

## Armstrong County Tourist Bureau Summer

Attention!!!

- The New Golf Guides are here!



- Submit your photos for Project 365! See if your photo is chosen as photo of the day!
- Follow/ Like us on Facebook Twitter.



- Go Mobile!



[www.ArmstrongCounty.com](http://www.ArmstrongCounty.com)

We would like to welcome the newest member to our team, Kevin Andrews, Tourism Assistant.

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# The Armstrong Beat

Newsletter of the Armstrong County Tourist Bureau Volume 6 - Issue 2

## Open House Was Success

The Armstrong County Tourist Bureau and Armstrong County Chamber of Commerce hosted an Open House on Friday, May 11, 2012.

This event is held every year in honor of National Travel and Tourism Week. It gives the community a chance to obtain information while enjoying free food and entertainment. It also drew people into the Tourist Bureau who might not have paid much attention to it before.

We handed out hotdogs, cookies, and drinks. We also gave away approximately 100 Frisbees offering them as plates. This was the one time parents might have actually allowed their kids to play with their food.

Denise Brinsfield was presented The Photo of the Year Award for her Project 365 photo taken in February of 2011.

Entertainment was provided by the Western PA Music and Arts Academy and many of our members had booths set up to give out information. Commissioners Dave Battaglia, Bob Bower, and Rich Fink were all in attendance at the event, as well as Jeremy Diaz from Senator White's office.

Overall there were more than 100 people who showed up, and 17 people who won door prizes. It was a very fun day.

We would like to thank everybody for attending and we would also like to thank the members who donated door prizes (list on page 3).  
- Kevin S. Andrews, Tourism Assistant



Director Allison Ball (left) presents Denise Brinsfield (right) the Photo of the Year Award.

## Together For Tourism

The Armstrong County Tourist Bureau was represented at the 2012 Together for Tourism: The Pennsylvania Industry Summit in Harrisburg from April 29 – May 2 by Allison Ball, Armstrong County Marketing Director and County Enhancement Specialist.

We participated in the Tourism Rally at the State Capitol along with the other Tourism and Convention Center Directors in the state. This was to promote tourism, acknowledge Tourism Week, and recognize the importance of the tourism industry in Pennsylvania.

Various vendors had booths set up to help promote their products or services and there were several seminars you could choose to attend during the three days of the summit. I attended "Proving Your Worth to Partners", "Travel Marketing: High Tech vs. High Touch", "House Tourism Committee", and "How to Develop Your Current and New Tourism Product(s)." These workshops were very informative to both novice and experienced directors alike.

It was announced during the summit that PACVB (Pennsylvania Convention and Visitors Bureau) will be transitioning into PATT (Pennsylvania Travel and Tourism).

I also attended the Pennsylvania Parks and Forest Banquet with Indiana and Lawrence County's Tourist Bureau Directors at the Harrisburg Country Club to honor Indiana County's Yellow Creek State Park, winner of this year's President Award. It was a worth-while event, the next summit will be held in the fall.  
-Allison Ball, Director

## Lenape Expo Show

On April 24<sup>th</sup>, the Armstrong County Tourist Bureau participated at the 2012 Lenape Business, Education and Technology Expo. Lenape Tech hosted and co-sponsored the event along with the Armstrong County Commissioners, Armstrong County Chamber of Commerce, and Family Life TV. Fifty-three vendors, consisting of business and industry representatives, community service organizations, post-secondary institutions and Lenape staff had the opportunity to showcase what Armstrong County has to offer residents and potential residents/businesses by interacting with high school students and the general public. Information on summer employment and volunteer opportunities were also available. Approximately 400 spectators attended the show.  
-Linda Pennington, Assistant



# Richard G. Snyder YMCA Campus

1150 North Water Street  
Kittanning, PA 16201

New location!!!



A new chapter in history has begun for our community! The new Richard G. Snyder YMCA Campus facility was officially dedicated on May 25 and opened for business May 29, 2012.

The 26,500 square foot building has several features requested in the community survey conducted in 2009. Two pools will house three different swimming areas.

The small pool has a zero depth entrance and includes water features for the little kids. The small pool provides a 'cross over' area for individuals to the larger pool for recreational and lap swimming. The four lane 25 yard pool will also be used for our swim instruction classes. Water temperature will be kept at 82 degrees.

The separate warm water pool will be kept at 89 degrees with zero depth entry that leads down a ramp for wheelchair and special needs access. Recreation and a variety of swim instruction and water fitness classes will be offered in this area.

The Wellness Center is located on the second floor for ages 16 and older. The area has all new strength training, free weight, and cardio equipment. On the first floor we have a Circuit Room with strength equipment for smaller framed people, seniors, and kids under the age of 16. The Circuit Room is located right off the gym to encourage use of both areas.

The Family Gym provides space for family recreation, youth sports, open recreation, after school activities and special events. Two other multi-purpose rooms and a babysitting area are located on the first floor. The chapel is located right past our front desk at the entrance of the Y. In addition, our youth sports fields are located on site and will also provide space for our summer day camp activities.

Individuals considering joining the Y may use the facility for no charge through June 10. A sampling of different fitness and other classes will be available for all to try. A program schedule will be available the end of June listing all classes, sessions, and enrollment periods through the end of the year. It's very important for individuals to join as members have priority registration for all classes and they fill very quickly.

Facility hours are as follows:

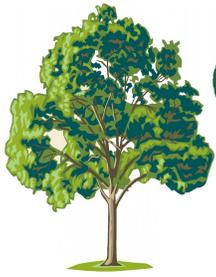
<b>Mon - Thur</b>	<b>5 am - 10pm</b>
<b>Fri</b>	<b>5 am - 9 pm</b>
<b>Sat</b>	<b>8 am - 5 pm</b>
<b>Sun</b>	<b>1 pm - 6 pm</b>



Please note pools close 30 minutes before the facility to allow clean up and preparation for the next day.

Although the new Y is up and operating our capital campaign is still being implemented. We need to complete the campaign to meet the 6.2 million overall cost of the project. We want to thank all donors who have helped us to this point and we hope individuals continue to contribute when contacted as we still need your help.

The Y is in a fortunate position due to the generosity of Rich and Barb Snyder. Three years ago the Y was set to disappear in the community. Rich and Barb stepped forward and literally saved the Y. Thanks to them a multitude of individuals will be able to experience Y programming.



# Crooked Creek

## Environmental Learning Center

142 Kerr Road  
 Ford City, PA 16226  
 (724) 763-6316  
[www.crookedcreekelc.org](http://www.crookedcreekelc.org)

**Open House Prizes By:**

- 2 Krew Security
- Klingensmith's Drug Stores, Inc.
- Dizzy Lizzies
- Pounds Turkey Farm
- Armstrong Community Theatre
- The Leader Times
- ESS Insurance Group
- Primitive Peddler
- BLX Inc.
- Nautical Mile Campground
- F&M Bank
- Quality Life/ Sugar Creek Rest
- Creative Dreams
- Olsen Chiropractic
- Kiski Junction Railroad
- Windgate Vineyards and Winery

The Environmental Learning Center is a multi-use facility operated under the auspices of the Armstrong Educational Trust and is available year-round to organized groups and businesses for environmental education, workshops, meetings, or retreats.

Armstrong County has no county or state parks. The Crooked Creek Environmental Learning Center (ELC) is uniquely suited to fulfill the need for a facility and organization to provide environmental and resource conservation education.

ELC field trips cover topics including water quality lessons, nature walks, tree and flower identification, and the treasure hunting game Geocaching. Our facility spans 31 acres and visitors have access to all of Crooked Creek Park. We offer a self-interpretive trail (Discovery Trail), the Poetry Trail, an herb garden, and a handicapped accessible trail will be available soon! Inside the ELC we host an impressive display of mounted mammals, birds, reptiles, and fish.

Throughout the year, some of the events that the ELC host are: a Winter Wonderland Walk, "Conservation of Art" Art Exhibit, Maple Sugar Program, the Armstrong County Envirothon, an annual "Open House" event, Young Naturalist Outdoor Adventure Camp, an annual Fall Foliage 5K, and a presentation of the classic film "Emmet Otter's Jug band Christmas."

The ELC is part of a non-profit organization. We rely on grants, user fees, donations, fundraising and sponsors to continuing serving the committee.

The ELC needs your support. There are many opportunities for a contribution: a leaf on the Donation Tree, a Memorial Bench, and/or a membership.

We welcome volunteer time to help with general maintenance, mowing grass, clearing fallen branches, tending the gardens and clearing trails.

**Your Sponsorship Supports:**

- Environmental and Resource Conservation programming



- Upkeep of the Herb and Flower Gardens
- Trail maintenance and enhancement
- Upkeep and repairs of our grounds

For more information visit us online at [www.crookedcreekelc.org](http://www.crookedcreekelc.org) or contact us at (724) 763-6316.

**Website Stats**

[www.ArmstrongCounty.com](http://www.ArmstrongCounty.com)

**March 2012**

Unique Visitors: 3131  
 No. of Visits: 4995  
 Hits: 280827

**April 2012**

Unique Visitors: 3650  
 No. of Visits: 5636  
 Hits: 277716

**May 2012**

Unique Visitors: 3796  
 No. of Visits: 6289  
 Hits: 312475

Avg. Duration 4 min 13 sec

**Welcome New Members!!!**

State Farm Insurance- Andrew Laddusaw

Subway

Fine Line News and Printing

Cabin Green's Golf Course

Lackey's Dairy Queen

DBA Burnt Ridge Campgrounds

The Links at Spring Church

# Armstrong County Armstrong County Tourist Bureau



## Tourist Bureau

Address service requested

125 Market Street  
Kittanning, PA 16201  
724-543-4003 www.ArmstrongCounty.com

PRSRT STD  
US Postage  
PAID  
Kittanning, PA  
Permit No. 197

### Board of Directors

Jack Bennett, Chairman  
Melvin Check, Vice Chairman  
Pam Meade, Treasurer  
Neill Andritz, Secretary  
Travis Lindsay  
Chuck Rupp  
Jason Renshaw  
Connie Jerich  
Commissioner Rich Fink

### Staff

Allison Ball, Director  
Linda Pennington, Assistant  
Kevin Andrews, Tourism Assistant

Come. Play! Discover...

The heart of Western

Pennsylvania!

Armstrong County



Tourist Bureau

125 Market Street

Kittanning, PA 16201

724-543-4003

ArmstrongCounty.com

### Attention Members

- Newsletter Inserts—\$50 and 500 copies gets your message out to all the bureau members, all municipalities in Armstrong County, federal, state and local elected officials, and many more businesses and organizations.
- Display Window— The Tourist Bureau display windows located on 125 Market Street in downtown Kittanning are available for your business or organization to advertise, free for non-profits and \$25 per month for businesses . These windows are LARGE, carpeted, and lighted.
- Feature Member for Newsletter—FREE, just send us the information and a photo and we will get you in. There are 2 tourist bureau members highlighted per issue.
- Project 365—Submit photos of Armstrong County to our website in Project 365, maybe your photo will be selected as photo of the day, photo of the month and our grand prize winner of "photo of the year".
- Calendar of Events—Easy online submission, and it's FREE.
- Homepage News Items—Send us the information and a photo if possible. These will run typically for 1-2 weeks, and it's FREE.
- Photo Gallery—Easy online submission to the website photo gallery, and its FREE.

### Mission Statement of the Tourist Bureau:

**Pittsburgh** and **Countryside**

Established in 1963, the Armstrong County Tourist Bureau is the official tourism promotion agency for Armstrong County. Our mission is to promote tourism, tourism development, and the interests of the travel and hospitality industries of our region, thereby contributing to the economic growth and well-being of the area. The Armstrong County Tourist Bureau is a non-profit, membership organization.