

First City News

Downtown Connellsville

Downtown Connellsville is an initiative of the Fayette County Cultural Trust

www.DowntownConnellsville.org

Fall 2022

Thank you to the Community Foundation of Fayette County and Rotary of Connellsville for providing funding to plant fresh flowers and new soil and repaint some of the metal bird houses in the planters located around Connellsville's gateway areas.



Did You Know?

70% of first-time sales at restaurants, retail shops, lodging facilities, and attractions can come from curb appeal. We all travel. Think about these phrases: "That looks like a nice place to eat." or, "That looks like a nice place to stay." Virtually every person on the planet has said those words at least once, if not dozens of times. You can spend millions of dollars marketing a town or downtown, and none of that will make me – the visitor – walk through your shop's door. You, the merchant, must do that. Beautification, or curb appeal, is an investment with a tremendous return. We can help you with facade work through our matching funds program.



2023 Tourism Grant Program Fayette County

www.golaurelhighlands.com/partners/tourism-grant-program/fayette-county-tourism-grant-program/

Forty percent of the Fayette County Lodging Tax is appropriated for a grant program specifically established to support the county's tourism assets. The purpose of this grant program is to enhance the tourism experience, increase tourism visitation, and to generate overnight stays within Fayette County. Awards are granted annually on the basis of merit as determined by the Fayette County Tourism Grant Review Committee and administered by the Fayette County Commissioners and GO Laurel Highlands (GO LH) (Laurel Highlands Visitors Bureau). Thus, grant funding must be primarily used for marketing and advertising expenses that target potential visitors who reside outside of the Laurel Highlands counties and whose visit is likely to result in an overnight stay.

For-profit organizations can apply only for a marketing grant and are required to provide a dollar for dollar (1:1) match for dollars awarded. If you receive a grant, you can incur expenses eligible for assistance immediately after grant notification. Expenses cannot be incurred before notification date.

Marketing grants may be awarded to any nonprofit or for-profit tourism-related business or organization located within Fayette County that submits a request for such funds utilizing the official grant application furnished for this purpose and whose mission and operation are directly related to tourism and tourism development.

The 2023 grant applications will be available online starting in September 2022.



Downtown Chili Walk

Saturday, 5 November 2022

11 am - 2 pm

Tickets \$10.00 each

This event benefits

Downtown Connellsville Initiatives



Congratulations to Connellsville's Comfort Inn Hotel for ranking the 5th Best Comfort Inn Hotel in the United States!



GREAT ALLEGHENY PASSAGE

Between 2016 and 2019 there were an average of approximately 1 million GAP visits each year. In 2019, the estimate of user visits was 990,000. 7.6% of GAP user visits were estimated to be from overnight users, or thru-riders. In 2020, GAP user visit counts shot up dramatically to almost 1.5 million visits. While these extremely high use rates appear to be an effect of Covid-19, it is likely that GAP user visits will continue to increase from pre-2020 levels in coming years, in keeping with long-term trends. Because of the Great Allegheny Passage, Connellsville has seen visitors from all around the world!

While several communities have benefited from business development, property value increases, and other investment spurred by GAP tourism,

New Downtown Business

Please Welcome The New Downtown Business:

Devotion Kickboxing

139 West Crawford Avenue

devotionkickboxing.com



After 6 years of hard work, the Appalachian Creativity Center, located at 139 West Crawford Avenue is closing its gallery space. Art & Culture are very important to a thriving community. It brings in tourism dollars and supports the local community and artists alike. It's very important for the community to patronize our local downtown shops. A downtown district is the heart beat of any city. Ann and Shirley plan on reorganizing to offer classes on mosaics and other art forms. The gallery will be missed in our community.



Although, not in the designated downtown business district, please let your customers know that Martin's has installed a charging station for electric vehicles. Located at 800 Vanderbilt Rd, Connellsville, PA 15425

Connellsville, which enjoys proximity to Ohiopyle State Park and Amtrak access, has seen a particularly pronounced impact. The median home value in Connellsville has risen by approximately 42 percent in six years, many new trail-oriented businesses (including a large traiside hotel) have opened, and public investment in recreation infrastructure has transformed Connellsville into a vibrant stop for GAP users.

Get To Know Your Backyard!



“What do you do for fun around here?” When visitors come to Connellsville, replies to this question can make or break their impression of our community. If you want visitors to come back again — and say nice things about our town to others who might come, too — you need to have some good answers at the ready.

That means offering things to see and do that are either unique (one of a kind) or extraordinary (other towns might have them, but yours is better). Effective community tourism development aims to give visitors an authentic, high-quality experience that they will remember for a long time.

Travelers don't consider political boundaries when they explore, and nearby attractions and services can be leveraged to improve visitors' experiences.

Fayette County Day - Fallingwater November 13, 2022

Each year, more than 1,000 Fayette County residents visit Fallingwater during Fayette County Appreciation Days. Generations of Fayette County residents have had an important role in Fallingwater's history and remain actively involved as staff or volunteers in its ongoing preservation, interpretation and stewardship. In appreciation to county residents, free admission to Fallingwater is offered.

Advance reservations are essential to guarantee complimentary admission to Fallingwater for a Guided Architectural Tour. Availability is limited, so please reserve in advance.

Admission is available from 9:30 a.m. to 3:30 p.m. Residents are encouraged to call 724-329-8501 for information and to make reservations.

Downtown Connellsville is a project of the Fayette County Cultural Trust. Since being established the Downtown Organization has helped businesses with facade improvements, signage, new windows and doors. Downtown Connellsville has invested greatly in a streetscape improvement program which consisted of downtown planters, benches, trash cans, bike racks and public art projects. Downtown has marketed our main street area in Trail Guides, Go Laurel Highlands publications, social media sites and web site. Downtown has hired Sharon Joseph as a Downtown Connellsville Liaison. We have invested over \$250,000 into downtown projects over several years. Please consider us for a year-end donation to help support this great program. Check out our web site at DowntownConnellsville.org



Please consider making a year end donation to
Downtown Connellsville
A project of the Fayette County Cultural Trust

Name: _____

Address: _____

Telephone: _____

Email: _____

Amount: _____

Please mail your donation to:
Downtown Connellsville
139 West Crawford Avenue
Connellsville, PA 15425



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**Thank You to our
Neighborhood Partnership Program
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Downtown Connellsville Liaison Sharon A. Joseph

Sharon A. Joseph is serving as the Downtown Connellsville Liaison for the Fayette County Cultural Trust. She is available to help Downtown Connellsville business owners optimize their growth potential and marketing opportunities. Sharon is currently running a 'What did you buy Downtown' Contest to encourage more people to make purchases in the designated downtown area and promote local Downtown businesses. Anyone making a purchase downtown, including GAP trail users and visitors can participate. Simply take a picture of your receipt, and send it to Sharon@downtown-Connellsville.org with the Subject line: 'What Did I Buy Downtown' along with your name and phone number in the body of the email, and you will be entered for a chance to win a \$25 gift certificate from a local business.

Sharon is also available to connect people to job opportunities and create partnerships to help businesses succeed. If you're a person looking for a job, or a business with a job opening, do let her know.

The Fayette County Cultural Trust is grateful to the Neighborhood Partnership Program for providing this opportunity for business owners. Sharon now resides in Connellsville and will use her extensive Wall Street business management background, coaching and consulting experience, to help businesses grow their bottom line, and implement pre-determined strategies to develop and connect the Downtown Connellsville geographic area to the greater Laurel Highlands tourism family.

Email: Sharon@downtownConnellsville.org