

2012 Westmoreland County Tourism Grant Program
Recipients & Project Descriptions

1. Allegheny Trail Alliance (*Marketing*) - \$4,000

Accepting: Linda McKenna Boxx

This grant will be used to maintain the ATA website, as well as to reprint the yearly-updated trail map/brochure for the Great Allegheny Passage. Since 1996, ATA has been the coalition of trail organizations caring for the Great Allegheny Passage. Each year, the GAP welcomes cyclists and other visitors to explore this unique and scenic trail connecting Pittsburgh to Cumberland, MD, then onto Washington D.C. In 2011 the GAP hosted over 750,000 visitors. Ten miles of this beautiful trail are located in Westmoreland County.

2. Braddock Trail Chapter, National Society of DAR (*Marketing*) – \$1,000

Accepting: Debra Massafra

Established in 1943, the Braddock Trail Chapter, National Society of DAR has been dedicated to fostering good citizenship, honoring their ancestors, educating the youth and preserving their past for future generations. This non-profit organization located in Mt. Pleasant holds two events each year to spark community interest and involvement. This marketing grant will allow the Braddock Trail Chapter, NSDAR to print and distribute flyers for the Genealogical Library from April to October and for the Festival of Lights in November and December.

3. Bushy Run Battlefield Heritage Society, Inc. (*Marketing*) - \$5,000

Accepting: Bonnie Ramus

2013 marks the 250th anniversary of the Battle of Bushy Run, the only remaining site in the United States that displays the conflict known as Pontiac's War. Since 1980, the Bushy Run Battlefield Heritage Society, a non-profit volunteer organization, has provided the Laurel Highlands with a historical, educational and recreational treasure. Dedicated to preserving and restoring this historic battlefield, the Bushy Run Battlefield Heritage Society will utilize this marketing grant to implement a large-scale marketing and advertising campaign beginning in 2012 to attract visitors for the 250th Anniversary and related festivities next year.

4. Campbell House B&B & Efficiency Motel (*Marketing*) - \$2,600

Accepting: Patti Campbell

Located in Ligonier, the Campbell House B&B and Efficiency Motel has been serving guests for over 18 years. The B&B and efficiency motel offer an adult getaway with overnight lodging year-round. The Campbell House welcomes overnight guests for anniversaries, wedding nights, birthdays, elopements, reunions and other celebrations or just a relaxing vacation. The Campbell House will use this grant to finance its marketing initiatives, which include online ads, in the hopes of attracting more visitors to the Laurel Highlands.

5. Chef Dato's Table (Marketing) - \$1,500

Accepting: Kara Kurz

This locally owned and operated restaurant provides guests with fresh, local food and specializes in various International cuisines with a variety of ethnic specials daily. The authentic German-style Biergarten patio added to Chef Dato's Table in the summer of 2011 has provided visitors and locals with the only German Biergarten in Westmoreland County. This grant will be used for an LHVB membership and to purchase spotlight ads on the LHVB website.

6. Christian Family & Children's Center (Marketing) - \$2,500

Accepting: Barbara A. Skinner

The Christian Family & Children's Center, a non-profit 501 (c)(3) Christian organization located in Donegal, has been offering Christian-based programs in Westmoreland County for 30 years. Their various programs include Champion Christian School, Christian Counseling Services, adult continuing education seminars and summer camps. Every July, the Center welcomes visitors of all ages and religious denominations to their outdoor contemporary Christian music festival, *Alloutpraise!* This grant will provide the Christian Family & Children's Center the opportunity to advertise the music festival throughout Pennsylvania, West Virginia and Ohio.

7. City of Greensburg, SummerSounds Committee (Marketing) - \$10,000

Accepting: Gene James

The SummerSounds Committee strives to produce a concert series that both compliments and enhances the cultural, social and economic health of Westmoreland County, while also providing an inviting, family-friendly event for visitors. In the past, SummerSounds Concerts have brought nationally known performers to Westmoreland County. This grant will be used to advertise the 2012 calendar of events and performers via radio/TV, newspaper, billboards and direct mail.

8. Conemaugh Valley Conservancy – Stonycreek (Marketing) - \$6,000

Accepting: Dave Hurst

This grant will assist the Conemaugh Valley Conservancy in developing a visitor-oriented website that will depict the trails in Westmoreland County as part of a more expansive regional trail system in order to attract more outdoor enthusiasts to Westmoreland County. In 2011, the Rails to Trails Conservancy Greenway Bike Sojourn was so successful in bringing numerous visitors to the region, The Trails Operations Group (TOG) was formed to advocate and market the trails.

9. Critter Country Animal Farm (Marketing) - \$1,500

Accepting: Laurie and Rob Salvio

The Critter Country Animal Farm allows visitors to enjoy and interact with rescued and exotic animals on their 20+ acre site just outside of Smithton. With over 200 animals, Critter Country continues to expand its facility and promote a natural animal habitat. Visitors have the opportunity to walk, interact and feed different animals, including

reindeer, zebra, ostriches, kangaroos, camels, leopards and wolves just to name a few. This grant will be used for a marketing campaign that includes newspaper, magazine and road-side advertising, as well as printed brochures.

10. D & A Operations, LLC dba The Trailside (Marketing) - \$1,500

Accepting: Rod Darby

The Trailside, established in 2006, began as a six-employee convenience store. Today, it is a popular convenience store, restaurant and pub with 25 employees catering to the West Newton community, as well as visitors of the Great Allegheny Passage. This marketing grant will help fund print, web and social media ads for the Trailside, a family-friendly pub.

11. Days Inn Donegal (Marketing) - \$5,000

Accepting: Lisa Spitzer

This grant will help the Days Inn Donegal expand its marketing efforts that include online advertisements, group travel and consumer marketing. Days Inn Donegal is conveniently located just off Exit 91 of the PA Turnpike and serves business travelers, families, skiers and outdoor enthusiasts. More like a mini-resort than a turnpike lodging property, Days Inn offers guests beautiful guest rooms, free hot & cold breakfasts, an outdoor recreation area, a large game room, fitness rooms, an outdoor pool and a snack bar.

12. Derry Railroad Days Committee, Inc. (Capital) - \$400

Accepting: Russ McKlveen

This grant will be utilized to install a remote electrical panel for vendors to use during the festivities. The Derry Railroad Days is a 3-day event held in late September and includes live entertainment, a morning parade and over 50 food, craft and international booths. There will also be hay rides and children's train rides for the visitors.

13. Derry Township Agricultural Fair (Marketing) - \$5,000

Accepting: April Rob

In its 25th year, the Derry Township Agricultural Fair has been providing Westmoreland County and visitors from outside of the area with a week-long fair each year in July. This community function aims to please visitors of all ages with events including horse shows, tractor pulls and quad rodeos. This grant will be used to promote this popular Westmoreland County Special Event.

14. Downtown West Newton, Inc. (DWNI) (Marketing) - \$2,000

Accepting: Benjamin A. Markle

Downtown West Newton, Inc. is a non-profit organization dedicated to preserving downtown West Newton's charm, while stabilizing the economy, enhancing assets and encouraging development. This grant will be used to promote downtown West Newton businesses, events, amenities and tourism opportunities in the Great Allegheny

Passage TrailBook, the most comprehensive single source of information regarding the quaint, visitor-friendly towns that sit along the Great Allegheny Passage.

15. Escape to Donegal (*Marketing*) - \$5,000

Accepting: Joy Brady

Brady's Restaurant, Country Pie Shoppe, Old General Store, Donegal Highlands Golf Course and Holiday Inn Express and Suites have joined forces to create "Escape to Donegal", a marketing campaign seeking to promote Donegal as the gateway to the Laurel Highlands. These five businesses will jointly advertise together to show travelers Donegal is the ideal spot to stay, play, dine and shop. This grant will fund the group's internet advertising plans including a website, Facebook and e-mail marketing, print advertisements and brochures.

16. Family Festivals Association, Inc. (*Marketing*) - \$10,000

Accepting: Deborah and David Stoner

For 20 years, the Family Festivals Association, Inc. has owned, managed and promoted high quality arts and crafts festivals throughout Westmoreland County. The nationally recognized Pennsylvania Arts and Crafts Colonial Festival has welcomed over 30,000 guests in the past. To ensure similar success this year, the Family Festivals Association, Inc. will use this grant to carry out a television advertising campaign on KDKA TV 2. KDKA reaches residents in Western Pennsylvania, Eastern Ohio and Northern West Virginia.

17. Festa Italiana di Vandergrift (*Marketing*) - \$5,000

Accepting: Brian Putignano

Festa Italiana di Vandergrift is a festival that celebrates Italian/American heritage. The organization aims to show visitors the struggles Italian immigrants faced upon arriving in this country. Each year, live performances by great Italian celebrities have brought visitors to Westmoreland County to enjoy and participate in the weekend's activities. This grant will help fund billboard, newspaper, TV and radio advertisements to publicize the festival.

18. Fort Ligonier (*Marketing*) - \$15,000

Accepting: Annie Urban

The mission of Fort Ligonier, a non-profit organization, is to collect, preserve, research, exhibit, interpret and advocate the rich history and culture of the 1758-1766 British-American fort and settlement. The museum and restored fort offer endless educational opportunities, as well as an appreciation and awareness of this critical and decisive period in our eighteenth century history. This grant will be used to increase awareness of Fort Ligonier via television, print, direct mail and social media outlets.

19. Fort Ligonier Days, Inc. (Marketing) - \$14,200

Accepting: Bill Stablein

In 2010, Fort Ligonier Days was designated as one of the “TOP 100 EVENTS IN NORTH AMERICA” by the American Bus Association. In its 53rd year, Fort Ligonier Days commemorates the French and Indian War Battle of Fort Ligonier. Fort Ligonier Days serves as a destination for visitors who enjoy the history, craft and food booths, huge parade and excellent entertainment this fall festival offers. With increased attendance year-after-year, recent attendance figures have been estimated to be in excess of 75,000 visitors. This grant will be used to target travelers within a 3-4 hour drive of Ligonier, including Cleveland, Ohio and Baltimore, Maryland areas utilizing various marketing media.

20. Greater Monessen Historical Society (Marketing) - \$5,000

Accepting: Daniel Zyglowicz and Vito Beneccio

The Greater Monessen Historical Society owns and operates the Monessen Heritage Museum which is in its eighth season of operation. The second floor of the museum has been renovated into an ethnic and local history library, including a gallery for photos and an archive area. The GMHS has two exhibits per year and various presentations to compliment the permanent exhibits. This grant will be used to design, print and distribute brochures and booklets, as well as for webpage maintenance and upgrades in order to attract visitors to the museum.

21. Historic Log Cabin Inn (Marketing) - \$1,908

Accepting: Judy Trabbold

The Historic Log Cabin Inn in Donegal, built around 1750, is the oldest authentic log cabin in the Laurel Highlands region. The structure has undergone a serious renovation to preserve its mantra as a unique lodging property and romantic getaway along a Heritage Route. The Inn offers guests a place where they can “experience the ambiance of centuries past” in the cozy seclusion of a bygone era. This grant will enable the Historic Log Cabin Inn to develop and distribute brochures that will depict its unique attributes.

22. Historic Scottdale (Marketing) - \$5,000

Accepting: Kristen Tunney

In the 1900's, there were more millionaires per capita in Scottdale than any other city in the United States. Today, visitors can still see the influence this wealth has left on the town, with beautiful historic homes and buildings. Historic Scottdale, comprised of a group of 8 newly formed businesses and organizations in Scottdale, aims to promote the rich history and architecture of this Westmoreland County gem to potential visitors and travelers. Historic Scottdale will utilize this grant by creating a marketing campaign, focusing on brochures, online and social media advertising.

23. Holiday Inn Express and Suites – Donegal (Marketing) - \$1,500

Accepting: Nicole Lytle and Jessica Yurko

This grant will aid the Holiday Inn Express and Suites in Donegal in the creation of ads for coupon books and brochures. Being a new property, the Holiday Inn Express and Suites aims to attract travelers especially those using the PA Turnpike. With over 73 guest rooms, including 15 Jacuzzi suites and 15 ADA rooms, this hotel aims to satisfy every guests needs. An indoor pool and whirlpool, complimentary hot breakfast, business center, fitness center and meeting rooms are also available with mini fridges, microwaves and flat screen TV's in every room.

24. and 25. Idlewild & SoakZone (Marketing) - \$23,500

(Capital) - \$5,000 Accepting: Brandon Leonatti & Ed Saxton

Idlewild & SoakZone has been voted “The Best Kids Park in the World” two years in a row by *Amusement Today* magazine. This grant will be utilized to fund a marketing initiative focused on the Northeastern Ohio region. In its 134th season, this family theme park/entertainment facility has been attracting approximately 500,000 to 600,000 visitors each season to the Laurel Highlands, the majority of which live outside of Westmoreland County. This year, Idlewild will feature brand new in-park entertainment which includes *Thomas and Friends – Full Steam Ahead – Live*.

The capital grant will help defray the cost of upgrading the park's sound and audio equipment serving the park and pavilions. With this equipment, Idlewild hopes that the upgraded sound equipment will help their new family themed event, “Idlewild’s Oktoberfest” to be a tremendous success.

26. Latrobe Area Chamber of Commerce (Marketing) - \$8,000

Accepting: Andy Stofan

The Latrobe Area Chamber of Commerce is a service organization dedicated to the economic development and well-being of the eastern Westmoreland County communities of Derry, New Alexandria and Youngstown Boroughs and Latrobe, Unity & Derry Townships. Each year, the Pittsburgh Steelers summer training camp is held at Saint Vincent College, attracting tens of thousands of Steelers fans and sports enthusiasts alike to the Laurel Highlands region for day trips and overnight visits. This grant will help the Latrobe Chamber of Commerce purchase print ads in Pittsburgh and suburban newspapers and magazines to attract visitors to the training camp and patronize businesses in the Latrobe area.

27. Latrobe Art Center (Marketing) - \$1,500

Accepting: Gabrielle Nastuck

The mission of the Latrobe Art Center, celebrating its 10th anniversary in June, is to foster creativity and encourage, explore, present and appreciate art in all its forms. Situated in the heart of downtown Latrobe, the center is known for its educational programs, community involvement, quality artwork and unique café. In the past, The Artists’ Workshops have attracted numerous art enthusiasts by bringing nationally known artists to our region to teach three-to-five day workshops. The Latrobe Art

Center will use this grant in a marketing program that will showcase The Artists' Workshops to a broader audience.

28. Latshaw Productions & Marketing, Inc. (*Marketing*) - \$15,000

Accepting: Gary Latshaw and Cindy Troy

Latshaw Productions & Marketing, Inc. has brought tens of thousands of tourists into Westmoreland County with their tour packages in the past. The "center piece" of their tour packages has always been the concert events held at the Palace Theatre. Geared toward a more mature audience, Latshaw has already secured Dionne Warwick, Jefferson Starship and Paul Revere and the Raiders for its 2012 events. This marketing grant will help Latshaw Productions & Marketing Inc. in its pursuit of a multi-media marketing initiative to attract group tours to the Palace Theatre in Greensburg.

29. Laurel Highlands Heritage Festival Marketing Cooperative (*Marketing*) - \$5,000

Accepting: Dave Hurst

The Ligonier Highland Games and the Stahlstown Flax Scutching Festival take place in Westmoreland County and make up two of the four small, historically themed festivals featured by the Laurel Highlands Heritage Festivals Marketing Cooperative. This grant will be used to purchase television advertising in the Altoona/Johnstown market, as well as outdoor advertising in the Pittsburgh market. Website hosting and poster printing will also be funded.

30. Laurel Summit Nordic Ski Patrol (*Capital*) - \$2,900

Accepting: Cheryl Musa

The Laurel Summit Nordic Ski Patrol has served outdoor enthusiasts in Westmoreland and Somerset Counties for over 30 years. Since 1983, a volunteer staff has built, maintained and stocked a Patrol Hut and Medical Room. This grant will be used to purchase, upgrade and replace their essential medical and search and rescue equipment.

31. Laurelville Mennonite Church Center (*Marketing*) - \$336

Accepting: Brian Paff

Founded in 1943 by a small group of Mennonites from Scottdale, Laurelville Mennonite Church Center is a non-profit camp, conference and retreat center. The center holds events for a variety of groups, including church retreats, family reunions, school groups, business retreats, scout troops, weddings, etc. A weekly news-style video podcast to highlight upcoming events will be created using this grant.

32. Ligonier Camp and Conference Center (*Capital*) - \$5,000

Accepting: Patrick Myers

The Ligonier Camp and Conference Center, is a non-profit organization and one of the oldest operating Christian camps in the United States. Established in 1914 by the First Presbyterian Church of Pittsburgh, LCCC aims to provide visitors with reflective and

recreational opportunities, on their 546 acres of forest, fields, hills and creeks. There are over 40 acres of lawns, 46 buildings, a swimming pool and six athletic courts for campers and their families. This grant will be used to renovate an old tennis court into a multipurpose sports court for basketball, volleyball, tennis and the like.

33. Ligonier Country Inn (*Marketing*) - \$5,000

Accepting: Megan Vargo, or Maggie Nied

The Ligonier Country Inn is a bed and breakfast, restaurant, lounge and banquet facility combined. The Inn strives to accommodate guests year-round, with a country chic theme to make visitors feel cozy and right at home. This grant will be utilized to develop a new website, create new brochures and upgrade wedding promotional packets for distribution at bridal shows.

34. Ligonier Valley Beach (*Capital*) (Challenge Grant) - \$4,500

Accepting: Steve Kozar

Ligonier Beach is the largest privately owned public swimming pool in Pennsylvania and is one of the few original Lincoln Highway roadside attractions still in operation. Its crystal clear, refreshing water and comfortable restaurant and lounge attract hundreds, even thousands of swimmers from near and far each summer. Since the Lincoln Highway will celebrate its 100 year anniversary in 2013, Ligonier Valley Beach will use this grant to restore its original highway sign in conjunction with the Lincoln Highway's anniversary.

This is a "challenge grant" which means that the grant will not be paid to Ligonier Valley Beach until proof of the availability of the additional funds required to complete the sign-restoration project is furnished. Such proof must be furnished not later than June 30, 2012.

35. Ligonier Valley Chamber of Commerce (*Marketing*) - \$10,000

Accepting: Holly Mowrey

This grant will fund various multimedia marketing efforts, including online advertising, brochures, and advertising in the LHVB Travel Guide and newspapers to attract visitors to the Ligonier Valley as a tourist destination. The mission of the Ligonier Valley Chamber of Commerce is to advance and promote the civic, commercial, recreational, historical, environmental and general interests of the Ligonier Valley. Tourism is a vital industry in the Ligonier area, and the Ligonier Valley Chamber of Commerce is responsible for many of the events that bring visitors in, including Ice Fest, Antiques on the Diamond, Summer in Ligonier, etc.

36. Ligonier Valley Historical Society (*Marketing*) - \$5,000

Accepting: Tina A. Yandrick

Owned and operated by the Ligonier Valley Historical Society, the Compass Inn Museum, a restored 1799 stagecoach stop, is the LVHS largest project. This year will mark the 40th anniversary since the Compass Inn opened as a museum. The LVHS will

use this grant to increase visitor awareness of the Museum by using the LHVB Travel Guide and brochures. They will also use the grant to update their website.

37. Lincoln Highway Heritage Corridor for Laurel Highlands Trout Trail Project (*Marketing*) - \$1,379

Accepting: Marlene Reckling Murty

The Lincoln Highway Heritage Corridor is the lead coordinator for a group of partners working together on a regional tourism initiative within the Laurel Highlands Conservation Landscape area entitled the Laurel Highlands Trout Trail Project. This project will give visitors an opportunity to experience fly fishing in the Laurel Highlands region. Pennsylvania has more miles of trout streams than any other state except Alaska, and a number of those streams are right in Westmoreland County. This grant will be used to purchase ads in Mid-Atlantic Fly Fishing Guide and printing brochures and posters to advertise the event.

38. Lincoln Highway Heritage Corridor (*Marketing*) - \$15,000

Accepting: Olga A. Herbert

The LHHC is a non-profit organization dedicated to identifying, conserving, promoting and interpreting the cultural, historical, natural, recreational and economic resources along the historic Lincoln Highway in Pennsylvania. The historic Johnston House was recently purchased by the LHHC to serve as its headquarters and home of the Lincoln Highway Experience. This grant will be utilized to produce a 15 minute video of the Lincoln Highway Experience Museum, to establish Lincoln Highway's own YouTube Channel and to further enhance its website.

39. Living Treasures Animal Park (*Marketing*) - \$9,500

Accepting: Thomas Guiher

Living Treasures Animal Park is a unique walkthrough zoological park that is frequented by over 50,000 visitors year after year. The animal park shares a convenient location with the Log Cabin Lodge and Suites, and the two entities work together to bring visitors to this site in Donegal. This grant will help create and purchase 50 junior billboards in and around nine counties.

40. Love Receptive Services (*Marketing*) - \$3,000

Accepting: Carol Love

As a receptive tour operator, Love Receptive Services promotes the Laurel Highlands region to the tourism community, including motor coach companies, tour companies, groups and clubs within a 300 mile radius of the Laurel Highlands. This grant will be used to attend tourism shows in order to attract visitors to the Laurel Highlands. Booklets will also be created and distributed at shows and via mail.

41. McCali Manor, LLC (*Marketing*) - \$8,500

Accepting: Jane Altman

Located in Mt. Pleasant's town square, McCali Manor is a newly renovated social hall dedicated to attracting and serving out-of-the-area residents, as well as locals. The hall can seat up to 250 people for events including birthdays, weddings, business meetings, etc. Its casual fine dining and bar are a local favorite. In its first year of operation, McCali Manor has been extremely successful. Hopefully this grant will add to its success through internet and radio advertisements, brochures and signage.

42. Mount Pleasant Area Historical Society (*Marketing*) - \$3,000

Accepting: Richard Snyder

Founded in 1995, the Mount Pleasant Area Historical Society was created to preserve and promote the heritage and culture of Mount Pleasant and the surrounding area. This organization brings history to people, and people to Mount Pleasant, through events such as holiday house tours, a history speaker's series and the annual Ethnic and Glass Festival. Mount Pleasant sits at the juncture of four historical trails: Glades Path, the Catawba Trail, the modern Coal & Coke trail, and Braddock's Road, all of which intersect with one another. The funds provided by this grant will be used to create, print and distribute a brochure that will provide a guide to the trails and help to attract visitors to the area. An electronic brochure/guide and a QR code for smart phones will also be created.

43. Mount Pleasant Glass & Ethnic Festival (*Marketing*) - \$7,000

Accepting: Jeffrey Landy & Mayor Jerry Lucia

The Mount Pleasant Glass & Ethnic Festival is the only festival in Pennsylvania showcasing the glass industry and its history and heritage in Westmoreland County. In its 26th year of operation, the Glass & Ethnic Festival has become a prominent tourist attraction in the Laurel Highlands region. This marketing grant will be used to increase brochure production, signage, newspaper advertising and TV and radio ads publicizing the festival that usually attracts more than 50,000 participants each year.

44. Mountain Laurel Chamber of Commerce (*Marketing*) - \$3,000

Accepting: Kris Enberg

The Mountain Laurel Chamber of Commerce has been serving the business community of the Laurel Highlands for 13 years. This grant will be used to lease a billboard located east-bound on the PA Turnpike before Exit 91- Donegal for a 12-month period. The billboard will identify Donegal as the "Gateway to the Laurel Highlands", in an effort to promote the region as a tourist destination.

45. Overly's Country Christmas (*Marketing*) - \$4,060

Accepting: Stephanie Tomasic

As a non-profit organization, Overly's Country Christmas is dedicated to creating holiday memories and traditions for our community, and for the hundreds of thousands of visitors who experience its wonderland of lights each year. This organization aids

troubled youth, children and families at-risk in Westmoreland, Fayette, Somerset and Allegheny counties. Overly's Country Christmas, Inc. will use this marketing grant to purchase billboards and electronic advertising, including Google Ad-words and Facebook in order to encourage travelers to visit Overly's for some Christmas joy and holiday spirit.

46. The Progress Fund - Trail Town Program (*Marketing*) - \$4,100

Accepting: William Prince

The Trail Town Program is an economic development and community revitalization initiative working throughout the communities that border the Great Allegheny Passage. Its mission is to increase the economic potential of the trail, while also ensuring that bordering towns and businesses have the resources to meet the needs of trail visitors. This grant will help fund the design and printing of Trail Town brochures, as well as creating and upgrading a four page spread in the TrailBook Community pages.

47. Ramada Ligonier (*Marketing*) - \$9,000

Accepting: Deborah Fox

Located in the center of historic Ligonier, the Ramada Ligonier is a family owned and operated hotel. This 72 unit, full service hotel offers an array of amenities including comfortable guestrooms and deluxe family suites, "The Bistro" restaurant and bar, private banquet and meeting rooms, an outdoor heated pool and fitness room. This grant will assist the Ramada Ligonier with their marketing efforts which include online, group and consumer marketing.

48. Saint Vincent College Summer Theatre (*Marketing*) - \$2,410

Accepting: Colleen Reilly

The Saint Vincent College Summer Theatre is a professional theatre located on the Saint Vincent College campus. The Theatre performs 3 to 4 shows during the summer, presenting a mixture of comedies, dramas, musicals and family shows, all performed by local actors. In late July and early August, the SVC Summer Theatre will stage *The Chief*, a one-man show about the life of Pittsburgh Steelers founder Art Rooney. This grant will be used to produce online videos marketing *The Chief* to Steelers fans who will be coming to visit the Steelers Training Camp, encouraging them to plan an overnight stay in the Latrobe area and enjoy an evening production after watching the Steelers practice.

49. SpringHill Suites by Marriott Latrobe (*Marketing*) - \$5,000

Accepting: Tiffany Price

Springhill Suites by Marriott in Latrobe is the newest lodging property in the county with plans to be open in time to greet the Steelers Nation. Not only will it offer the first class service one expects while staying at a Marriott hotel, guests will also be treated with a one-of-a-kind, legendary Arnold Palmer experience. The lobby includes Mr. Palmer's memorabilia, including a Master's Cup trophy and the meeting room displays personal letters from numerous former Presidents to the famous golf legend. This marketing

grant will be used to create a strong online presence to attract visitors to the Laurel Highlands.

50. University of Pittsburgh at Greensburg (*Marketing*) - \$2,500

Accepting: Courtney DeCarlucci

With its motto “Discover yourself... discover your world”, The University of Pittsburgh at Greensburg aims to provide students with the skills to establish themselves in a career as well as with a foundation for life-long learning they will need in order to thrive in the modern world. Pitt-Greensburg is a liberal arts college offering the resources of a world-class university in a small-college setting. As part of UPG's 50th Anniversary Celebration and events in April 2013, Pitt-Greensburg will present *Eleanor: an American Love Story* at the historic Palace Theatre. This grant will help the university market the event to individuals outside of Westmoreland County.

51. West Overton Museums (*Capital*) - \$10,000

Accepting: Kelly Linn

This grant will be used to repair and upgrade the Distillery at West Overton, including leveling floors and installing a restroom. They plan to repair exhibit space and purchase new lighting with the hope that the revamped space will provide a gripping interpretation of its heritage and to become a destination for visitors. West Overton Village has over a dozen structures today, all dating from early to mid-1800s, including the five and a half story West Overton Distillery, dating to 1859.

52. Westmoreland Agricultural Fair & Recreation Association (*Marketing*) - \$10,000

Accepting: Michelle Long & Leanna Landy

The Westmoreland Agricultural Fair & Recreation Association produces the annual Westmoreland Fair, showcasing Pennsylvania's number one industry, agriculture. This event brings visitors in from the tri-state area and throughout the east coast to enjoy entertainment, concerts, a car show, carnival rides and family fun. This grant will be used to market the fair to attract visitors from outside of Westmoreland County.

53. Westmoreland Arts & Heritage Festival (*Marketing*) - \$15,000

Accepting: Adam J. Shaffer

From July 5 to July 8, Twin Lakes Park will once again host the annual Westmoreland Arts & Heritage Festival. This event offers free admission and entertainment, as well as an Artists' Market with over 180 artists and the Westmoreland Art Nationals juried art show. This year, the festival will also host a mini-comic convention, artists who have worked on Marvel and DC characters will be demonstrating their craft for visitors. This grant will be used to fund an extensive marketing campaign to attract visitors from near and far.

54. Westmoreland County Community College (*Marketing*) - \$5,000

Accepting: Anna Peagler

This grant will be used to print and distribute brochures citing the college as a meeting destination for non-profit organizations, businesses, education associations, government and religious groups. WCCC not only provides education to students from all parts of Westmoreland County, but it also serves as a local venue perfect for meetings, events, conferences and educational training. The college offers a full-time on-site catering department, and they also partner with local hotels for overnight accommodations.

55. Westmoreland County Historical Society (*Marketing*) - \$8,000

Accepting: Lisa C. Hays

Since 1969 The Westmoreland County Historical Society, in conjunction with Westmoreland Parks and Recreation, has administered Historic Hanna's Town. Founded in 1773, Hanna's Town served as the first seat of county government and the first English court west of the Allegheny Mountains. Today, the Society offers guided tours and educational programs related to life on the colonial frontier and Hanna's Town's historical signification. This grant will be used to promote Historic Hanna's Town's Antique & Collectibles Market via commercials aired during Antiques Roadshow on WQED and print advertisements in Pittsburgh newspapers.

56. Westmoreland Cultural Trust/The Palace Theatre (*Marketing*) - \$25,000

Accepting: Teresa Baughman

This grant will be used to fund newspaper and magazine advertisements, as well as internet banner and billboard advertisements for events hosted at the Palace Theatre in downtown Greensburg. The Westmoreland Cultural Trust's primary goal is to stimulate cultural and economic development in the Westmoreland County region. The Palace Theatre is the perfect venue for a spectacular variety of shows and productions including nationally-known celebrities, concerts, comedy acts, sophisticated theatre, dance and family entertainment.

57. Westmoreland Museum of American Art (*Marketing*) - \$16,000

Accepting: Judy Ross and Amy Baldonieri

Serving Westmoreland County for over 50 years, the Westmoreland Museum of American Art offers visitors a unique American art collection-- one of only three in the state dedicated to American art. Their traveling collections also make the museum one of the primary cultural attractions in the county. This grant will help design and purchase outdoor, newspaper and online advertising to attract visitors to this Westmoreland County treasure.

58. Westmoreland Symphony Orchestra (*Marketing*) - \$6,000

Accepting: Morrie Brand

The Westmoreland Symphony Orchestra, in its 44th season, is a cultural organization based in Greensburg, PA. The organization supports the well-being of this region

through its quality concert series held at the Palace Theatre, as well as the educational programming through its Academy of Music. The WSO will use this grant to reach public radio listeners in the Pittsburgh area and attract them to their performances.

59. Westmoreland Yough Trail Chapter (*Capital*) - \$1,200

Accepting: Leslie Pierce

The Westmoreland Yough Trail Chapter is an all-volunteer group of the Regional Trail Corporation who manages and maintains hiking and biking trails in Southwestern PA. They also provide maintenance for the 11 miles of the trail in Westmoreland County. This grant will enable the Yough Trail Chapter to purchase a handicap accessible Port-a-john for the Smithton access area of the Greater Allegheny Passage.

60. Youngwood Historical & Railroad Association, Inc. (*Capital*) -

\$5,000 Accepting: Ray Alincic and Earl Luzadder

This non-profit organization maintains and preserves the history of our region by providing education regarding the role of the early railroads in the growth of this area's frontier towns and the distribution of coal and coke to the local steel mills. The Museum is home to artifacts, pictures, journals and literature of the early railroad days. This grant will be used to offset the cost of cleaning and sealing the exterior brick and stone of the museum building, replacing the decking around the building and the roof on a storage trailer adjacent to the museum.