial last year and plans to continue doing so as the Memorial enters its second phase of construction. In order to offer monetary support, the club will hold its Second Annual Celebrity Golf Tournament, which will bring a large

audience of participants and spectators to the area. This marketing grant will help Somerset Country Club to advertise the event via the distribution of direct mail brochures, posters, signage and newspaper, radio and television press releases.

**51. Somerset County Chamber of Commerce (*Marketing*) - \$13,500**

Contact: Ron Aldom

The Chamber of Commerce is the primary agency that promotes the business community of Somerset County. Its over 750 business owners come from various sectors including agriculture, recreation, media, and retail, finance and health sectors. This marketing grant will provide for extended marketing initiatives that will include various brochures, an ad in the Laurel Highlands Travel Guide, website improvements and a Tourism/Quality of Life DVD for Somerset County.

**52. Somerset County Fair Association (*Marketing*) - \$3,150**

Contact: Shannon Brant

The Somerset County Fair Association has been awarded this marketing grant to launch a diversified marketing campaign. The Fair Association is responsible for all aspects of the annual Somerset County Fair held in Meyersdale. This year's marketing campaign will invite visitors and vendors from all around Somerset County and neighboring states to attend and participate in their agricultural show, full-scale carnival and other events. This advertising campaign will utilize the Internet, billboards, flyer distribution, radio spots and the Laurel Highlands Summer Coupon Book.

**53 & 54. Somerset County Farmers' Market, Inc. (*Marketing*) - \$6,300  
(*Capital*) - \$900**

Contact: Larry Cogan

The Somerset County Farmers' Market, Inc. provides an excellent venue for the produce of Pennsylvania farms to be sold. This organization also actively promotes educational and nutritional programs, as well as supports the Pennsylvania farm economy. The Farmers' Market will utilize this marketing grant for a marketing program that will utilize website and newspaper ads, a Facebook page, posters, brochures and reusable

shopping bags. The capital grant will be used to rent a portable toilet, related supplies and signage for the market.

**55. Somerset County League of the Pennsylvania Federation of Sportsman's Clubs (*Capital*) - \$1,800**

Contact: Donald K. Anderson

The Somerset County League of the Pennsylvania Federation of Sportsman's Clubs represents area sportsmen and area conservation groups that partake in the improvement of fish and wildlife habitats, youth education, hunting, fishing, boating and other area outdoor recreational activities. This capital grant will allow the group to aid some of its members and the community by purchasing aquaculture equipment. The aquaculture equipment will be utilized to raise trout that will eventually be released into public-fishing waters throughout the county.

**56. Somerset County Rails-to-Trails Association (*Capital*) - \$4,500**

Contact: Hank Parke

Somerset County Rails-to-Trails Association is a 501(c)(3) non-profit organization that provides necessary support to the upkeep and continuance of the Great Allegheny Passage in Somerset County. With this capital grant, the group plans to construct and place new signage at various locations along the trail. Signs announcing the trail entrance at the Deal and Garrett trailheads will aid guests and create a more enjoyable experience, while simultaneously promoting the recent improvements to the two areas.

**57. Somerset Inc. (*Marketing*) - \$9,000**

Contact: Stephanie P. Williams

Somerset Inc. is a 501 (c) (3) non-profit organization whose mission is community revitalization based on the National Main Street Program. In particular, the program is responsible for area promotional events and business recruitment. In an effort to increase the number of visitors to the area, Somerset Inc. plans to continue past events, such as the Fire & Ice Festival, and to implement new events, such as Kings of the Grill and Spring Stroll. This marketing grant will aid the organization in promoting

these events and others through the use of newspaper and website advertising, brochures, ads in the Laurel Highlands Visitors Bureau Travel Guide and the Somerset County Chamber of Commerce Fairs & Festivals Guide and listing on the Town Planner Calendar.

**58. Somerset Therapeutic Association for Riding (*Marketing*) - \$1,800**

Contact: Deborah Baceski

The Somerset Therapeutic Association for Riding offers a unique service that provides therapeutic horse-back riding to children and young adults with a variety of disabilities, including diagnosis on the autism spectrum and cerebral palsy. This organization also provides essential life-skill development. With the improvement of balance, learning and coordination, guests can begin to lead a more successful lifestyle. This marketing grant will allow the association to gain further exposure through the use of signage and newspaper advertisements.

**59. Spring Antique Show at Georgian Place, 10<sup>th</sup> Annual (*Marketing*) - \$2,700**

Contact: John Greiner

The annual Spring Antique Show at Georgian Place is visited by antique pros and amateurs alike. The 10<sup>th</sup> consecutive annual event that will be held this year will be hosted by C&J Collectibles dba Cottage Pine Antiques at Georgian Place. The Spring Antique Show has been awarded this marketing grant to continue to expand the reach of its advertising campaign with ads placed in editions of *Antique Week* and *Antique & Auction News* and also within the antique sections of the *Cleveland Plain Dealer*, the *Pittsburgh Post-Gazette* and the *Harrisburg Patriot News*.

**60 & 61. Stonycreek Quemahoning Initiative – (*Marketing*) - \$15,750  
(*Capital*) - \$4,500**

Contact: Michael Quinn

The Stonycreek Quemahoning Initiative, (SQI), a supporting organization of the Conemaugh Valley Conservancy, is the recipient of this marketing grant. Recently awarded the distinction, Pennsylvania River of the Year, the Stonycreek has made tremendous strides after once being a forlorn

body of water that could not support aquatic life because of the effects of mine acid drainage. Now it is not only a bastion of trout fishermen and women, it is a destination for those seeking the challenge and excitement of whitewater activities. A four-mile stretch of the Stonycreek boasts 15 rapids which is the longest set of continuous rapids in the United States. Enhanced by periodic releases of millions of gallons of water from Quemahoning Lake, the Stonycreek River is quickly becoming a favorite destination for whitewater enthusiasts from across the nation. This marketing grant will be utilized in conjunction with the marketing activities of the PA Environmental Council to attract visitors who are interested in outdoor recreation. It will also be used for various multi-media advertising campaigns and the creation of a DVD to expound the many attributes and attractions of the river and surrounding area.

The capital grant has been awarded to the Stonycreek Quemahoning Initiative to enable it to purchase nine inflatable kayaks and paddles that will be rented to visitors who want to experience the challenge of the river's whitewater rapids. The American Whitewatering Organization has rated the Stonycreek Canyon as one of the top whitewater destinations in the United States. That and other publicity and recognition, including its most recent distinction as Pennsylvania's River of the Year, will have a tremendous positive impact on visitor numbers in the Laurel Highlands. The availability of rental equipment will enable many more visitors to experience the excitement the river can provide as well as to serve as a source of income to help Stonycreek Quemahoning Initiative in the pursuit of its mission