

**2017 Westmoreland County Tourism Grant Award Recipients and Project Descriptions**

1. **Champion Lakes Golf Club, $13,000 marketing grant
Accepted by Allison DeStefano**Rated among the top 50 public courses in the United States, Champion Lakes Golf Club has been awarded this grant for a multimedia marketing plan including the creation of a new brochure and website development and maintenance.
2. **Christmas in the Mountains, $3,585 marketing grant
Accepted by Linda Brown**
Now in its 18th year, this collaborative holiday event comprised of businesses in the Donegal area will use this grant to advertise online at WTAE, WPXI, Pittsburgh Post-Gazette, and laurelhighlands.org.
3. **Compass Inn Museum, $11,000, marketing grant
Accepted by Theresa Gay Rohall**An authentically restored 1799 stagecoach stop complex, the Compass Inn Museum will use this marketing grant to develop a multimedia marketing plan including partnerships with National Public Radio stations, online and print advertisements and participation in group tour travel showcases.
4. **Courtyard by Marriott, Greensburg, $3,572, marketing grant
Accepted by Jennifer Byers**The hotel will utilize this grant to create a marketing program to enhance awareness of the amenities and services to corporate and leisure travel agencies in metropolitan markets.
5. **Derry Township Agricultural Fair Association, $2,316 marketing grant
Accepted by Beth Lechman and Shari Wright**This agricultural fair boasts big fun on 10 acres with more than 400 animals, numerous exhibits, live music and tempting fair food.The fair association will use this marketing grant for a remote radio broadcast with WFGI during the event, the creation and distribution of a rack card within 5 counties.
6. **Family Festivals Association, Inc., $10,838 marketing grant
Accepted by David Stoner**
Family Festivals has been awarded this marketing grant to promote the Pennsylvania Arts & Crafts Labor Day Festival on Pittsburgh television stations.
7. **Festa Italiano di Vandergrift, $5,721 marketing grant
Accepted by** **Brian Putignano**
Vandergrift’s festival, which celebrates its Italian/American heritage, attracts visitors from eastern Ohio, northern West Virginia and across western Pennsylvania. This marketing grant will be used to promote the festival through a multi-media campaign in the tri-state area.
8. **Fort Ligonier, $22,000 marketing grant
Accepted by Annie Urban and Julie Donovan**A full-scale, on-site reconstruction of the original 1758-1766 fort, Fort Ligonier has been awarded this grant for a multi-media marketing campaign with KDKA to promote the new Fort Ligonier Center for History Education and a diverse schedule of events and reenactments.
9. **Fort Ligonier Days, Inc., $19,000 marketing grant
Accepted by Jack McDowell and Vic Smith**
Fort Ligonier Days, an event which commemorates the key engagement of the French and Indian War at Fort Ligonier, will use these grant funds to promote this popular fall event through online advertising, brochure distribution, and TV and radio ads on KDKA and WTAJ.
10. **Great Allegheny Passage/Allegheny Trail Alliance, $12,553 marketing grant Accepted by 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.
11. **Greenhouse Winery, $3,500 marketing grant
Accepted by Cindy Helinski**Greenhouse Winery has been awarded this marketing grant to install new visitor-friendly signage, create a new brochure and implement a text message marketing campaign.

1. **Greensburg Community Development Corporation, $3,500 marketing grant
Accepted by Steven Gifford**
The purpose of the Greensburg Community Development Corporation is to assist the City of Greensburg, businesses, institutions, and organizations in community development within the geographical boundaries of the city. The GCDC will use this marketing grant toward a partnership with the upscale WHIRL Magazine to continue and expand the Explore Greensburg section, to promote things to do in the Greater Greensburg and Westmoreland County area.
2. **Hampton Inn, Greensburg, $2,955, marketing grant
Accepted by Paula Shaffer**
Conveniently located just off the Route 30 Lincoln Highway, the Hampton Inn, Greensburg, will use this grant toward a multimedia marketing plan to target visitors to the Laurel Highlands including participation in group tour travel shows, print ads and brochure distribution.
3. **Historic Hanna’s Town/Westmoreland County Historical Society, $13,703, marketing grant
Accepted by Lisa Hays**
Listed on the National Register of Historic Places, Hanna’s Town served as the first English court west of the Allegheny Mountains. The historical society has been awarded this marketing grant to promote the museum’s special events and programs through a multi-media marketing campaign focused on the tri-state area and the creation of a new website.
4. **Holiday Inn Express and Suites, Donegal, $8,000 marketing grant
Accepted by Timothy Pisula**The award-winning Holiday Inn Express and Suites plans to use this grant toward the development of a new website and cable TV ads in Baltimore, Harrisburg and Northeastern Ohio, as well as print and digital advertisements.
5. **Idlewild and Soak Zone, $18,797 marketing grant
Accepted by Jeff Croushore and Brandon Leonatti**

Recognized as one of the county’s leading drivers of overnight stays during the summer season, Idlewild has been awarded this marketing grant for an extensive outdoor marketing campaign in northern Maryland and Harrisburg regions.

1. **Latshaw Productions, $23,338 marketing grant**
**Accepted by Gary Latshaw and Cindy Troy**
A Greensburg-based concert promotion and marketing business founded in 1982, Latshaw Productions has presented thousands of events and programs. The organization plans to use this grant to target potential visitors in the Pittsburgh area through a multi-media campaign.
2. **Laurel Highlands Heritage Festivals Marketing Cooperative, $5,000 marketing grant
Accepted by Dave Hurst**
This collaborative marketing effort promotes four of the region’s heritage-themed festivals including Westmoreland County’s Ligonier Highland Games and Stahlstown Flax Scutching Festival. The group has been awarded a marketing grant for ads on laurelhighlands.org, as well as television and billboard advertising.
3. **Ligonier Valley Chamber of Commerce, $8,000 marketing grant
Accepted by Susan Grunstra**The Ligonier Valley Chamber of Commerce is dedicated to promoting businesses within the Ligonier Valley. The chamber will use this marketing grant to create a new website that will promote the valley’s tourism assets to potential visitors from eastern Pennsylvania and northern Maryland.
4. **Lincoln Highway Heritage Corridor, $5,000 capital grant
Accepted by Olga Herbert**One of 12 designated heritage areas in Pennsylvania, the Lincoln Highway Heritage Corridor plans to use these funds to create a professionally produced educational and entertaining audio tour, featuring a listening wand.
5. **Living Treasures Wild Animal Park, $6,000 marketing grant
Accepted by Tom Guiher**
A walkthrough zoological park located in Donegal, Living Treasures attracted more than 70,000 animal enthusiasts last year. The park plans to use this grant to develop new website and a digital marketing campaign.
6. **Love Receptive Services, $1,448 marketing grant
Accepted by Carol Love**
Group tour operator, Love Receptive Services will use this grant to promote the group travel opportunities by attending tour shows in Pennsylvania, Maryland and Tennessee.
7. **Monessen Amphitheater Committee, $5,000 marketing grant
Accepted by Matthew Shorraw**
An outdoor venue built in the 1930s, the amphitheater has enjoyed a revival in recent years with the return of live music, arts and cultural events. This marketing grant will be used toward a multimedia marketing campaign for the 2017 summer event schedule in the Pittsburgh and Mon Valley region.
8. **Mount Pleasant Glass and Ethnic Festival, $8,964 marketing grant
Accepted by Jeff Landy**The only festival in Pennsylvania that showcases the history and heritage of the glass industry, the Mount Pleasant Glass & Ethnic Festival will use this marketing grant for print and digital advertising in the Pittsburgh market.
9. **Overly’s Country Christmas, Inc., $5,395 marketing grant
Accepted by Stephanie Tomasic**
Year after year, Overly’s has created a magical Christmas wonderland, making it possible for families to develop and nurture holiday memories and traditions. This marketing grant will fund a multi-media marketing campaign including billboards to increase visitation from surrounding counties.
10. **Ramada Ligonier, $7,076 marketing grant
Accepted by Deborah Fox**
The Ramada Ligonier is an award-winning full-service hotel located in the heart of historic Ligonier. A marketing grant has been awarded to participate in numerous consumer travel shows, seasonal co-op marketing ads, website enhancements and a Fallingwater lodging partnership.
11. **SpringHill Suites by Marriott Pittsburgh-Latrobe, $8,000 marketing
Accepted by Michael Simons and Dominic Caringola**The award-winning SpringHill Suites Latrobe has been awarded this marketing grant for promotion of their Stay-and-Play at Arnold Palmer’s Latrobe Country Club lodging package through attendance at tradeshows and select print and digital advertising in trade publications.
12. **Stage Right, Inc., $15,000 marketing grant
Accepted by Tony Marino**
Dedicated to keeping the arts alive and thriving, this organization provides comprehensive arts education in voice, acting, dance and musical theatre. The organization has been awarded this grant to promote performances and an overnight lodging package through WTAE, WPXI, the WHIRL Magazine and Pittsburgh Post-Gazette.
13. **The Palace Theatre, $25,000 marketing grant**

**Accepted by Jennifer Benford**
A cultural landmark, The Palace Theatre plays host to nationally-known performers ranging from comedy to symphony and classical to country. The theatre has been awarded this grant for a multi-media marketing campaign including direct mail and ads on cable and network TV, laurelhighlands.org, on WTAE’s website, and in the Pittsburgh Post-Gazette.

1. **The Westmoreland Museum of American Art, $25,000
Accepted by Judith O’Toole and Catena Bergevin**
The Westmoreland has been awarded this grant for the *Discover What Moves You* marketingcampaign in partnership with Frank Lloyd Wright’s Fallingwater*,* which will be focused specifically on the Columbus metropolitan area. Marketing opportunities include the Columbus Dispatch, 614 Magazine and Columbus Monthly in addition to ads on several National Public Radio stations.
2. **Totteridge Golf Club, $7,710 marketing grant
Accepted by Patrick Cendes**A challenging 18-hole golf course designed by Rees Jones, Totteridge Golf Club will utilize this marketing grant to promote its Stay-and-Play lodging package with KDKA’s The Fan sports talk radio, brochure creation and social media marketing.
3. **West Overton Village and Museum, $6,000 marketing grant
Accepted by Mary Kaufman**
The village at West Overton contains an intact collection of more than a dozen structures dating back to the early 1800’s. West Overton plans to use this marketing grant for the creation of a new distillery logo, brochure distribution, print advertisements and marketing opportunities with the LHVB.
4. **Westmoreland Agricultural Fair, $6,800 marketing grant
Accepted by Michelle Long**
Celebrating 63 years, the Westmoreland Fair showcases Pennsylvania’s number one industry – agriculture. The fair attracts more than 60,000 exhibitors and spectators from across the tri-state area. This marketing grant will be used for expanded marketing opportunities including digital, social media and television advertisements.
5. **Westmoreland Arts and Heritage Festival, $12,000 marketing grant
Accepted by Diane Shrader**
For 43 years, this festival has been a popular summer event, bringing international flavors, insight and the wonder of the art world to Westmoreland County. The festival has been awarded this marketing grant to promote the event through a multi-media marketing campaign including cable TV and banners on Westmoreland Transit commuter buses.
6. **Westmoreland County Airport Authority, $25,000 marketing grant
Accepted by Gabe Monzo and Dwayne Pickels**
A treasured location tradition showcasing some of the world’s best aerial performers, the Westmoreland County Airshow held at the Arnold Palmer Regional Airport is scheduled to return June 24-25, 2017. The Westmoreland County Airport Authority has been awarded this grant to secure performances by the US Navy Blue Angels and a special night aerial performance by Matt Younkin and Shockwave.
7. **Westmoreland Heritage, $20,000 marketing grant**

**Accepted by Lauren Buches**
This organization collaborates with the county’s historical societies, historic sites, businesses and the LHVB to increase visitation at the county’s historic and heritage sites. The group plans to use this grant to fund a multi-media marketing campaign, billboard advertising, participation in group travel shows and brochure distribution.

1. **Westmoreland Symphony Orchestra, $2,500 marketing grant
Accepted by** **Morrie Brand**
Founded in 1969, the Westmoreland Symphony Orchestra offers five concerts at The Palace Theatre, a free summer concert at St. Clair Park and the Nutcracker Ballet featuring the Laurel Ballet each December. The WSO has been awarded this grant for the development of a new website.