Visit Indiana County PENNSYLVANIA TOURIST BUREAU

# Tourism Tidbits

Fall 2014

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## Tourist Bureau Supplies Funds for Simulator

With the Central Allegheny Challenger Learning Center funding campaign underway, the ICTB Board recognized the potential for tourism growth, economic growth, and the educational opportunities for students to excel and learn. As a result, the ICTB Board voted to assist in obtaining the Simulator needed to establish the Center. A commitment to obtain the Simulator is required or the entire project is on hold. Funds in the amount of $30,000 were given to the Challenger committee for the Simulator and will be held in escrow until the building is complete. This project is directly and substantially related to tourism within the county, and will improve and expand the county as a destination market. The Tourist Bureau recognizes that this unique opportunity will provide collateral benefits for not only our members and tourism, but it will create a ripple effect in economic growth throughout the entire county.

## Spreading the Word on Indiana County

| | May | June | July | August |
|---|---|---|---|---|
| ICTB Total Website Visits | 5,649 | 6,991 | 8,904 | 6,990 |
| Requested Information Packets Sent | 776 | 510 | 548 | 710 |

Even though it was the summer, our office continued to see a steady flow of traffic. Examples of those stopping by the office and seeking more information on Indiana County included a family from Australia, parents visiting students at IUP and guests in the county attending family reunions, weddings, and local events.

In addition to assisting visitors in the office, Jody Toldi, Office Coordinator, fills hundreds of requests for information about the county. Most requests are acquired and sent to us by the many publications we advertise with, such as: *Miles Media, Guest Quest, Ohio Magazine, Long Weekends, Where & When, Pennsylvania Magazine, Group Tour Magazine and Recreation News* just to name a few. We also receive requests from our website and the Smicksburg website.

## Welcome New Members

**CNB Bank**
665 Philadelphia St., Indiana, PA 15701
www.bankcnb.com

**Coral-Graceton Volunteer Fire Department**
437 First Ave., Coral, PA 15731
www.CGVFC.com

**Luigi's Ristorante**
625 Franklin St., Clymer, PA 15728
www.luigisristorante.com

**Whitey's Peetza & Eatery**
368 1st St., Coral, PA 15731
www.whiteyspeetza.com

**Kaplet Inc.**
625 S. 13th St., Indiana, PA 15701
www.kapletinc.com

**Bill Thompson, State Farm Insurance Agency**
33 S. 6th St., Indiana, PA 15701

**Homer City Volunteer Fire Department**
27 W. Church St., Homer City, PA 15748

**The Meadows Frozen Custard & Yogurt**
1994 Oakland Ave., Indiana, PA 15701
www.meadowsfrozencustard.com

**Disobedient Spirits**
30 S. Main St., Homer City, PA 15748
www.disobedientspirits.com

**Indiana Ballroom Dance Club**
P.O. Box 2333, Indiana, PA 15701
http://IndDanceClub.wordpress.com

# National Tourism Week 2014

*ICTB Board President Gregg Van Horn and ICTB Board Member/County Commissioner Patty Evanko smile with "Tammi the Tourist"*

The Tourist Bureau celebrated "National Tourism Week" on Friday, May 9th with an open house from 9:00 am - 4:00 pm.

Visitors stopped by for free milk and Christmas Tree cookies as well as for opportunities to win promotional items throughout the day! One lucky drawing winner received 4 "FunDay" passes to Idlewild & SoakZone.

Tourism has a profound impact on the economy both state wide and locally. In 2012, the tourism industry brought in $184.3 million to Indiana County. In the state, tourists spent more than $38.4 billion, generating more than $4 billion in state and local tax revenues. This tax revenue supports public education and other critical state priorities. On average, one out of every 16 workers in Pennsylvania is supported by travel and tourism. Tourism in Pennsylvania accounts for more than 470,953 jobs in the Commonwealth.

ICTB was excited to join other TPA's and CVB's in promoting this week honoring the area we know best - Tourism!

# Building Bridges with Members - ICTB Mingles

*Pictured Above - Top: Crumpets Tea Shop*
*Pictured Above - Bottom: Market Street Pastries*

On May 15, Crumpets Tea Shop & the Market Street Pastries in Blairsville hosted a progressive mingle. With each establishment highlighting their specialties, ICTB members were treated and delighted with delectable teas from around the world at Crumpets and "made from scratch" breads, dips, and sandwiches served at Market Street Pastries. It was a fun and delicious event!

Lorna Vite and her team hosted a fun filled mingle at Yellow Creek Campground on July 22nd. Attendees enjoyed the summer evening outdoors roasting hotdogs, marshmallows and making s'mores. Hayrides were enjoyed by all while touring the large campground.

If you are interested in hosting a mingle, please contact us at 724-463-7505 to capitalize on this fantastic opportunity to showcase your establishment.

*Pictured Above: Yellow Creek Campground*

# Stopping By to Say Hello - Successful Festivals

*Pictured Above: Saltsburg Canal Days*

The Annual Pick-A-Dilly Herb Faire was held on Saturday, June 14th at the Dillweed B&B in Dilltown. The day was devoted to *Herbs and Herb Gardening* with area growers, artisans, food vendors and as always, admission was free to the public. This year's turnout was another record-breaking year!

The Saltsburg Community celebrated their history and heritage during Saltsburg Canal Days. Festivities included a parade, craft and food booths, live entertainment, quilt show, museum tours, garden sale, fireworks and the annual duck race on the river. As always, this fun-filled event was enjoyed by all!

*Pictured Above: Pick-a-Dilly Herb Faire*

# Group Tour Spotlight

*Spin Tours with Pittsburgh YMCAs in May visiting Yarnick's Farm*

*Marketplace travel show with Virginia, North & South Carolina*

*FAM tour in July with Rivers of Steel Heritage Tours Melissa Balkovec, Marna Conrad (UGRR), and Corinne Bechtel*

The Indiana County Tourist Bureau was very busy this summer sending Maria Jack, Group Tour/Conference Associate, to a variety of travel shows marketing the county.

The PA Bus Association held their annual meeting in Bethlehem, PA where 20 appointment based motorcoach groups gathered. It was a nice surprise that an overwhelming majority recognized the Jimmy Stewart pin she was wearing and were well aware of our "It's a Wonderful Life" Parade in November! Jack was proud to share our new Parade Itinerary sheet which showcases the event and year-round activities available to groups.

In Richmond, Virginia, Maria highlighted our new Indiana County Profile Sheet to over 65 tour operators from Virginia, North Carolina, and South Carolina. There was great interest from Tour Operators in our "freedom from slavery" exhibits at the Blairsville Underground Railroad Museum (UGRR), Amish Wedding Feast, and in booking multiple day trips to the region.

The DGP Toronto Blitz show brought back a number of leads from Canada, where groups head down Routes 79 and 422 to visit our area and enjoy tax free shopping!

A working show in York, PA, the PACVB/PATT Shirtsleeves Caucus highlighted the need to sell not just our County but our region. Team-building and networking with member agencies ensured our important link to tourism in Pennsylvania. Plans were made to collaborate our attendance at the Ottawa Motorcoach Association Show in November.

Familiarity Tours (FAM) help showcase our county to tour operators and neighboring Tourist Bureaus. Seven FAM tours were booked during the summer including our neighbors from Laurel Highlands, and Butler Tourist Bureaus. Pittsburgh's Rivers of Steel Heritage Tours are working with us to develop a coal/steel tour highlighting our Eliza Furnace, the predecessor to the Carrie Furnaces in Homestead which Ed Patterson so generously provided his time to develop!

May brought a wonderful conference to IUP through the International School Convention where ICTB had a booth all week and provided special welcome bags for the 1,800 people in attendance. Spin Tours from Pittsburgh YMCA's brought a lovely group to visit Smicksburg, Yarnick's and Windgate Winery. Great weather in August provided for a number of tour groups. Our good friend Great Day! Tours from Cleveland brought a mystery tour. Midweek Ramblers, a senior walking group from Murrysville toured and walked the town. This makes a third tour visit for their leader Joan Roolf! The Jimmy Stewart Museum brought back Pittsburgh Film Club visitors and two Pittsburgh church retreat groups from St. Catherine's of Sweden and Mt. Ararat Baptist who also visited the Blairsville UGRR. It was a pleasure to provide two town tours for the IUP International Students Group, an appreciative bunch of new faces!

## What's Ahead in Group Tour

### September Welcomes:

Piccadilly Herb Club,
Pittsburgh Film Club,
Citizen's Ambulance 50th Anniversary at Chestnut Ridge

### October Groups include:

Landmark Tours from Lewisburg,
Sweet and Sassy Tours from Lebanon County,
and Keith School Reunion

### Holiday Happenings in November:

November sparks the Holidays with four tours during our "It's a Wonderful Life" Parade:
Mid-Atlantic Tours from Virginia,
Upper Class Mystery Tours from New York,
Go Personalized from Wisconsin,
and Benedict's Bus Service in Wellsboro, PA.

We have also been preparing for the 2015 Indiana Summer Softball Showcase Tournament which we provided welcome totes for this past June.

# Upcoming Events

## October

**Indiana County Farmers Market**
Wednesday, Oct. 1
www.indianafarmmarket.blogspot.com

**Demo Derby - Crash - 4 - Critters**
Saturday, Oct. 4
*Indiana County Fair Grounds*
www.incohumanesociety.com

**Bluegrass Jam Session**
Fri., Oct. 3 & Sat., Oct. 4
*Twolick Valley Rod & Gun Club*
724-422-9766

**25th Annual Smicksburg Fall Festival**
Fri., Oct. 3 - Sun., Oct. 5
*Smicksburg Community*
814-257-0192
www.smicksburg.net

**8th Annual Thistle & Pine Open House**
Saturday, Oct. 4
*Thistle & Pine*
724-397-2442
www.thistleandpine.com

**3rd Annual Oktoberfest**
Saturday, Oct. 4
*Downtown Indiana*
724-463-6110
www.downtownindiana.org

**Spiders of PA with Mike Shaffer**
Saturday, Oct. 4
*Yellow Creek State Park*
724-357-7913

**Scary Harry's Haunted Trail**
Fri., Oct. 3 & Sat., Oct. 4
Fri., Oct. 10 & Sat., Oct. 11
Fri., Oct. 17 & Sat., Oct. 18
Fri., Oct. 24 & Sat., Oct. 25
Fri., Oct. 31 & Sat., Nov. 1
*Homer City*
www.scaryharrys.com

**"The Litton Quartet"**
Tuesday, Oct. 7
*Gorell Recital Hall - IUP*
724-357-2787
www.iup.edu/livelyarts

**Chance the Rapper - Verge Campus Tour**
Thursday, Oct. 9
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**West Penn Trail Triathlon**
Saturday, Oct. 11
*Various Locations*
www.conemaughvalleyconservancy.org

**IUP Homecoming**
Sat., Oct. 11 & Sun., Oct. 12
*Various Locations for Activities*
724-357-7942
www.iup.edu/alumni

**Fall Foliage by Boat with Mike Shaffer**
Sunday, Oct. 12
*Yellow Creek State Park*
724-357-7913

**Potters Tour**
Sat., Oct. 18 & Sun., Oct. 19
*Various Locations in Indiana County*
724-286-9741
www.potterstour.com

**Indiana Regional Medical Center "Centennial Celebration"**
Saturday, Oct. 18
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**Twilight Cemetery Tour by the Blairsville Underground Railroad**
Saturday, Oct. 18
*Blairsville Cemetery*
724-459-5779

**"Ham & Holupki Dinner"**
Sunday, Oct. 19
*Christ Our Savior Orthodox Church*
724-463-1535

**Autumn Weed Walk with Cindy Rogers**
Sunday, Oct. 19
*Blue Spruce Park - Indiana*
724-463-8636
www.indianacountyparks.org

**Strings and Serpents - Ovations**
Wednesday, Oct. 22
*Gorell Recital Hall - IUP*
724-357-2787
www.iup.edu/livelyarts

**Indi-Anna Chapter of Sweet Adelines Annual Show**
Saturday, Oct. 25
*Indiana Junior High School*
724-254-9357
www.indi-annas.com

**Bark Against Violence**
Saturday, Oct. 25
*Floodway Park, Homer City*
www.alicepaulhouse.org

**Scotty McCreery**
Sunday, Oct. 26
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**Mrs. Muir in Late Mourning**
Fri., Oct. 31 - Sun., Nov. 2
Fri., Nov. 7 - Sun., Nov. 9
*Philadelphia Street Playhouse*
724-464-0725
www.indianaplayers.com

**Smicksburg Old Fashioned Country Christmas Open House**
Fri., Oct. 31 - Sun., Nov. 2
*Downtown Smicksburg*
814-257-0192
www.smicksburg.net

## November

**An Evening of Story Legends in Music and Dance**
Saturday, Nov. 1
*Fisher Auditorium - IUP*
724-357-2787
www.iup.edu/livelyarts

**Fahrenheit 451**
Thurs., Nov. 6 - Sat., Nov. 8
Wed., Nov. 12 - Sat., Nov. 15
*Waller Hall - IUP*
724-357-2787
www.iup.edu/livelyarts

**2nd Annual Wine Walk**
Friday, Nov. 7
*Downtown Indiana*
724-463-6110
www.downtownindiana.org

**Evening in the Stacks**
Friday, Nov. 7
*Indiana Free Library*
724-465-8841
http://indianafreelibrary.org

# Upcoming Events

**Smicksburg Cookie Tour**
Saturday, Nov. 8
*Downtown Smicksburg*
814-257-0192
www.smicksburg.net

**Geocaching 101 with Andy Davis**
Saturday, Nov. 8
*Blue Spruce Park - Indiana*
724-463-8138
www.evergreenconservancy.org

**Indiana First Bank Veteran's Marathon**
Sunday, Nov. 9
*Saylor Park, Black Lick*
724-349-3200
www.indianaroadrunners.com

**Veteran's Day Parade**
Tuesday, Nov. 11
*Downtown Indiana*

**Cirque Peking: National Acrobats of the People's Republic of China**
Tuesday, Nov. 11
*Fisher Auditorium - IUP*
724-357-2787
www.iup.edu/livelyarts

**Comedian Ron White's "Nutcracker Tour"**
Thursday, Nov. 13
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**Bill Gaither Homecoming Tour**
Friday, Nov. 14
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**Celebrating our Own "Lively Arts"**
Friday, Nov. 14
*Fisher Auditorium - IUP*
724-357-2787
www.iup.edu/livelyarts

**"It's a Wonderful Life" Festival and Parade**
Friday, Nov. 21
*Downtown Indiana*
724-463-6110
www.downtownindiana.org

**Festival of Lights**
Thurs., Nov. 27 - Sun., Nov. 30
*Blue Spruce Park - Indiana*
724-463-8636
www.indianacountyparks.org

**Christmas Thyme Shop with Georgette's Herb Garden & Antiques**
Fri., Nov. 28 - Sun., Nov. 30
*Strongstown Historical Society*
724-349-6293

**Light Up Night - Clymer**
Friday, Nov. 28
*Downtown Clymer*

**Family Tradition Fun Weekends**
Sat., Nov. 29 & Sun., Nov. 30
*Fleming's Christmas Tree Farm, Indiana*
724-463-0570
www.FlemingsChristmasTrees.com

## December

**The Tender Land**
Thurs., Dec. 4 - Sun., Dec. 7
*Waller Hall - IUP*
724-357-2787
www.iup.edu/livelyarts

**Evergreen Garden Club's 2014 Tinsel Time**
Thursday, Dec. 4
*Rustic Lodge - Indiana*
724-549-2295

**Festival of Lights**
Thurs., Dec. 4 - Sun., Dec. 7
Thurs., Dec. 11 - Thurs., Jan. 1
*Blue Spruce Park - Indiana*
724-463-8636
www.indianacountyparks.org

**Mythbusters: Behind the Myths Tour**
Thursday, Dec. 4
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

**Deborah Henson-Conant**
Thursday, Dec. 4
*Fisher Auditorium - IUP*
724-357-2787
www.iup.edu/livelyarts

**Light Up Night - Blairsville**
Friday, Dec. 5
*Downtown Blairsville*
724-459-9100

**Dillweed's Parlor Players present: Christmas Stories**
Fri., Dec. 5 - Sun., Dec. 7
*Dillweed Bed & Breakfast*
814-446-6465
www.dillweedinc.com

**Light Up Night - Homer City**
Friday, Dec. 5
*Downtown Homer City*
724-479-2184

**Family Tradition Fun Weekends**
Sat., Dec. 6 & Sun., Dec. 7
Sat., Dec. 13 - Sun., Dec. 14
*Fleming's Christmas Tree Farm, Indiana*
724-463-0570
www.FlemingsChristmasTrees.com

**Trees for Troops Day**
Saturday, Dec. 6
*Fleming's Christmas Tree Farm, Indiana*
724-463-0570
www.FlemingsChristmasTrees.com

**Lovin' Downtown Santa Event**
Friday, Dec. 12
*Downtown Indiana*
724-463-6110
www.downtownindiana.org

**Indiana Players Present: "Winnie the Pooh"**
Fri., Dec. 12 - Sun., Dec. 14
Fri., Dec. 19 - Sun., Dec. 21
*Philadelphia Street Playhouse*
724-464-0725
www.indianaplayers.com

**B.E. Taylor Concert**
Saturday, Dec. 20
*Kovalchick Complex*
800-298-4200
www.kovalchickcomplex.com

*Please remember to send us your events. The sooner we have event information, the sooner we can work to promote your event!*

**All events, dates and times subject to change without notice. Please visit the Calendar of Events page of the ICTB website for a complete listing of all upcoming events.*

# Indiana County
## "Out and About" promoting

### Birthday Celebration of Our Hometown Hero

It was great to see so many supporters of the Jimmy Stewart Museum, both young and old, past & present, from the community & IUP at the birthday party honoring the great legacy of our hometown hero Jimmy Stewart.

### Ribbon Cutting and Dedication of Vinegar Hill Steps

On May 23rd, the official ribbon cutting and dedication took place for the 69 newly rebuilt steps leading to the top of Vinegar Hill. Many local prominent figures spoke at the event, including ICTB Board Member, County Commissioner Patty Evanko who said to the crowd, "You have accomplished something to be proud of by the completion of the steps. This adds one more thing to make Indiana County a place where people want to live and raise a family." Plaques purchased by local businesses, organizations, and families assisted in the funding of the project. ICTB is one of the many supporters to have a plaque on the steps.

### International Students Visit Indiana County

The Indiana County Tourist Bureau helped welcome more than 1,800 visitors during the A.C.E. International Student Conference this past May. Kathy Evanko, Director of IUP Conference Services, booked and arranged the event that was held at the KCAC. Students from all over the United States, Canada, and 26 countries, spent a week at IUP while attending the faith-based conference. The Tourist Bureau staffed an informational table, which was heavily utilized. The Tourist Bureau also provided special tote bags with the County and ICTB logo for attendees.

### Airport Festival Takes Off

It was a beautiful weekend for the Annual Jimmy Stewart Airport Festival. On June 14th & 15th, the sky was as beautiful as it was active over the Stewart Airport! Many attended the fun-filled day, which included aerial demonstrations by the 1945 Republic P-47D "Thunderbolt" as well as displays of vintage and military aircraft, airplane rides, food booths and more. The Tourist Bureau distributed member information from their informational table to those in attendance.

### First Lady Susan Corbett Names Honorees at the Jimmy Stewart Museum

"It is especially meaningful to announce the honorees of this year's Governor's Awards for the Arts in the hometown museum that celebrates the first recipient of a Pennsylvania Governor's award, actor Jimmy Stewart," Mrs. Corbett, the chair of the Pennsylvania Council on the Arts, said on July 24th at the Jimmy Stewart Museum. The annual event honors outstanding Pennsylvania artists, arts organizations, cultural leaders, and patrons who have made significant contributions to the advancement of the arts. For the first time ever, the event will be held on a university campus – Indiana University of Pennsylvania. The Indiana County Tourist Bureau worked with members from IUP and the community to create an advertising campaign for Marketing and Social Media. The 2014 honorees are Jennifer Higdon, Philadelphia – Distinguished Arts Award, Robert Qualter, Pittsburgh – Artist of the Year, The Andy Warhol Museum, Pittsburgh – Arts Innovation Award, Mark E. Pasquerilla, Johnstown – Patron Award and Indiana's very own Myron Hay Tomb, Esq. – Leadership & Service Award. Governor Tom Corbett will present the awards on September 28th at 4 p.m., at the Fisher Auditorium of the Indiana University of Pennsylvania Performing Arts Center.

# Tourist Bureau
## Indiana County Tourism and YOU!

### Knotweed Festival Experiences Second Straight Successful Year

August 16th was the 2nd Annual Knotweed Festival in Blairsville. Spectators from near and far enjoyed all that the festival offered, from homemade foods to homemade crafts. The festivities kicked off with a parade through town. Those in attendance visited informational booths, including one from the Tourist Bureau supplying member information and brochures.

### Record Breaking Year During Christmas in July

The Indiana County Tourist Bureau celebrated "Christmas in July – Indiana County Day" at Idlewild and SoakZone in Ligonier, PA on Friday, July 25th. The Tourist Bureau distributed 500 Indiana County backpacks in an hour and a half – a record pace – at the gazebo in the center of the park. The Indiana County Christmas Tree Grower's Association donated three Christmas trees that beautifully decorated the gazebo area and added to the holiday cheer. Visitors to the park enjoyed seeing Santa and chatting with local author, David King, of Santa's Glee. Also promoting the "Christmas in July – Indiana County Day" was Jim DeCesare, Director of Operations and Programming from Renda Broadcasting, who aired live from Idlewild. Helping to promote the county with their presence at the park were Commissioners Ruddock, Evanko, and Baker. ICTB conducted a drawing every hour giving away various tickets for the Pittsburgh Zoo, Sandcastle and Idlewild. The ICTB staff had a fun day sharing information about Indiana County and received a great response from those in attendance. "Spending the day at Idlewild is really a great way to reach people and showcase Indiana County. We had a lot of visitors stop by and ask about the County. Many shared that they had attended IUP and loved it! We were also surprised at how many visitors were from Ohio and knew that we are the Christmas Tree Capital of the World," said Denise Liggett, Executive Director.

### IUP Ribbon Cutting for New Crimson Café

On August 22nd, a ribbon-cutting ceremony took place to celebrate the opening of the Crimson Café, a new 410-seat, micro-restaurant-style dining facility between Cogswell Hall and Stabley Library. Featured in the new Crimson Café are Starbucks, The Fireplace, Burger Studio, and Crimson Bistro. The Crimson Café is the first phase of the university's three-phase Dining Innovations plan. Tours and samples from the food stations were provided after the ribbon cutting. It was a fun and delicious way to start the day!

## *Looking Ahead...*

### Pennsylvania Association of Travel & Tourism Fall Conference

ICTB Executive Director Denise Liggett will be attending the 2014 PATT DMO Council Fall Conference in September at Eden Resort in Lancaster, PA. Bringing together the DMO Council for networking, roundtable discussion and educational opportunities that meet the needs of the DMO Council are the goals of the Fall Conference. This event is an annual gathering for the DMO Council under Pennsylvania Association of Travel & Tourism (PATT). Tourism is critical to the economic well-being of Pennsylvania. The Tourism industry is a coalition of museums, wineries, golf courses, hotels, restaurants, attractions and many other tourism partners largely made up of small businesses. The State Tourism Office, county and regional-based destination marketing organizations (DMOs) and regional marketing partners work with over 100,000 local tourism and hospitality businesses to attract leisure and business travelers to Pennsylvania. Pennsylvania has such a wide array of tourism products, including heritage, arts and cultural components of our industry. Arts and culture communities are a key partner in attracting and developing new businesses in Pennsylvania. Governor Corbett has recognized the importance of this segment of our industry throughout his campaign and the industry looks forward to supporting arts & cultural heritage as a significant part of the tourism industry. All of these partners support more than 452,340 Pennsylvanians employed in the Tourism industry.
*(Resource PATT website: www.patravelandtourism.org)*

2334 Oakland Ave.,
Suite 68, Indiana Mall
Indiana, PA 15701
Phone: 724-463-7505

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