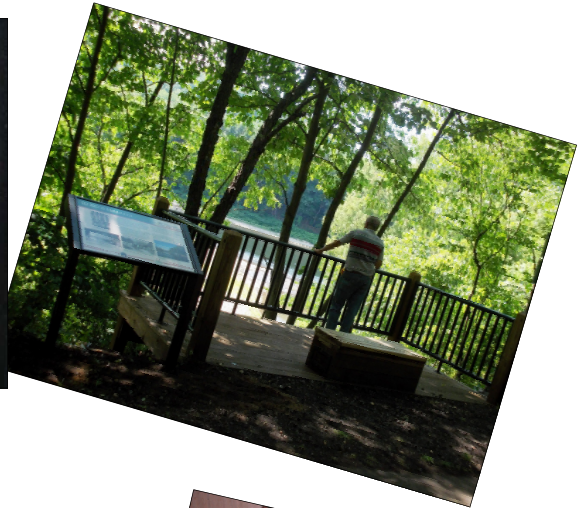


# 2012 ANNUAL REPORT



October 25, 2012  
Groundbreaking Ceremony for the Southern Segment of the McClintock Trail



217 Elm Street  
Oil City, PA 16301-1412  
814-677-3152 or 800-483-6264  
[www.oilregion.org](http://www.oilregion.org)



February 28, 2013

Dear Friends:

As always we want to thank you for your support and participation in the Alliance's mission. As members, you provide much needed resources that directly result in the completion of activities and projects in the areas of Economic Development, Tourism and Recreational Development, Heritage and History Development, and strategic partnerships in Greenways Development and Downtown Community Development.

In our Annual Report we reflect on the accomplishments of the previous year. Please keep in mind that the activities and initiatives we work on often are multi-year projects that cannot be measured in a 12-month period. Here again we reflect on a very significant and active transition year at the Oil Region Alliance. Much celebration and thanks to our team members! Without them and their dedication to the mission, a very challenging year would not have been successful!

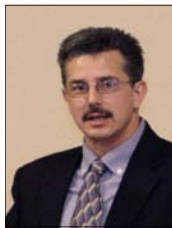
In 2012 we refocused to an Asset Based Economic Development approach and this initiative has been successful, as it has helped channel our resources in very specific directions and helped us look at strategies that have been implemented successfully in other parts of the country. We are working to capitalize on opportunities with the Marcellus and Utica shale plays by improving our infrastructure to accommodate the industry. We are actively working to market our region to companies that can create family wage-sustaining jobs as we realize our region has been hard hit recently.

We thank you for your continued support and we welcome your partnership for a stronger region.

Sincerely,



Rodney C. Griffin, Chair



John R. Phillips II, President



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### Our Mission

"The Mission of the Oil Region Alliance of Business, Industry & Tourism is to increase the prosperity and population of the Oil Region by enticing people to live, work, learn and play in *"the valley that changed the world"* through the preservation, promotion, development and support of historical, educational, natural, recreational, residential, commercial and industrial destinations."

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### Heritage Highlights

- Engineering was completed and permits received for the southern half of the McClintock Trail (bike trail segment) from North Seneca Street to McClintock Well #1, which is part of the main stem of the Erie-to-Pittsburgh Trail. A groundbreaking ceremony was held on October 25. Trail surfaces are scheduled to be constructed in 2013.
  - At the Tarbell House, completed interior rehabilitation included electricity, period replica lighting, security system, fire/smoke detection, plumbing, and HVAC.
  - At the Neilltown Church Building outside of Pleasantville, we hosted four live musical programs; also secured needed funding for interior rehabilitation that is scheduled for 2013.
  - Installed an additional outdoor interpretive panel at Allegheny Scenic Overlook and received several grants to produce multiple outdoor interpretive panels in 2013 along area trails and waterways.
  - Funding was assembled for the Oil Region Visitor Center to go inside Venango Museum; electrical and outdoor signage upgrades were installed during winter; exhibits to be installed in 2013.
  - Nine Educational/Preservation Mini-Grants related to Oil/Gas Industry History were awarded to local partners; students and learners of all ages will be attending these enriched experiences in 2013.
- Assembled funding and lined up researchers and authors for updates for several educational publications for reprinting in 2013, including "Exploring Venango County," "Titusville Historic Walking Tour" brochures, and "Victorian Architecture in the Oil Region."
- Hosted public open houses and private guided tours at Coal Oil Johnny House, Tarbell House, and Neilltown Church Building.
- Acquired land parcels for Oil Creek Memorial Landing along Route 8 and McClintock Trail in Oil City. We are assembling funds for site engineering and construction of this trailhead, kayak launch, and memorial commemorative features. Planning and permits are planned in 2013, with construction set for 2014.
- Staff provided historic preservation consultation services to multiple private property owners and municipalities.
- We continued engineering on the few remaining gaps in the Erie-to-Pittsburgh Trail within the Oil Region.



Project meeting at the Tarbell House with Architect Harold Best and the electrical team.

## News on Economic Development

- Increased horizontal drilling activity was seen in the Oil Region in 2012. Reports indicate that several major companies have drilled or are preparing to drill a combined 12 deep wells in Venango County. We outreach to these companies to provide assistance.
- Continued our efforts to attract the National Pipeline Safety Training Center.
- The Commonwealth named the Sandycreek Industrial Park a Keystone Opportunity Zone, one of only four designations awarded for the year. The designation began on January 1, 2013 and will end on December 31, 2022.
- SCORE Oil City office was established. Mentors assist entrepreneurs and business owners with free, confidential consulting services.
- Staff serves as the Business Service representative liaison with the Oil Region CareerLink and dislocated worker transition teams to assist job seekers match up with employers looking to hire quality workers.
- Staff is working with local partners to recruit a feasible tenant into the former PNC Bank Call Center facility in Franklin.
- Received recertification through the Pennsylvania Economic Development Association and the Department of Community and Economic Development so that we can continue to be eligible to offer industrial development loans.
- Staff conducted 60 outreach calls that entailed assisting local businesses with recruitment and workforce issues.
- Partnership for Regional Economic Performance (PREP) activities continued throughout the year. This regional network involves collaboration among PREP partners for sustained funding.
- Hosted DCED Secretary C. Alan Walker at “Breakfast with the Secretary” in February. Hosted 'DCED on the Road' in September at a regional breakfast forum. We also hosted Debra Bowman, DCED Executive Director, and Commonwealth Media Services folks on a four-day swing through the Oil Region in October, and Rich Hudic, Executive Assistant at DCED, later in the month.
- The NW PA Oil & Gas HUB group hosted several educational forums including a six-week Business Prep for the Oil & Gas Industry Certificate Program, a regional Oil & Gas Information Center as part of the Oil Region Job Fair, a Business 2 Business Forum – “What’s In It For You?”, and one on “Shale Gas and the Economic Impact for Northwest PA.”



DCED Secretary Walker visits the region in March.

## Destination Marketing

The Oil Region continues to grow as an outdoor destination with visitors coming to the region to bike and hike, hunt and fish, canoe and kayak, ride horseback and cross country ski. Many come to take advantage of the Allegheny GeoTrail, where modern-day treasure hunters use GPS units to find hidden caches. Outdoor activities are the center of the Alliance’s tourism marketing, but not the sole reason for the increase in the number of visitors to the region. The area continues to draw tourists to its unique mix of museums, festivals, and concerts.



In 2012, more than 240,500 people visited the seven major attractions in the Oil Region: the Barrow-Civic Theatre, DeBence Antique Music World; Drake Well Museum; the Oil Creek & Titusville Railroad; Oil Creek State Park; Two Mile Run County Park; and the Venango Museum of Art, Science & Industry. Attendance was up at nearly all of them this past year.

No count is available for the number of users of the area bike trails. However, in 2006 when a Trail Utilization Study was done, it revealed that more than 42,000 people used the trails in the Oil Heritage Region in just four months, from July through October. That number has undoubtedly grown, since there are more miles of paved trails now. A Trail Utilization Study is planned for this summer, to measure the impact which the diverse trails have on the local economy.

## Greenways

The Council on Greenways and Trails (CGT) is continuing to build connections between the trails, waterways, great outdoors and our local communities both physically and economically. The Council, a coalition of the three counties, seven municipalities and seven non-profit groups in the region, is providing technical assistance, support and guidance to construct these projects and bringing the economic and community development benefits within reach.

Funding for the CGT to operate is provided by each of the partner municipalities and organizations. For the first four years, the PA Department of Conservation and Natural Resources (DCNR) also provided funding to help pay the salary of the hired Greenways Coordinator and get the organization up and running. This allowed for someone to be available as a contact person and for project assistance on the ground, especially for the volunteer groups, on a daily basis. The DCNR grant funding has since ceased and some of the local partners are stepping up even more to keep the CGT and Greenways Coordinator operating. The Oil Region Alliance has become the new fiscal agent for the CGT. Completed and continuing member projects are enhancing the natural assets of the region. In 2012, a Complete Streets study was completed for Franklin along with Sugarcreek Borough; a streambank restoration stopped sediment polluting the stream and river; a scenic overlook and a kayak access were constructed; communities along the trail system are becoming Trail Towns; and trails are being extended, repaved and connected to business districts. In 2013, the CGT and the Alliance will host the state-wide Greenways & Trails Summit at the Quality Inn and Conference Center in Franklin.



Trail Town assessment meeting in Titusville.

# Oil City Main Street Program

The Oil City Main Street Program is a volunteer-driven downtown revitalization program dedicated to improving Oil City's downtown business district. Supported by the Oil Region Alliance, the City of Oil City, DCED, the Pennsylvania Downtown Center, and many other partners and supporters, Oil City Main Street is one of 120 Main Street programs in Pennsylvania. A Nationally Accredited Main Street Program, Oil City Main Street follows the National Trust for Historic Preservation's Main Street Four-Point Approach® of using Design, Promotion, Organization, and Economic Restructuring as a comprehensive strategy to revitalize downtown Oil City.



We kicked off 2012 by rolling out a Façade Improvement Grant Program. During the year Oil City Main Street teamed with various partners to promote established downtown events, including the Oil Region Indie Music Festival, Jolly July 3<sup>rd</sup>, concerts in Pipeline Alley, and Christmas Past, as well as organizing the region's first Cash Mobs and coordinating the Jingle Bell Run 5K. A comprehensive downtown website will be launched in 2013 that will include a business directory, calendar of events, program information and much more. Additional projects include developing a database of buildings and businesses, creating a toolkit for new businesses, exploring Trail Town opportunities such as trail-related businesses and wayfinding signage, and coordinating the development of a new City flag.

## MAJOR MEMBERS



Cranberry Township

JOYGLOBAL



## STAFF

John R. Phillips, II - President and COO  
 Kathy Bailey  
 Marilyn Black  
 Mary Cochran  
 Chris Coxson  
 Debra Frawley  
 Kim Harris  
 Toni Kresinski  
 Deb Lutz  
 Dan Twombly

## Photographs Courtesy of

Kathy Bailey  
 Marilyn Black  
 Debra Frawley  
 Kim Harris

## BOARD OF DIRECTORS

Rodney C. Griffin, Chair - Specialty Fabrication & Powder Coating  
 Warren Thomas, Vice Chair - Baytree Farm  
 Susan Smith, Treasurer - NW Commission  
 Jonathan "Jack" Crawford, Secretary - Kapp Alloy & Wire Inc.  
 Thomas Surman, Assistant Secretary/Treasurer - Vantage Holding Company  
 Janet Aaron - Executive, Retired  
 Harold Best - Cranberry Township  
 Barbara Crudo - City of Oil City  
 Edwin "Bud" Deal - OCP Warehouse  
 Tod George - Matric Limited  
 Frank Hajduk - Alliance Volunteer  
 Dr. William Hallock - Venango College of Clarion University  
 Stephen "Steve" Hanna - PNC Bank  
 Betsy Kellner - Venango Museum of Art, Science & Industry  
 James Krellner - Joy Global



Linda Lusher - Galaxy Federal Credit Union  
 Neil McElwee - Oil Creek Press  
 Marcia D. Miller - First National Bank  
 Mary Nicklin - DeBence Antique Music World  
 Joseph "Joe" Pastor - Barr's Insurance  
 John Peterson - U.S. Congressman, Retired  
 Dr. Chris Reber - Venango College of Clarion University  
 Linda Routzhan - First Energy  
 Craig Udy - Constellation Energy  
 Vincent "Vince" Witherup - County of Venango

Based on 2012 unaudited financial statements

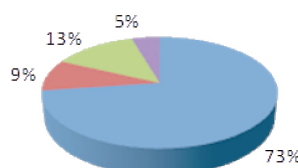
## FINANCIAL SUMMARY

Year ending December 31, 2012

Revenue	
Membership	\$103,740
Municipal Contributions	39,150
Fees, Sales and Others	201,288
Contributions	75,870
Property	182,802
Grants	1,424,809
<b>Total Revenues</b>	<b>\$2,007,239</b>



Expenses	
Program	\$1,459,568
Management	183,549
Property Manag.	289,739
Fundraising	91,853
<b>Total Revenues</b>	<b>\$2,004,709</b>



Assets	
Cash	\$248,721
Account Receivable	835,898
Other Short-Term Assets	2,148
Load Funds	124,173
Land, Buildings & Equip.	1,240,899
Other Long-Term Assets	11,138
<b>Total Revenues</b>	<b>\$2,262,973</b>



Liabilities	
Account Payable	\$429,155
Other Short-Term Liabilities	109,251
Long-Term Notes Payables	145,731
Other Long-Term Liabilities	291,500
<b>Total Liabilities</b>	<b>975,637</b>
<b>Net Assets</b>	<b>1,287,336</b>
<b>Total of Both</b>	<b>\$2,262,973</b>

