



## 2016 Somerset County Tourism Grant Award

### Recipients and Project Descriptions

- 1. Benscreek Canoe Club, \$5,730 marketing grant** – Accepted by: Craig Rosage

The canoe club will use their marketing grant to attract whitewater boaters to the Stonycreek River for the Annual Rendezvous and dam release weekends. They will advertise in media outlets that target the national whitewater boating community such as *Canoe and Kayak* magazine, *American Whitewater* magazine and on the Boater Talk web site.
- 2. Chickentown Gas and Steam Association, \$875 marketing grant** – Accepted: Harold Wahl

The Chickentown Gas and Steam Association is dedicated to the preservation of the county's steam traction engines, gas engines, wagons, and other nostalgic items. This marketing grant will be used to promote their annual Memorial Day show through print advertisements and radio ads on WQZS.
- 3. Comfort Inn of Somerset, \$3,670 marketing grant** – Accepted by: Martha Zeigler

The Comfort Inn will use this marketing grant to promote their golf packages with both Somerset Country Club and Indian Lake Golf Course. They plan to target golfers in the Youngstown, Ohio, and Harrisburg markets through print, radio and online ads. These golfers also support the county's tourism industry by shopping and dining in local establishments.

4. **Confluence Cyclery, \$746 marketing grant** – Accepted by: Brad Smith  
A full-service bike shop, Confluence Cyclery will use this marketing grant for advertising on the *GAPtrail.org* website and the *Trailbook*. Both of these media outlets have a national reach and will increase the flow of cyclists to the Great Allegheny Passage and Confluence, which will generate overnight stays and help grow the county's economy.
  
5. **Confluence Tourism Association, \$315 marketing grant** – Accepted by: Donna Graham  
The association will utilize this marketing grant to promote Confluence's lodging, dining and recreation venues and special events. They plan to advertise in the Potomac Pedalers Bicycle Club's *Pedal Patter* newsletter and participate in the Laurel Highlands Visitors Bureau Consumer Show program.
  
6. **Faranda Farm, \$4,725 marketing grant** – Accepted by: Mary & Philip Faranda  
A 50-acre farm specializing in agritourism events, Faranda Farm has been awarded this marketing grant to promote the annual Garlic Festival. Faranda Farm will partner with select bed and breakfasts to offer a weekend lodging package and Rockwood Mills Shoppes and Opera House to offer a musical cabaret about garlic. Marketing and advertising will be enhanced through a multi-media advertising campaign and the Laurel Highlands Visitors Bureau marketing initiatives.
  
7. **Friends for the Yough Lake, \$293.55 marketing grant** – Accepted by: Donna Graham  
The Friends of Yough Lake will develop a new brochure to promote recreational opportunities such as fishing, hiking, boating, swimming and biking on the lake, which will be distributed at the Pittsburgh Boat Show, Addison Chain Saw Carving Festival and numerous businesses in Allegheny, Fayette and Somerset counties.

8. **Friends of Flight 93, \$11,250 marketing grant** – Accepted by: Henry Scully

The Friends of Flight 93 is the official non-profit supporting partner who collaborates with the National Park Service to tell the heroic story of Flight 93. In 2015, the memorial opened the new visitor and learning centers, completed the walkway and wetlands bridge, all of which contributed to a 20 percent increase in visitors. The group has been awarded this marketing grant for print and digital marketing and online advertisements targeting the Pittsburgh region, surrounding counties, eastern Pennsylvania and contiguous states. In addition to targeting the group market through attendance at the Heartland Travel Showcase in 2017.

9. **Great Allegheny Passage/Allegheny Trail Alliance, \$8,044 marketing grant** – Accepted by: Linda Boxx

The Allegheny Trail Alliance is the coalition of trail organizations who have built, manage, and maintain the Great Allegheny Passage. More than 1 million trail enthusiasts visited the GAP in 2015. The ATA, in partnership with Somerset County Rails to Trails Association, has been awarded this marketing grant for website and GAP app upgrade and maintenance, production and distribution of maps and brochures, and participation in LHVB marketing initiatives.

10. **Hanna House Bed and Breakfast, \$600 marketing grant** – Accepted by: Frances Thompson

A historic farmhouse built in the 19<sup>th</sup> century, the Hanna House is a six-bedroom bed and breakfast located a half mile from the Great Allegheny Passage. A popular destination for cyclists, the Hanna House's grant will be used to advertise lodging opportunities in the GAP *Trailbook*.

**11. Haunted Hayloft, \$7,500 marketing grant** – Accepted by: Betty Lou Svonavec

Inspired by Somerset County lore, this haunted attraction recently relocated to better accommodate visitors. The Haunted Hayloft will use this marketing grant to promote haunt season through an extensive billboard campaign within several areas including Pittsburgh, Altoona and Johnstown.

**12. Hostel on Main, \$3,487 marketing grant** – Accepted by: Judy Pletcher

Near the Rockwood access point of the Great Allegheny Passage and within close, The Hostel on Main offers bikers, hikers and skiers comfortable accommodations. The Hostel is receiving a marketing grant to be used toward online advertisements, email marketing and social media campaigns, and participation in Laurel Highlands Visitors Bureau marketing opportunities including consumer shows, website ads and brochure distribution.

**13. Husky Haven Campground, \$765 marketing grant** – Accepted by: Jean Atchison

Located along the Great Allegheny Passage in Rockwood, Husky Haven Campground is a popular tenting-only campground for Great Allegheny Passage trail users, vendors and guests who attend the Mother Earth News Fair at Seven Springs Mountain Resort. Husky Haven is receiving a marketing grant for an ad in the *Trail Book* and GAPTrail.org.

**14. Huston's Haunted Hollow, \$5,225 marketing grant** – Accepted by: Douglas Huston

Huston's Haunted Hollow has been in continuous operation for 19 years. In that time, Huston's has welcomed more than 125,000 visitors for frightful fun. This attraction has been awarded a marketing grant to promote haunt season in Blair and Bedford counties, as well as the Cumberland, Maryland area.

**15. Jennerstown Speedway, \$13,533 marketing grant** – Accepted by: Dennis Neri

Established in the 1920s, Jennerstown Speedway has brought the “thunder” back to the Laurel Highlands. One of the oldest short tracks in the United States, Jennerstown Speedway welcomed more than 25,000 in 2015 and will host their first International Super Modified Association Race on July 16. This marketing grant will be used to promote via radio and print advertisement a “Stay and Play” package partnered with local attractions and lodging accommodations.

**16. Laurel Arts, \$3,450 marketing grant** – Accepted by: Mary Lee Stotler

The arts and cultural hub of Somerset County, Laurel Arts is receiving a marketing grant to rebrand and promote the new Somer@LaurelArts featuring Somerfest, Makers Market and WineFest. Laurel Arts goal is to attract visitors from Pittsburgh, Harrisburg, State College and Washington, D.C., to these summer events.

**17. Laurel Highlands Heritage Festivals/Hurst Media Works, \$3,750 marketing grant** –

Accepted by: Dave Hurst

A collaborative marketing effort to promote four of the region’s heritage-themed festivals including Somerset County’s Farmers and Threshermens Jubilee and Mountain Craft Days. The festivals collaborate to increase visitation at their respective events. The group has been awarded a marketing grant for ads on laurelhighlands.org, television and outdoor advertising.

**18. Laurel Highlands Model Railroad Club, \$563 marketing grant** – Accepted by: Lori Kent and Richard Hambley Jr (Butch)

This non-profit group is dedicated to educating the public and club members of the economic contributions of the railroad and its role in developing Somerset County. The club will utilize their marketing grant to create an updated brochure and participate in the Laurel Highlands Visitors Bureau’s brochure distribution program.

**19. Meyersdale Area Historical Society, \$2,100 marketing grant** – Accepted by: Matt Caton

The historical society is receiving a marketing grant to promote the museum, amenities and services provided at the Western Maryland stations trailhead to Great Allegheny Passage trail users and visitors through advertisements in the Laurel Highlands Destination Guide and the Trailbook.

**20. Meyersdale Area Merchants Association, \$1,000 marketing grant** – Accepted by:

Sharon Ackerman

The association is dedicated to the economic revitalization of the Meyersdale area. They are receiving a marketing grant to promote the area's amenities to Great Allegheny Passage trail users and other visitors through marketing opportunities in the Allegheny Trail Alliance Trail Book and GAP Map.

**21. Mountain Playhouse/Gristmill Productions, \$10,000 marketing grant** – Accepted by:

Laura Argenbright

In the last two years, this Laurel Highlands cultural landmark has seen a 20% increase in group ticket sales. Pennsylvania's oldest professional stock theater has been awarded a marketing grant for a website redesign and Search Engine Optimization plan.

**22. Mountain Ridge Trails Resort, \$3,372 marketing grant** – Accepted by: John Weir

The largest privately owned ATV trail system in Pennsylvania, Mountain Ridge Trails Resort has more than 100 miles of trails on 2,500 acres for ATV, UTV, and dirt bike enthusiasts. The resort has been given a marketing grant to create a new brochure and participate in the Laurel Highlands Visitors Bureau brochure distribution program.

**23. National Road Chainsaw Carving Festival/Confluence Lions Club, \$1,056 marketing grant** – Accepted by: Tom Briar

Coordinated by the Confluence Lions Club, The National Road Chainsaw Carving Festival features talented chainsaw carvers who turn massive pieces of wood into works of art which are available to the public for sale. The Lions Club will use this marketing grant to increase awareness of the event through newspaper and magazine advertising and a remote radio broadcast.

**24. New Centerville & Rural Volunteer Fire Company/Farmers and Threshermans Jubilee, \$2,838 marketing grant** – Accepted by: Clair Saylor

Celebrating its 61 year anniversary this summer, the Farmers and Threshermans Jubilee attracts hundreds of visitors to Somerset County who want to learn more about the history of farming in our area and enjoy the steam engines and tractor pulling. This marketing grant will be used to promote the event through print and radio advertising.

**25. Pennsylvania Maple Festival, \$7,318 marketing grant** – Accepted by: Amber Jackson

Thousands of visitors head to Meyersdale each spring for one of Pennsylvania's sweetest festivals. Visitors learn about Somerset County's Maple Sugar industry and enjoy the festival's variety of activities. The organization is receiving a marketing grant to promote the festival through a multimedia advertising campaign.

**26. Quecreek Mine Rescue Site, \$1,406 marketing grant** - Accepted by: Bill Arnold

Nearly 14 years after the miraculous rescue of nine trapped miners, the events that took place at Quecreek remain relevant today. The foundation is receiving a marketing grant to redesign their website in order to offer a mobile-friendly experience.

**27. Rockwood Mill Shoppes and Opera House, \$13,889 marketing grant** – Accepted by:

Judy Pletcher

Originally a thriving lumber and feed mill dating back to the late 1800s, the Rockwood Opera House is now one of the oldest operating dinner theatres in Pennsylvania. The Opera House was added to the National Register of Historic Places in September 2002. This marketing grant will be used for a multimedia advertising campaign to promote the 2016 schedule of events.

**28. Rockwood Trail House Bed and Breakfast, \$393.75 marketing grant** – Accepted by:

Lynn & Deb Sanner

Located at the Rockwood trail head of the Great Allegheny Passage, the Rockwood House B&B has welcomed guests riding the GAP from all over the globe for 15 years. This marketing grant will be used to advertise in the *Trailbook* and GAPMap.

**29. Somerset County Chamber of Commerce, \$9,868 marketing grant** – Accepted by: Ron

Aldom

Representing more than 760 businesses and organizations, the chamber has been dedicated to growing the county's economy for more than 100 years. The chamber is receiving this marketing grant for advertising opportunities including the *Trailbook*, seasonal billboards on the Pennsylvania Turnpike, print ads, and marketing opportunities through the Laurel Highlands Visitors Bureau.

**30. Somerset County Farmers' Market, \$5,000 marketing grant** – Accepted by: Carol Pyle

Farmers' markets increase in popularity each year with visitors who are drawn to these agritourism events to purchase locally grown edibles, learn about the area's farm heritage and contribute toward the preservation of farmland. The Somerset Market has been awarded a marketing grant for brochure distribution, online advertising and website enhancement.



**31. Somerset County Maple Producers Association, \$1,857 marketing grant** – Accepted by: Michael Lynch

The association launched its first Maple Weekend event in March 2014. The new experience, thought to only be offered in Vermont, invites the public to tour sugar camps throughout the county. The association will utilize this grant to promote their 2017 Maple Weekend with brochures and website advertising with the Laurel Highlands Visitors Bureau and print and radio advertisements.

**32. Somerset County Rails to Trails Association, \$4,304 marketing grant** – Accepted by: Hank Parke

More than 300 members of this association help sustain the trail through fundraising, volunteer development and retention, merchandise sales, amenity improvements, marketing and general financial support. The Somerset County Rails to Trails Association will use this marketing grant toward marketing the trail towns of Confluence, Rockwood and Meyersdale in the ATA's *Trailbook*.

**33. Somerset Historical Center, \$6,238 marketing grant** – Accepted by: Mark Ware

The steward of the county's cultural heritage through its historical collections, educational programs, and genealogical archives, the historical center's major event is the 3-day Mountain Craft Days folk festival held each September. The center has been awarded a marketing grant for participation in LHVB marketing initiatives and television and radio advertisements.

**34. Somerset, Inc., \$3,993 marketing grant** – Accepted by: Stephanie Williams

One of the oldest and longest-running Main Street programs in the state, Somerset Inc. will use this marketing grant to attract visitors to uptown Somerset through the creation of a new brochure and an enhanced mobile friendly website

**35. Somerset Interchange Lodging Association, \$6,000 marketing grant**

The association is a group of lodging establishments located at the Somerset Pennsylvania Turnpike interchange who are working together to encourage travelers to exit the turnpike and stay at their properties. They have been awarded a marketing grant for billboards to attract travelers on the Pennsylvania Turnpike.

**36. Springs Historical Society, \$6,075 marketing grant – Accepted by: Harriet Berg**

Dedicated to the history and culture of southern Somerset County, the historical society which sponsors the Annual Springs Folk Festival and Farmers' Market will use this marketing grant for print advertisements to attract visitors to their events and museum.

**37. Sugar Grove Antiques, \$2,393 marketing grant – Accepted by: Barbara Will**

A multi-dealer antique mall, Sugar Grove Antiques will use this marketing grant toward billboard advertisement on the Pennsylvania Turnpike and the creation of a rack card to be included in the Laurel Highlands Visitors Bureau brochure distribution program.

**38. The Georgian Place Merchants and Marketing Association, \$1,250 marketing grant –**

Accepted by: Loretta Coleman

This association is dedicated to promoting the Georgian Place Medical and Professional Center and Village Shoppes and sponsors several annual events including the Scarecrow Festival and community block parties. This marketing grant will be used to promote the two-day Scarecrow Festival via radio, television and print media.

**39. Trail Town Program/The Progress Fund dba Trail Town Program, \$213 marketing grant –**

Accepted by: Will Prince

Dedicated to the economic development and revitalization of the communities that border the Great Allegheny Passage, The Trail Town Program has also launched a Trail Town Certified Business Network. This marketing grant will be used for a half-page ad in the

*TrailBook.*

**40. Confluence Tourism Association, \$6,176 visitor center grant** – Accepted by: Donna Graham

The association has been awarded a Visitors Center grant to fund their Town Criers Program which serves as a mobile visitors center. The program, which includes volunteers and a supervisor, welcomed 15,125 Great Allegheny Passage trail users to visit Confluence in 2015.

**41. Meyersdale Area Historical Society, \$18,337 visitor center grant** – Accepted by: Matt Caton

The Meyersdale Area Historical Society operates a visitors center in the renovated Western Maryland Train Station. The center is a popular stop for Great Allegheny Passage trail users and history buffs. The Historical Society has been awarded a Visitors Center grant for staffing.

**42. Somerset County Rails to Trails Association/Rockwood Visitors Center, \$7,891 –**

Accepted by: Hank Parke

Dedicated to the economic revitalization of the Rockwood area, the merchants association has been awarded these funds to staff a visitor's center along the Great Allegheny Passage in Rockwood.