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CONTACT:

Lesley Kistner

Public Affairs Director

814 769-9490

LesleyK@happyvalley.com

HVAB announces 2021 Tourism Grant recipients

More than \$461,000 will benefit 45 events/projects

Monday, June 21, 2021 – The Happy Valley Adventure Bureau (HVAB), in partnership with the Centre County Board of Commissioners, today announced \$461,300 in Tourism Grant funding for 48 projects that encourage visitation and overnight stays in Happy Valley, and enhance tourism assets.

The news conference was held at the Bellefonte Train Station, which houses the HVAB’s satellite visitor center.

“The Happy Valley Adventure Bureau and the Commissioners are pleased that despite the pandemic’s revenue impact to the to the Tourism Grant program, we’ve been able to continue providing funding to many worthwhile projects, including first-time grant recipients,” said Fritz Smith, HVAB President and CEO.”

This year’s recipients include 10 *first-time applicants.

The following organizations received grant funding:

1. Pennsylvania Chamber Orchestra - \$3,000 for advertising
2. *State College Area Rowing Association - \$8,000 to help support the construction of a floating low freeboard dock at West End Park in Howard, PA. This would enable the local club team to bid for events to be held at Bald Eagle State Park.
3. Happy Valley Women’s Cycling Team (Rothrock Grit Gravel Grinder) - \$5,000 for the June 2022 event.
4. Bellefonte Art Museum - \$10,000 to market exhibits, with a focus on the Underground Railroad *Journey to Freedom*.
5. The State Theatre - \$25,000 for marketing assistance
6. Central PA 4th Fest -- \$25,000 to support the July 4 fireworks display
7. Centre Region Parks & Recreation - \$3,500 to support the popular Centre County Geo-cache tour

8. Arboretum at Penn State -- \$8,000 to advertise two signature events: the Pumpkin Festival and the Winter Celebration
9. Grange Fair - \$25,000 to augment the advertising campaign to promote the fair
10. The Crooked House (Milesburg) - \$10,000 for concrete sculpture fabrication/installation and marketing costs
11. Nittany Mountain Bike Association – Harvest Fields Community Trails - \$15,000 to support phase 2 of the project, which includes building a skills park
12. Bryce Jordan Center - \$7,500 for marketing to drive concert attendance
13. Discovery Space - \$15,000 for marketing
14. Nittany Lion Aquatic Club - \$20,000 to support the cost of renting McCoy Natatorium in order to host five USA Swim meets
15. Central PA Festival of the Arts - \$7,000 for marketing virtual festival
16. First Night State College - \$3,250 to help market the event
17. Centre Stage - \$10,000 to market the upcoming performance season, which starts in October
18. Penn's Woods Music Fest - \$2,800 to promote the event, which will take place June 13-25, 2022
19. Nittany Performing Arts Center - \$5,000 to help toward developing this project
20. *Central PA Tasting Trail - \$10,000 for a performance staging project coordinated by Elk Creek Cafe
21. PA Parks & Forest Federation (Friends of Rothrock) - \$10,000 for continuation of trail design and development
22. Centre County Library & Historical Museum - \$10,000 for ongoing restoration work
23. *Havana Fest - \$6,000 for Cuban-themed festival taking place in May 2022
24. Centre Film Festival - \$11,000 to market the festival, which will be held Nov. 5-7, 2021
25. Rhoneymeade - \$4,000 for new signage, event tents and marketing materials
26. *Millheim Borough - \$5,000 for Millheim Walk “second Saturday” events
27. State College Downtown Improvement District - \$14,000 for resource improvements, including art murals, plants/planters, etc.
28. Rowland Theater - \$5,000 for new spotlights
29. Bryce Jordan Center (project 2) - \$10,000 to promote incentives meant to attract big name acts
30. *Millheim Borough (Project 2, Millheim WalkFest of Art and Music) - \$5,000 to assist with new event taking place July 9-11, 2021
31. *Snow Shoe Rails to Trails - \$7,000 to develop map/pamphlet of local businesses and legalized trails
32. Centre County Farmland Trust - \$5,000 to assist with development of farm route project
33. Philipsburg Revitalization Corp. - \$5,000 for the Market Appraisal Day and Wine Walk
34. Downtown Bellefonte Inc. - \$10,000 for Bellefonte Under the Lights and Fridays in the Fonte
35. *Central PA Tasting Trail - \$9,000 for a new Oktoberfest event at Grange Park
36. *Ferguson Township - \$9,000 for a new event: Route 45 Getaways
37. *Happy Valley Improv Festival - \$17,000 for marketing for this event, which will take place May 19-21, 2022
38. Centre County Historical Society - \$10,000 for marketing to drive visitors to CCHS-administered sites
39. Centre Bike - \$1,000 for Ride with GPS license renewal
40. Historic Bellefonte Inc. - \$40,000 for Historic Cruise, Arts & Craft Fair, Victorian Christmas

41. Lucky Dog Management - \$20,000 for production of Happy Valley Music Fest
42. *Potter Township Parks & Recreation - \$6,000 for Emory and Geis Field renovations
43. Columbus Chapel & Boal Mansion Museum - \$3,750 for marketing
44. Tempest Productions – Theatre and Dance Fest - \$10,000 to help promote the June 2022 festival
45. Provisions Magazine - \$10,000 for Happy Valley Restaurant Week

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