

2014 Somerset County Tourism Grant Program
Recipients and Project Descriptions

1. Allegheny Trail Alliance (ATA) – Marketing (\$18,000)

Linda Boxx

The ATA is the coalition of trail organizations who have built, manage, and maintain the Great Allegheny Passage (GAP). Now completed, more than 1 million trail enthusiasts visited the GAP in 2013 spurring economic growth for the county. The ATA has been awarded this marketing grant for a website upgrade, production and distribution of the Trail Map and Trail Town brochures, and participation in the GAP's three destination marketing organization's marketing initiatives.

2. Benscreek Canoe Club – Marketing (\$7,000)

Craig Rosage

A group of Cambria-Somerset County-based paddlers who will use this marketing grant to attract additional whitewater enthusiasts to the Stonycreek River for the annual rendezvous and whitewater activities. The club will participate in the Allegheny Adventure Expo and advertise in the most widely circulated boating magazines – *American Whitewater Journal* and *Canoe & Kayak* magazine.

3. Buffer Creek Sporting Clays, Inc. – Capital (\$4,000)

Mike Brendle

A fully automatic clay target shooting facility, Buffer Creek will utilize this capital grant to expand its facility with 15 additional traps and a wireless operating system. With the success of hosting the 2013 Pennsylvania State Sporting Clays Championship - the largest number of targets shot at a PA State Shoot, Buffer Creek has experienced significant growth and needs to expand its storage with a new building. Plans to incorporate an equestrian facility are also underway.

4. Casselman River Watershed Association Inc. – Marketing (\$2,000)

Susan Moon

The association is dedicated to the conservation of the natural and recreational resources of the Casselman River which flows northward through Somerset County to the Youghioghny River. The group has been awarded this marketing grant for the production of the Casselman River Watershed Guide and for membership and brochure distribution with the Laurel Highlands Visitors Bureau.

5. Comfort Inn Somerset – Marketing (\$5,000)

Marti Zeigler

For the third consecutive year, The Comfort Inn will offer golf packages with both the Somerset Country Club and Indian Lake Golf Club. From 2012 to 2013 there was a 200 percent increase in

golf packages booked which benefited both courses and increased occupancy for the hotel. The hotel will use this marketing grant to promote the golf packages through newspaper ads in the Youngstown, Ohio and Harrisburg markets and through a direct mail campaign.

6. Confluence Cyclery – Marketing (\$1,500)

Brad Smith

A full-service bike shop located along the Great Allegheny Passage, Confluence Cyclery has been awarded this marketing grant to expand their advertising efforts on the GAPtrail.org website and in the Trailbook. Both the GAPtrail website and Trailbook are national outlets that help attract hundreds of thousands of cyclists to Somerset County each year, which in turn increases overnight stays and stimulates the county's economy.

7. Confluence House B&B and Catering Services, LLC Marketing (\$2,000)

Sandra Younkin

A full-service bed and breakfast which also offers its guests boxed lunches and dinner packages, 65 percent of the Confluence House's business is generated from Great Allegheny Passage trail users. The B&B will use their marketing grant toward advertising in the Trailbook, production of brochures, and website advertising targeted to reach non-cycling visitors.

8. Confluence Tourism Association – Visitors Center (\$5,000)

Ray Silbaugh

Dedicated to growing tourism for Confluence and southern Somerset County, the Confluence Tourism Association was awarded this grant to support the association's Town Crier Program. The program is a Mobile Visitors Center with staff that greets trail users and educates them about Confluence's amenities.

9. Confluence Tourism Association - Marketing (\$2,500)

Ray Silbaugh

The association will use this marketing grant toward promoting the Mount Davis Challenge Bicycle Race which will take place August 3, 2014. Sanctioned by USA Cycling, the 40-mile race from Confluence to Mount Davis – PA's highest point and back attracts 78 percent of its riders from more than a 50 mile radius. The race will be promoted through ads on websites for bicycle racers and through the Laurel Highlands Visitors Bureau Consumer Travel Show Opportunities.

10. Coon Hollow Cabin – Marketing (\$560)

Debbie Oglie

A new vacation home rental located in Markleton within two miles of the Great Allegheny Passage, this marketing grant will be utilized for the production of brochures and signage.

11. EagleNest Vacation Rental – Marketing (\$500)

Lisa Hall

Located four blocks from the Great Allegheny Passage in Confluence, this marketing grant will be used to promote the vacation rental through a membership with the Laurel Highlands Visitors Bureau on advertising on the Vacation Rental by Owner (VRBO) website.

12. Faranda Farm – Marketing (\$4,000)

Mary and Phil Faranda

A 50-acre farm nestled in northern Somerset County that specializes in agritourism events; Faranda Farm has been awarded this marketing grant to promote the annual Garlic Festival which is held each August. The event will be promoted through a multi-media campaign including print, online, and Laurel Highlands Visitors Bureau marketing initiatives.

13. Flight 93 Memorial Chapel – Marketing (\$3,000)

Dr. Ramzi Musallam

A refurbished church dedicated to honoring the heroes of Flight 93 who perished on September 11, 2001, the chapel's Meditation Room displays the portraits and biographies of the Flight 93 passengers and crew. The chapel has been awarded this marketing grant for signage.

14. Friends of Flight 93 National Memorial – Marketing (\$15,000)

Donna Glessner

The Friends of Flight 93 is the official, non-profit supporting organization for the National Park Service at the Flight 93 National Memorial. The Friends provide volunteers and resources to help care for this historic place. This marketing grant will be used to increase awareness about the Flight 93 National Memorial to Washington, D.C., eastern Pennsylvania, Greater Pittsburgh, and eastern Ohio residents via a multi-media marketing campaign.

15. Georgian Inn of Somerset – Marketing (\$9,000)

Charles Charrie

An historic landmark that provides fine dining and lodging just off the Pennsylvania Turnpike, the Georgian Inn will utilize this marketing grant to attract additional guests via billboards, brochures, and television and print advertisements.

16. Gingerbread House Bed and Breakfast – Marketing (\$1,500)

Marianne Shurtz

A restored Victorian bed and breakfast located at the Rockwood Trailhead of the Great Allegheny Passage, the Gingerbread House has been awarded this marketing grant for online advertising, Trailbook, Signage, and Laurel Highlands Visitors Bureau marketing initiatives.

17. Haunted Hayloft – Marketing (\$6,000)

Betty Lou Svonavec

A beautiful special event facility that is housed in a 128-year-old barn on a 151-acre farm, the Hayloft is transformed each autumn into a haunted attraction that attracted more than 18,500 visitors in 2013. According to the Global Marketing Intelligence Trends Report, the “Haunt” industry has experienced a 54.7 percent growth since 2005. The Hayloft will use this marketing grant to continue their billboard advertising campaign.

18. Highland Farms Guest House – Marketing (\$2,000)

Karl and Ramona Sherbine

A four season guest house tucked in the middle of a 300-acre working crop and horse farm, the Highland Farms Guest House will use this marketing grant to expand their advertising with brochure rack cards and through participation in Laurel Highlands Visitors Bureau marketing programs.

19. Horizon View Farms – Marketing (\$2,000)

Barbara Ann McMonigal

One of the county’s most scenic working farms, Horizon View offers bed and breakfast-style lodging, special dining events, along with trail and wagon rides. This marketing grant will help the Farms to increase their business as a retreat center and wedding venue by producing and distributing brochures.

20. Hostel on Main – Marketing (\$9,000)

Judy Pletcher

The 2013 Laurel Highlands Tourism Entrepreneur of the Year, Judy has been awarded a marketing grant to promote the Hostel on Main through Laurel Highlands Visitors Bureau Marketing initiatives and the Trailbook. The hostel offers a comfortable and affordable lodging option for bikers, hikers, skiers, and visitors.

21. Husky Haven Campground – Capital (\$650)

Jean Atchison

Located along the Great Allegheny Passage in Rockwood, Husky Haven Campground is a popular lodging option for Great Allegheny Passage trail users and vendors and guests who attend the Mother Earth News Festival at Seven Springs Mountain Resort. Husky Haven is receiving a marketing grant for an ad in the Trailbook.

22. Huston’s Haunted Hollow – Marketing (\$3,600)

Doug Huston

For the past 17 years, Huston’s Haunted Hollow has entertained more than 110,000 guests with a unique variety of “frightful fun” activities from the Haunted Boarding House, Toxic Swamp Haunted Hayride, Dead End Cornfield and more. The Huston’s have been awarded this marketing grant to expand their billboard campaign.

23. Jäger and Friends Dog Park – Wings of Change – Marketing (\$700)

Jim Atchinson

Somerset County's first off-leash dog park located on a beautiful 5.5-acre lot behind Georgian Place, Jäger and Friends Dog Park will use this marketing grant to increase awareness of the new park to visitors who travel with their four-legged companions through signage and brochure rack cards.

24. Laurel Arts – Marketing –(\$2,500)

Michael Oliver

The arts and cultural hub for Somerset County, Laurel Arts is housed in a renovated 1830s farmhouse donated by the Dorothy Dressler family. One of Laurel Art's signature events is the annual three day art and musical festival, Somerfest. This marketing grant will be used to promote the festival and other events through brochures, Facebook ads, and Google ads.

25. Laurel Highlands Heritage Festivals Co-op – Marketing (\$5,000)

Dave Hurst

This co-op brings together four heritage-themed festivals including Somerset County's Farmers & Threshermens Jubilee and Mountain Craft Days. The festivals collaborate and combine their resources to increase visitation at their respective events. The group has been awarded this marketing grant for ads on laurelhighlands.org, television ads and billboards.

26. Laurel Highlands Snowmobile Club, Inc. – Marketing (\$2,000)

Shelly Buckles

The Laurel Highlands Snowmobile Club coordinates snowmobile races each winter which attracts hundreds of snowmobilers to the region. There are more than 38,500 registered snowmobiles in Pennsylvania alone. The club will use this marketing grant to promote races and the region's trail system in the *Keystone Snowmobiler* – a monthly publication published by the Pennsylvania Snowmobile Association.

27. Meyersdale Area Historical Society – Visitors Center (\$14,568)

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 this grant for staffing at the visitors center.

28. Meyersdale Area Historical Society – Marketing (\$3,500)

Matt Caton

The Historical Society has been awarded a marketing grant for website development including a mobile-friendly website. The website will provide the center's hours of operation along with information on the local history and railroad-themed exhibitions.

29. Meyersdale Area Merchants Association – Capital (\$4,000)

Sharon Ackerman

The merchants association has been awarded this capital grant to place two kiosks in strategic locations that will direct trail users and visitors to service-oriented business located throughout Meyersdale.

30. Morguen Toole Company – Marketing (\$5,000)

Jeremy and Andrea Hoover

One of the county's most unique restaurants, Morguen Toole Company provides great food and entertainment in a fun atmosphere for both visitors and residents alike. The restaurant has been awarded this marketing grant to enhance their online presence.

31. Mountain Playhouse – Marketing (\$12,000)

Laura Argenbright

Celebrating its 75th anniversary in 2014, Mountain Playhouse is a cultural icon that has the distinction of being Pennsylvania's oldest professional stock theater. Mountain Playhouse has been awarded a marketing grant to promote the benchmark season through Laurel Highlands Visitors Bureau marketing initiatives including the group program, website advertising, and brochure distribution.

32. National Road Chainsaw Carving Festival – Marketing (\$1,500)

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 this special event through newspaper ads.

33. Oakhurst Tea Room, Inc. – Marketing – (\$2,500)

Jim DePhillips

A classic Somerset County dining destination known for its Pennsylvania Dutch-style Smorgasbord, Oakurst Tea Room will utilize this marketing grant replace current billboards with fresh new banners with updated information.

34. Pennsylvania Cross Country Skiers Association – Capital (\$1,839)

Michael Blessington

Dedicated to promotion the Laurel Highlands cross country ski trails, the association has been awarded a capital grant for the installation of a new web cam that will be placed at Laurel Ridge State Park. Web cams are an important tool that will entice cross-country skiers with the Laurel Highlands snowy conditions particularly if there is no snow in the skiers' backyards.

35. Pioneer Park Campground – Capital (\$1,000)

Bill Sujansky

Family owned and operated since 1971, Pioneer Park Campground offers its guests many amenities in a scenic rustic setting. This capital grant will assist the campground to expand their amenities with the addition of a new pet park.

36. Posey Corners Campground – Marketing (\$2,000)

Brian Sanner

Located in Rockwood, Posy Corners offers primitive-style campground with 52-lot sites. The campground attracts campers from across Pennsylvania, Maryland, West Virginia, and Ohio. Posey Corners will use this marketing grant to entice new customers with the development of a website.

37. Ripples On The Water – Capital (\$2,000)

Loretta Ripple

A Berlin-based fly fishing company that specializes in guided fly fishing trips throughout the region, including the county's thirty-two trout streams, Ripples on Water will use this capital grant to expand their business with new fishing equipment.

38. Ripples On The Water – Marketing (\$2,000)

Loretta Ripple

The fly fishing company has been awarded this marketing grant to increase their marketing efforts including website development, web advertising with the Laurel Highlands Visitors Bureau, and brochures.

39. Rockwood Area Merchants Association – Visitors Center (\$10,400)

Julie Cramer

Dedicated to the economic revitalization of the Rockwood area, the Merchants Association has been awarded these funds to staff a visitors center along the Great Allegheny Passage in Rockwood.

40. Rockwood Area Merchants Association - Capital (\$750)

Julie Cramer

The association will use this capital grant for the installation of the American flag at the Rockwood Trailhead Information Booth.

41. Rockwood Area Merchants Association - Marketing (\$3,000)

Julie Cramer

The association is also receiving a marketing grant for the production of brochures and website advertising on laurelhighlands.org.

42. Seven Springs Mountain Resort – Marketing (\$35,000)

Alex Moser

Pennsylvania's largest ski resort also has the distinction of being the Number One Terrain Parks and Pipe on the East Coast. Seven Springs continues to grow the county's economy with its commitment to the winter sports industry. The resort will use this grant to target families in the Washington, D.C. area with a television-based event similar to Winterfest with WTAE.

43. Sisters Café – Marketing (\$1,500)

Lisa Hall

A popular eatery situated in a 1920s building with the original tin ceiling in Confluence for both trail users and residents, the café is receiving this marketing grant for an ad in the Trailbook, signage, and membership with the Laurel Highlands Visitors Bureau.

44. Sister's Café – Capital (\$825)

Lisa Hall

The Sister's Café is also receiving a capital grant to enhance their amenities for Great Allegheny Passage trail users with the addition of bicycle racks and a water faucet.

45. Somerset County Chamber of Commerce – Marketing (\$14,000)

Ron Aldom

Representing more than 760 business and organizations and dedicated to growing the tourism sector of the county's economy, the chamber is receiving this marketing grant to sustain and expand its multi-faceted marketing efforts.

46. Somerset County Farmers Market – Marketing (\$2,500)

Larry Cogan

Local Farmers Markets increase in popularity each year with visitors drawn to these agritourism events to purchase locally grown edibles, learn about the area's culture and contribute toward the preservation of farmland. The market has been awarded this marketing grant for website maintenance, brochure distribution and facebook ads.

47. Somerset County Maple Producers Association – Marketing (\$1,000)

Michael Lynch

The association will launch its first Maple Weekend with a Maple Taste and Tour this spring. Launching a new experience that is thought to only be offered in Vermont, the new special event will invite the public to tour Sugar Houses throughout the county. The association will utilize this grant to promote their 2015 Maple Weekend with brochures and website advertising with the Laurel Highlands Visitors Bureau.

48. Somerset County Rails to Trails Association – Capital (\$10,000)

Hank Parke

The association has been awarded this capital grant to improve visitors amenities at the Garrett Trailhead along the Great Allegheny Passage. Grant funds will be used for a pavilion, picnic table, and installation of a water fountain.

49. Somerset County Sportsmen League – Capital (\$1,500)

Donald Anderson

With more than 7000 members strong, the Somerset County Sportsmen League sponsors outdoor recreation activities throughout the county while improving fish and wildlife habitat, and land conservation. The league will use this capital grant purchase aquaculture equipment.

50. Somerset Historical Center – Marketing (\$10,000)

Mark Ware

As Western Pennsylvania's Rural Heritage Museum, the Somerset Historical Center preserves and interprets the history of rural southwestern Pennsylvania from prehistoric times to the present through a mixture of exhibits, workshops and educational programs. The center has been awarded this marketing grant for a multimedia marketing plan.

51. Somerset Interchange Lodging Association – Marketing – (\$28,000)

Contact?

The association is a group of lodging establishments located at the Pennsylvania Turnpike Interchange who are working together to encourage travelers to exit the turnpike and stay at their properties. They have been awarded this marketing grant for their ongoing billboard project.

52. Somerset, Inc. – Marketing (\$7,500)

Stephanie Williams

This year marks the 20th anniversary that Somerset, Inc. has served as Somerset's Main Street Program. During this time, the organization has coordinated events, most notable the Fire & Ice Festival that attract business to uptown Somerset. Somerset, Inc. will use this marketing grant to promote their special events through multi-media outlets.

53. Springs Historical Society – Marketing (\$2,500)

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.

54. Stonycreek Shooting Center, Inc. – Capital (\$5,000)

Roy Fritz

A shooting and hunting preserve located in Stonycreek Township which attracts target shooting enthusiasts from as far away as Arizona, the center has been awarded this capital grant to expand their inventory with additional traps.

55. Stonycreek/Quemahoning Initiative (SQI) – Capital (\$8,000)

Brad Clemenson

The driving force behind the development of Whitewater Park and Greenhouse Park, the SQI has been awarded this capital grant to help fund the construction of a 12 to 17-mile single-track mountain bike trail around Quemahoning Lake.

56. The Parker House – Marketing (\$4,000)

Mary Aukerman

A country guest house located in Confluence approximately 125 feet from the Youghiogheny River and the Great Allegheny Passage, The Parker House will use this marketing grant for Search Engine Optimization, ads on the GAP website and website maintenance.

57. Trail Town Program – Capital (\$7,000)

Will Prince

Dedicated to the economic development and revitalization of the communities that border the Great Allegheny Passage, The TrailTown Program has been awarded this capital grant for the Meyersdale GAP Trailhead Signage Enhancement Project. This project is part of a larger effort to update visitors information signage across the entire Great Allegheny Passage.

58. Welcome to Shanksville – Capital (\$1,000)

Patricia Platt

A group of community volunteers who are dedicated to the beautification of the Borough of Shanksville. The group will utilize this capital grant for landscaping at the entrance into the borough which thousands of visitors pass through each year on their way to visit the Flight 93 National Memorial.