

Oil Region Alliance 2014 Annual Report & 10-Year Review



217 Elm Street

Oil City, PA 16301-1412

814-677-3152 or 800-483-6264

www.oilregion.org

www.grabtrails.com



217 Elm Street / Oil City, PA 16301-1412 / 814.677.3152 / FAX 814.677.5206 / 800.483.6264 / www.oilregion.org

February 26, 2015

Dear Friends of the Oil Region Alliance:

The Board of Directors and staff of the Oil Region Alliance (Alliance) thank you for your continued support. Your memberships and project specific donations for current and future projects involving economic development, heritage development, tourism promotion, and recreational development are imperative. Working on an asset-based approach to economic development is the overarching umbrella of every initiative and endeavor the Alliance undertakes.

As we reflect on 2014, we are proud of the projects that have been completed, and the many partnerships that have been strengthened and new ones that have been developed. New leaders, municipalities, and businesses of the region who had not previously worked with the Alliance came forth to roll up their sleeves and work toward a better stronger Oil Region.

One of the many major projects completed was the infrastructure expansion of the Sandycreek Industrial Park. This milestone was the compilation of seven-years of work that included acquiring one of the last Keystone Opportunity Zone designations by the Commonwealth. We are now able to offer companies an Industrial Park with full infrastructure available to them. The Alliance dedicates this project to our friend and partner Susan Coulter, Sandycreek Township Secretary, whom we lost this past year. Susie was dedicated to Sandycreek and the region, and worked so hard to bring this project to fruition.

As the Alliance celebrates its 10th anniversary in 2015, it is amazing the changes which evolved both within the organization and the entire Oil Region. The Alliance has established our niche and have worked hard to foster strong relationships with other non-profits, municipalities, neighboring counties, the commonwealth, individuals, and private businesses to all work on projects that make this region a better place to live, work, and play. It is imperative that we provide a welcoming environment for our visitors and potential residents as well as a favorable business climate for existing and new industries.

At the Alliance our principles embody honesty and respect in our operating culture as we strive to enhance the quality of life through our economic development, heritage and tourism programs. Recognized at the state and national levels for the quality and execution of our projects, it is clear to us that having standards of excellence are the only way to do business and that our success would not be possible without our partners and members' support.

We welcome your assistance to help us achieve our mission to increase the prosperity and population of the Oil Region by enticing people to live, work, and play in "The Valley That Changed The World!"

Sincerely,

Rodney C. Griffin, Chair



John R. Phillips, II, President



Our Story ~

On January 13, 2005, the Oil Region Alliance of Business, Industry & Tourism (the Alliance) was formed when the Venango Economic Development Corporation, Oil City Community Development Corporation, Oil Heritage Region, Inc. and Oil Heritage Region Tourism Promotion Agency merged. These four agencies had been sharing office space in the historic National Transit Building in downtown Oil City, PA. They had similar missions. The idea was to combine assets and consolidate costs and have one new organization that would be responsible for the economic development, tourism promotion, and heritage preservation of the Oil Region.

Meanwhile, just one month earlier, President George W. Bush had signed HR 4818 which designated all of Venango County and the eastern portion of Crawford County as the Oil Region National Heritage Area. The legislation established the Oil Region as the 25th National Heritage Area in the country. It was and is important to have an organization that would be responsible for preserving our rich cultural heritage as the birthplace of the petroleum industry.

The Oil Region Alliance was soon designated by the Venango County Commissioners as the lead economic development agency and the lead tourism promotion agency for the County of Venango.

Since the merger that created the Alliance, with the help of our Partners, Funders and Volunteers we have worked hard to assist local companies and to provide opportunities for job creation and retention while expanding the region's recreational opportunities and maintaining a robust quality of life including:



Team Hardinger Groundbreaking at BIP.

- Team Hardinger broke ground at the Barkeyville Industrial Park (BIP) in the southern end of the county, joining the first company there - RenovEx, Inc.
- Glenn O. Hawbaker, Inc. constructed a 70,000 square foot asphalt manufacturing plant at the BIP. They began operations in 2007 and initially employed 80 seasonal positions. In early 2009 they increased their investment in Venango County by constructing a 15,000 square foot office building.
- The Alliance secured the Foreign Trade Zone (FTZ) designation for the Venango Regional airport property, creating opportunities for local manufacturers and those looking to locate in the area to save on import fees.
- First National Bank provided financial support which made it possible to build the Allegheny Overlook Apartments to address a housing need in the City of Oil City. The apartments were fully occupied in less than 90 days.



Fed Ex new construction in the SIP.

- The City of Oil City secured a \$500,000 grant from the Department of Community and Economic Development (DCED) so that SMS Millcraft could construct a 12,000 square foot addition to their existing building located in the city's industrial park.
- The Alliance secured another \$500,000 grant through DCED for the expansion of a manufacturing building in the Oil City Industrial Park, allowing two more businesses to expand.
- With the help of the Governor's Action Team, Latrobe Steel received a package of incentives from the state that enabled them to enlarge their facility in the Sandycreek Industrial Park (SIP).
- FedEx purchased a 5-acre parcel inside the SIP and built a 27,000 square foot expandable facility.
- The Alliance purchased the West Unit in Franklin from UPMC and rehabilitated it for lease to the County of Venango for consolidation of its human services offices. The County later purchased the facility.
- The Conair/IPEG facility in Franklin expanded their operations with financial support from the Franklin Industrial & Commercial Development Authority, Franklin Area Chamber of Commerce, the Northwest PA Regional Planning & Development Commission and the Alliance. IPEG was provided a \$200,000 grant to ensure the retention of 150 jobs and the creation of 10 new positions at the Franklin site.



Latrobe Steel facility in the SIP.



Conair/IPEG facility in Franklin.



WS Packaging in the SIP.

- Vantage Holding Company purchased the former county Exchange Building in Franklin and rehabbed it into sleep labs, executive offices and a home base for its Health Group Telecommunications Fiber Service Center. We assisted with a job fair to attract employees.
- We assisted WS Packaging with a \$2,500,000 project for a 25,000 square foot expansion that retained 115 jobs and created 30 new ones when they closed an Ohio facility relocating that site's operations and equipment to the Sandycreek Industrial Park. (SIP)
- The Alliance assisted Voyten Electric with their investment of \$500,000 to purchase a building and create an e-store that retained 10 jobs and created



Worker on a local assembly line.

- two new ones. Voyten has since expanded their operation in the region.
- We partnered with the City of Oil City to renovate the third floor of the Business Innovation Center.
- The Alliance provided help with working capital loans and Revolving Loan Funds for equipment purchases by Allegheny Tool Supply and Lake Tool Company.
- In 2009 we received certification through the Pennsylvania Economic Development Association and DCED, enabling the Alliance to administer the PA Industrial Development Authority loan program to eligible businesses.
- The County-Wide Revolving Loan Program became a reality with the first loan being made in 2009.
- We partnered with the City of Oil City and organized a dedicated group of Oil City citizens to complete the requirements to become a designated Main Street Community in 2010.



Seminar at Marcellus Shale Showcase.

- We assisted with local expansions of Specialty Fabrication & Powder Coating, SMS Millcraft, Liberty Electronics, Matric Limited, Venango Steel and Latrobe Specialty Steel, with our partners including PA DCED and the Governor's Action Team.

- In 2010, with our partners the Keystone Community Education Council, local chambers of commerce and others, the NW PA Oil & Gas Hub hosted the Marcellus Shale Showcase – a regional educational/business event. It drew over 1,000 attendees and nearly 100 exhibitors to the Oil Region over the course of the two-day event.

- We sponsored or co-sponsored several seminars and job fairs to assist local workforce development efforts. The Keystone Community Education Council, the NW PA Gas & Oil Hub, NW Commission, local Chambers of Commerce and

Venango College were instrumental in the planning and implementation of many of these forums. Topics were varied, but included: Business2Business Forum, Business Prep for the Oil & Gas Industry Certificate Program; Regional Oil & Gas Information Center as part of the Oil Region Career Fair; "Fueling Our Economic Growth with Natural Gas Conference", "Supply Chain Basics-Business Development Opportunities within the Natural Gas Industry"; and "Market Entry for the Shale Gas Industry."

- With the help of SCORE-Erie, we established the Venango County branch of SCORE in 2011. The office is located within the Oil Region Alliance's offices. Mentors assist



entrepreneurs and business owners with free, confidential consulting services.

- In 2011 we coordinated the financing of \$750,000 that was used to construct the new Child Development Center in Oil City, creating 15 new positions. First National Bank and the Venango Industrial Development Authority provided the funds for this major project. In 2014, an additional \$700,000 was provided by the same two sources for an expansion of the Child Development Center in Cranberry Township.



Celebrating completion of infrastructure improvements at SIP.

- We received grants of \$700,000 for infrastructure development in the SIP from the Redevelopment Assistance Capital Program (RCAP) and the Appalachian Regional Commission. The finished project was dedicated on October 31, 2014. Sandycreek Township and the County of Venango both helped greatly in making this project possible.

- The Sandycreek Industrial Park was named a Keystone Opportunity Zone, one of only four designations awarded in 2013. The designation will end on December 31, 2022.
- In 2013, with the cooperation of Cranberry Township, the Alliance purchased an 85-acre parcel of land in Cranberry Township for development of an independent/assisted living project.
- Forta Corporation opened a secondary location in the Sandycreek Industrial Park.



Crawford Family marker is unveiled in Emlenton.

- With assistance from a D2PA grant secured through DCED, in 2013 the “Get on the Trail” Entrepreneurial Business Plan Contest” for entities along the Erie to Pittsburgh Trail was launched. Designed to create new businesses or assist in the expansion of existing businesses along the Erie to Pittsburgh Trail from Hydetown to Foxburg, contestants received mentoring from SCORE and business plan writing assistance from the Clarion Small Business Development Center. Cash prizes were awarded to the top three business plans submitted.
- Since 1996 we have received approval from the PA Historical & Museum Commission for fourteen historical markers in the Oil Heritage Region. Subjects range from “Oil Well Supply Company” to “Densmore Tank Cars” to “P.C. Boyle” to “The Crawford Family.” The blue and gold markers are located throughout the Oil Region.
- In 1999, the Oil Heritage Region, Inc. purchased the McClintock-Steele-Waitz house for \$1, a bathtub and a kitchen stove. The home, built circa 1850, was where “Coal Oil Johnny” – the Oil Region’s prodigal son, had lived. The badly



The Coal Oil Johnny House

deteriorated house was stabilized and then deconstructed; each piece was labeled and numbered. The home was then moved a half mile to its current site next to the Rynd Farm Train Station inside Oil Creek State Park and reconstructed. Interior restoration began in 2005 and was completed in 2006. The Titusville Historical Society assists with the public Open House held there each year in July.

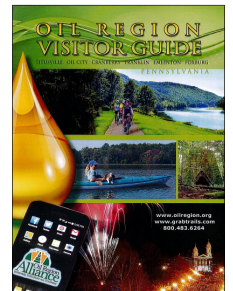
- The Oil Heritage Region Historic Preservation Awards have been conducted annually since 2001. The Crawford County Historical Society, Titusville Historical Society, Titusville Renaissance, Inc. and the Venango County Historical Society have been our partners for this project since 2005. More recently, Friends of Drake Well, Inc., the Oil City Heritage Society and the Venango Museum of Art, Science & Industry have joined in this project which



Concert at Neilltown Church building.

- has recognized more than 150 individuals and projects since 2005.
 - The historic Neilltown Church building was purchased from the Neilltown Cemetery Association in 2004, saving it from an already-scheduled demolition. The building was named to Pennsylvania’s Most Endangered Historic Properties list in 2006. Grants from the PA Partners in the Arts, the PA Council on the Arts, and PA Humanities Council have enabled us to hold musical concerts and cultural events in the church building for the past 10 years. Additional funding from the County of Forest, PHMC and private families allowed us to rehabilitate the interior of the building in 2013. Exterior rehabilitation is planned in 2015.

- Since 2005, we have hosted conferences in Franklin, Oil City and Titusville on the Victorian Architecture of the region, attracting hundreds of people to the educational workshops, tours of homes and churches, and dinners celebrating the Victorian Region. “Preserving Timeless Treasures” is the theme of the 2015 Victorian Architecture Conference that will be held in Franklin, PA, on September 18 & 19.
- “Coal Oil Johnny – his book”, “The Derrick Handbook of Petroleum”, “Oil City Victorian Houses”, “The Oil Well Driller” and “Pithole – The Vanished City” are just a few of the more than a dozen titles of books that we reprinted over the years and continue to offer for sale on our website www.oilregion.org and in our office. Several titles have also been converted in 2014 into e-books.
- The Oil Region Visitor Guide is the Alliance’s premier annual publication. It provides visitor information about the



2015 Visitor Guide.



The Kennerdell Overlook.

- Oil Region, including places to see, things to do, lists of restaurants, lodging facilities, parks and recreation. The publication is sent free of charge to anyone requesting tourist information and is distributed locally, as well as being placed at the Grove City Outlet Mall, the Chautauqua Lake Rest Area, ten rest stops on the interstate and three turnpike plazas in the Commonwealth.
 - Amenities including benches, new railing and interpretive panels were installed at the Kennerdell Overlook in 2006. This site is a favorite for photographers.
 - Designed in 2006, the “Allegheny Overlook” offers a unique view of the confluence of Oil Creek and the Allegheny River in Oil City. Constructed in 2009, this pedestrian plaza includes a seating area and interpretive panels.

- Formerly known as Stewart’s Lookout, “Murray’s Scenic View” provides a majestic view of the historic Oil Creek Valley from one of the highest points in the county. Designed in 2006, enhancements were added in 2010; a dedication ceremony was held in 2011.
- We installed Visitor Information Kiosks inside the Cranberry Mall, at the Franklin Area Chamber of Commerce, the Venango Area Chamber of Commerce, and the Crawford Center in Emlenton.

- In 2006 the Alliance secured a grant from the US Department of Agriculture and additional funding from the Penn Soil Resource & Conservation Development Council and others to create the Allegheny GeoTrail (AGT) which consists of ten counties in northwest Pennsylvania. Geocaching has been described as a high-tech treasure hunt for nature lovers and only requires a handheld GPS unit and an AGT passport. This free, family fun activity has brought thousands of visitors to the Oil Region.



AGT coins



Derrick on Rte 8 south of Titusville.

- From 2001 to 2011, the Alliance hosted a series of Oil History Workshops in Oil City, Franklin and Emlenton. The informal talks were typically hosted by local historian and author Neil McElwee with topics that focused primarily on local oil history or architecture.
- More than 80 interpretive panels have been produced and installed throughout the Oil Region, in downtown Titusville, the Borough of Emlenton, along the recreational trails, and other sites.
- The Oil Region is known as the birthplace of the modern petroleum industry. To heighten awareness of this fact, in conjunction with the OIL 150 celebration in 2007 - 2009 the Alliance partnered with the City of Titusville, Titusville Renaissance, and others to construct two 32' full-scale oil derricks that were then placed at the southern and eastern entrances to the City of Titusville. A third 32' derrick was installed along I-80 inside the Barkeyville Industrial Park.
- Beginning in 2007, thanks to grants from DCNR and PHMC, we have been able to award multiple educational oil and natural gas history mini-grants for a wide variety of projects to all age groups, including tours to area museums, a preservation workshop, lantern tours at Pithole, Barbara Harvey

Morgan Community History Days, and teas at the Tarbell House which were hosted by students from Titusville High School.

- The Alliance purchased the family home of Ida Tarbell in 2007. After receiving grants from the National Park Service and DCNR as well as multiple local trusts, the exterior rehabilitation began in 2009 and continued into 2010. Interior rehabilitation was completed early in 2015. The upstairs is now an upscale apartment and the ground floor is a house museum. The Tarbell House is open by appointment and scheduled public Open Houses and other special events.
- In 2008 the US Secretary of the Interior signed the Oil Region National Heritage Area Management Plan, the final step in the permanent designation of the Oil Region as a National Heritage Area.
 - The Oil Region Alliance administered the celebration marking the 150th anniversary of the world's first successful commercial drilling for oil in Titusville, PA. Public television station WQED produced an hour-long documentary, "The Valley That Changed the World" which was then broadcast on 50 PBS stations in the U.S. The Alliance provided "OIL 150" museum kits to 150 museums across the country.
 - Titusville Renaissance, Inc., and Titusville Chamber of Commerce assisted with an update to the Titusville Walking Tour brochure in 2008. Ten new interpretive panels were installed in



The Tarbell House in Titusville.

- Titusville at that time bringing the total number of interpretive signage within the community to 21. The brochure was updated and reprinted in 2014.
- In 2009, with the help of multiple partners, we installed the new Oil Region Visitor Center inside the historic Perry Street Station in Titusville. It is owned by the Oil Creek & Titusville Railroad.
- A grant from PA DCNR enabled the Alliance to provide 10 bike racks for placement at a variety of sites in communities throughout the Oil Region.
- The 30-minute documentary, "Stories of a Third Generation Independent Oil Producer - as told by Bill Huber" was produced by Legion Media in 2009.
- In 2009 and again in 2013 we hosted the PA Outdoor Writers Association Conference. Each time, more than 100 outdoor writers visited the region to experience our fishing, hunting and photographic opportunities.
- In prior years we conducted River Romp, the Kennerdell Art & Music Festival, the Mr. Whiskers Catfish & Carp Fishing Derby, and the Allegheny River Bass Tournament. We also coordinated the Oil Country Cruise and Oil Region Birding Festival for two years each.
- In previous years we participated in multi-day visits with tour operators and bus companies in New York, West Virginia, Kentucky and Ohio, marketing the region as a tourist destination. We also had display booths and distributed the Oil Region Visitor Guide to travel and trade shows in Erie, New York, Ohio, and Washington, DC.



Ribbon-cutting at Visitor Center at Perry Street Station in Titusville.

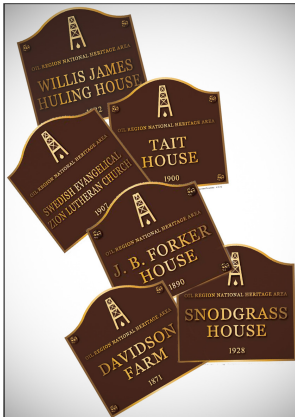


Inaugural ride on the McClintock Trail.

- The Erie to Pittsburgh Trail (EPT) traverses through the region with the Oil Heritage Region being the central hub of this long-distance trail. The Oil Region Alliance, with the assistance of numerous federal, state and local partners recently completed the 3.5-mile McClintock Trail by closing this integral gap on the EPT with a 1.8-mile share-the-road segment on Waitz Road from Rynd Farm (located north of Rouseville) to the historic McClintock Well (at the southern end of Rouseville), and continuing with a 1.5-mile paved segment of dedicated trail adjacent to a class three active railroad into Oil City. The trail was completed in 2013. The celebration included an inaugural ride consisting of bicyclists and walkers, and a special inspection train ride for project partners on board the Western New York & PA Railroad.



- Since 2010 we have co-sponsored the NW PA Fishing Report with our partners at the PA Great Lakes Region (PaGLR) which consists of the Crawford County Convention & Visitor Bureau, Visit Erie, and Mercer County Convention & Visitor Bureau. Written by professional angler and photographer Darl Black, the publication provides anglers with timely information such as where the fish are biting and what attracts them.



Historic house plaques.

- The Alliance administers the Oil Region Historic House Plaque Program which recognizes historic homes or buildings in the Oil Region which are at least 50 years old and have maintained the original foot print of the building. A unique plaque is awarded to the property owner of those who complete the application process. Twenty plaques have been awarded and installed since the program began in 2010.
- With our partners at PaGLR, in recent years we have created a biking map, a fishing brochure, road tour book and motor coach book. In addition, each year PaGLR places a large ad in the PA Vacation Guide, a state publication.
- In 2011 we hosted the inaugural Natural Gas History Symposium at the University of Pittsburgh at Titusville.
- In 2012 we assisted the DCED with a Tourism Video that featured many area businesses.
- With a grant from PA Council on the Arts and the assistance of Neil and Lois McElwee, in 2013 the Alliance printed a publication "Victorian Architecture in the Oil Region National Heritage Area."

- Also in 2013 we purchased the Downs Building in downtown Oil City. Built in 1894, it is located at the corner of Center and Elm Streets, along the Erie to Pittsburgh Trail. The building has been stabilized and its exterior cleaned and a Preservation Plan is in place. Grants have been received from PNC Bank and the Justus Trust. Rehabilitation of the building will begin in 2015.



The Downs Building in Oil City.

- The Alliance created a new website, www.grabtrails.com to showcase our many trails: Biking & Hiking Trails, Fishing Trails, Games Trails, Arts & Culture Trails and History Trails.

- In 2013 and 2014 we installed more than 70 Erie to Pittsburgh Trail logo signs along the Queen City Trail, McClintock Trail, Oil Creek State Park Road, and the EPT segments in Oil City.



Gov. Corbett presents a trophy at the GNCC race in Foxburg.

- With the blessing of Dr. and Mrs. Steffee and assistance from the merchants in Foxburg, in 2013 we arranged for the Grand National Cross Country Series (GNCC) to hold one of their ATV and motorcycle races, "The Gusher", at the RiverStone Estate in Foxburg, bringing nearly 3,000 visitors to the region for the two-day event. The race was televised and aired on NBC Sports Network. Pennsylvania Governor Tom Corbett presented trophies to the winners of the races on Saturday.

- With funding from the Northwest Commission, First Energy, and DCNR, in 2014 PaGLR published a Hiking-Biking-Water Trails map of the region.

- A new Oil Region Visitor Center was installed inside the Venango Museum of Art, Science & Industry in Oil City with funding from DCNR, the National Park Service, and others. This multi-year project was officially dedicated in 2014.

- The Alliance facilitated a Blueprint Communities project with the communities of Emlenton, Foxburg and Parker; developing a five-year strategic plan and a 2015 action plan.

- The Trail Town Program® is now expanding along the Erie to Pittsburgh Trail. Alliance staff works with local and regional partners toward the vision of a corridor of revitalized trail-side communities that reap the economic benefits of trail-based tourism and recreation.

- "Oil Creek Memorial Landing" is a new trailhead and water access for canoes and kayaks that will soon be constructed in Oil City. The site is located along Oil Creek on Route 8 north, adjacent to the Family Dollar store. Land was acquired and engineering is complete; construction is scheduled for 2015.

The Alliance is only able to perform its many functions with the gracious assistance of donors, grantors, partners and volunteers. We sincerely appreciate their help, and support. Here is a list of those to whom we are indebted.

Allegheny National Forest Visitors Bureau
Allegheny Valley Trails Association
Borough of Emlenton
Borough of Pleasantville
Catalyst Connection
City of Franklin
City of Oil City
City of Titusville
Clarion Small Business Development Center
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First Energy
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Franklin Area Chamber of Commerce
Franklin Area School District, Central Elementary School
Franklin Industrial & Commercial Development Authority
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Northwest Industrial Resource Center
Northwest PA Oil & Gas Hub

More donors, grantors, partners and volunteers ~

Northwest Pennsylvania Regional Planning & Development Commission
Northwest Pennsylvania Great Outdoors Visitors Bureau
Northwest Pennsylvania Incubator Association
Northwest Pennsylvania Industrial Resource Center
Oil City Area School District
Oil City Boat Club
Oil City Civic Center
Oil City Heritage Society
Oil City Main Street Program
Oil City Public Library
Oil Creek Railway Historical Society
Oil Creek State Park
Oil Region Career Link
OMG Americas
PA Council on the Arts
PA Downtown Center
PA Partners in the Arts
Pa Great Lakes Region – Crawford County CVB, Visit Erie and Mercer County CVB
Penn Soil Resource Conservation & Development Council
PennDOT, District 1-0
Petroleum History Institute
PHMC – PA Historical & Museum Commission
Pleasantville Volunteer Fire Department
PNC Bank
Potter County Visitors Association
Preservation Pennsylvania
Rails to Trails Conservancy
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Titusville Area Chamber of Commerce
Titusville Area School District
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Titusville Redevelopment Authority
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Titusville Rotary
Titusville YMCA
Trail Town Program®/The Progress Fund
U.S. Department of Agriculture, Forest Service (USDA)
University of Pittsburgh, Titusville Campus
Valley Grove School District, Rocky Grove High School
Vantage Health Care
Venango Area Chamber of Commerce
Venango Center for Creative Development
Venango College of Clarion University
Venango County Agency on Aging
Venango County Historical Society
Venango County Master Gardeners
Venango County Regional Planning Commission
Venango Industrial Development Authority
Venango Museum of Art, Science & Industry
Venango Regional Airport
Warren County Visitors Bureau
Weber Murphy Fox
Western New York & Pennsylvania Railroad
Western PA Conservancy - Canoe Access Fund
And many private individuals and families.

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* Deceased

The Oil Region Alliance serves as the Fiscal Agent for both the Oil City Main Street Program and the Council on Greenways & Trails. Both have offices within the office of the Oil Region Alliance in Oil City. Here is their story.

Oil City Main Street Program

The Oil City Main Street Program is a volunteer-driven initiative dedicated to the revitalization of downtown Oil City. Collaboration between the City of Oil City, the Oil Region Alliance and a small army of local champions began in 2008: after nearly three years of planning, fundraising, and developing a 5-year revitalization strategy, the City of Oil City was awarded official Main Street designation



View of Center Street Bridge in Oil City.

from Pennsylvania DCED in March 2011. The search for a manager soon followed, and the program was fully operational in fall 2011.



A key initiative of the Oil City Main Street Program is its Façade Improvement Grant Program, which awards up to \$5,000 per grant and has facilitated over \$173,000 in exterior improvements to downtown Oil City storefronts since January 2012. Other projects include the “Best Dressed Windows” contests, “Get Down to Business” workshops, an Adopt-A-Block Program, the Jingle Bell Run 5K and Oil City’s Christmas Past, Cash Mobs and Small Business Saturday, Sidewalk Planters & Hanging Baskets, and a comprehensive website, www.oilcitymainstreet.org.

The Oil City Main Street Program has also collaborated with local partners to begin a Downtown Mural Program, refurbish downtown Christmas décor, create a Town Square, establish Oil City as a Trail Town, and more.

The Oil City Main Street Program follows the Main Street Four Point Approach[®] and is accredited by the National Main Street Center. In 2013, downtown Oil City was featured on an episode of the Pennsylvania Cable Network (PCN) series, “Discover Main Street Pennsylvania.” The Oil City Main Street Program is supported by Pennsylvania DCED, the Elizabeth S. Black and Edith C. Justus Charitable Trusts, the City of Oil City, the Oil Region Alliance, and numerous businesses, organizations and individuals.

Council on Greenways & Trails

Communities said to have a strong "sense of place" have a strong identity and character that is felt by local inhabitants and visitors. The projects undertaken by the Council on Greenways & Trails (CGT) build and showcase the region’s trails and natural greenways.



From the founding in 2008, the Council has combined various pieces to form the regional picture. The CGT members and the Greenways Coordinator, for example, have assisted the Erie to Pittsburgh Trail Alliance (EPTA) with its identity in the creation of a website and logo. The CGT provided speakers to the Western PA Trails Symposium which brought together the leaders in land and water trail development from all of Western Pennsylvania. Regional events, such as the 2013 PA Greenways & Trails Summit, the GeoTrain and the EPT James Holden Memorial Ride have drawn visitors

from across the state and beyond that say they will return to the region.

Member projects have completed 8.3 new miles of multi-use trail adding to the system resulting in over 80 miles in the Council’s territory. Another 17 miles have been planned or engineered. Some of these new segments extend the trail system and some make connections to our towns and businesses. Access to the waterways has also been improved with a new ADA accessible fishing pier on Justus Lake and a new canoe/kayak access to the Allegheny River. Trailhead enhancements including lighting, landscaping and informational kiosks have improved visitor access. Two new scenic overlooks along the trails enhance the visitor experience.

On the conservation side of the green infrastructure, over 176 acres of land along French Creek and the Allegheny River are now protected through ownership or easement. This benefits the region by protecting wildlife habitat, water quality, against flooding and by providing scenic access to the public permanently. One parcel has become a new camping spot for trail and river users and another will provide a bridge over active railroad tracks for a new segment of trail.



Kayak & bike on same car - from the Greenways Summit in Franklin, 2013.

CGT members have become Bicycle Friendly Communities and Trails Towns and have reached out to their businesses to make sure that the outdoor recreation assets being built are also economic drivers for the region. The 2013 EPT Trail User Survey and Economic Impact Analysis found that over 150,000 people use our bike trails alone and spend more than \$6 million per year when they do. In 2014, our region became part of a state-wide pilot project called Nature-Based Placemaking (NBPM) where a natural asset - a park, a trail, a river, a lake, etc. - is recognized as an economic opportunity.

2014 MAJOR MEMBERS

JOYGLOBAL



Venango County



SPECIALTY FABRICATION AND POWDER COATING



Cranberry Township



Based on 2014 unaudited financial statements

FINANCIAL SUMMARY

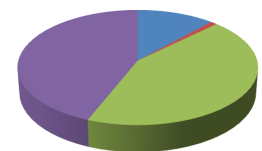
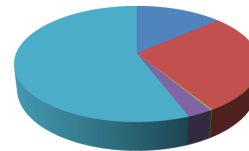
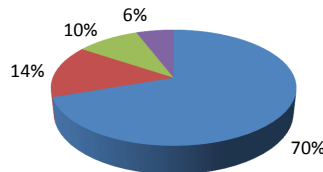
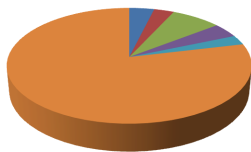
Year ending December 31, 2014

Revenue	
Membership	\$49,021
Municipal Contributions	39,303
Fees, Sales and Other	97,923
Contributions	52,413
Property	34,386
Grants	1,011,482
Total Revenues	\$1,284,528

Expenses	
Program	\$851,022
Management	179,005
Property Manag.	119,517
Fundraising	71,307
Total Expenses	\$1,220,851

Assets	
Cash	\$328,706
Accounts Receivable	664,870
Other Short-Term Assets	4,947
Loan Funds	68,434
Land, Buildings & Equip.	1,347,550
Total Assets	\$2,414,507

Liabilities	
Accounts Payable	\$92,072
Other Short-Term Liabilities	7,804
Long-Term Notes Payable	340,730
Other Long-term Liabilities	345,500
Total Liabilities	786,106
Net Assets	1,628,401
Total of Both	\$2,414,507



PHOTOGRAPHS COURTESY OF

Kathy Bailey
 Marilyn A.W. Black
 Debra Frawley
 Kimberly Copley-Harris
 Friends of the Oil Region Alliance

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.”