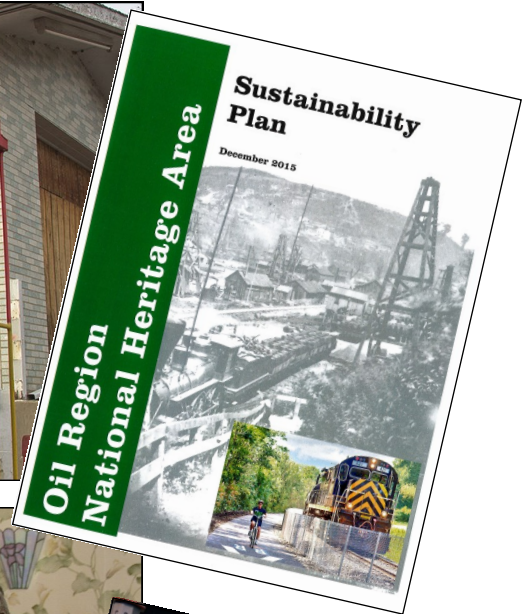
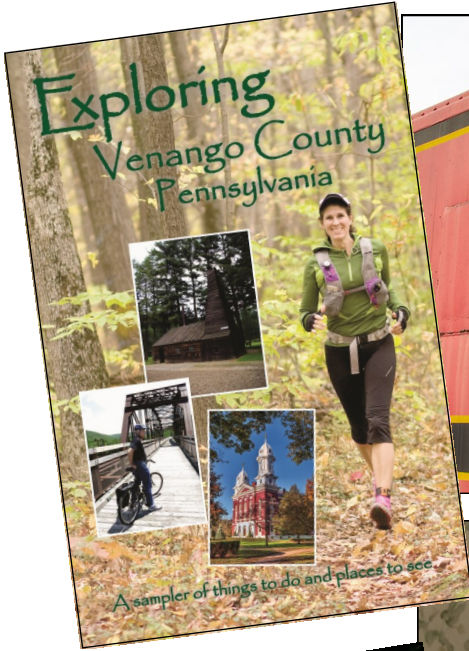


2015 ANNUAL REPORT



217 Elm Street - Oil City, PA 16301

814-677-3152 or 800-483-6264

www.oilregion.org

www.grabtrails.com

September 22, 2016

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 and community development, brownfield remediation, heritage development, tourism promotion, and recreational development are imperative. Working on an asset-based economic development approach is the overarching umbrella of every initiative and endeavor the Alliance undertakes.

As we reflect on 2015, we are proud of the projects that have been completed and ones we continue to work on, the partnerships that have been strengthened and the new ones that have been developed. We are not naïve to the fact that we are in very challenging times with a transitional economy in the region. New leaders, municipalities, and businesses of the region who had not previously worked with the Alliance have come forth to roll up their sleeves and work toward a better, stronger Oil Region.

The Alliance continues to aggressively market all of our industrial land with the Sandycreek Industrial Park offering the most tax benefits of any of our properties to prospective companies. We work hard to address the long term challenges of our region with workforce, infrastructure, and state incentives for businesses to come to Pennsylvania and our region. We continue to encourage a business-friendly climate and assist our local businesses to expand and find the resources they need to be successful.

We take great pride in the fact that we are the representatives of the National Park Service in NW PA in the management of the Oil Region National and State Heritage Area. We continue to work with and find connections and joint projects with our neighboring state heritage areas and our friends the Rivers of Steel National Heritage Area to our south. The Alliance has worked hard and continues to foster strong relationships with other non-profits, municipalities, neighboring counties, the commonwealth, the federal government, individuals, and private businesses to make a better, stronger region.

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 state and national levels for the quality and execution of our projects, it is clear to us that having standards of excellence is the only way to do business and that our success would not be possible without the support of our partners and members.

Now it is more important than ever for “you” to get involved with us 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!”

Sincerely,

Rodney C. Griffin, Chair



John R. Phillips, II, President



2015 BOARD OF DIRECTORS

Rodney C. Griffin, Chair - Specialty Fabrication & Powder Coating
Terry Danko, Vice Chair - Marquette Savings Bank
Betsy Kellner, Treasurer - Venango Museum of Art, Science & Industry
Neil McElwee, Secretary - Oil Creek Press/McElwee Associates
Debra Sobina, Asst. Secretary/Treasurer - Venango College

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Janet Aaron - Executive, Retired  
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Barbara Crudo - City of Oil City  
Marcia D. Miller - Retired Bank Executive  
Cinda Richards - Joy Global  
Linda Routzhan - First Energy  
Vincent Witherup - County of Venango  
Garnet Wood\* - City of Franklin

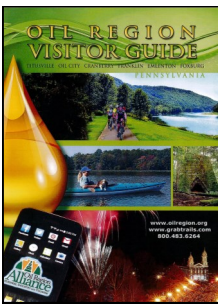
\* Deceased

## In 2015, the Oil Region Alliance ~

- Completed interior rehabilitation of Tarbell House.
- Following the preservation plan, Phase I of the Downs Building was implemented - upper story windows were repaired or replaced; funding was secured for Phase II of the rehabilitation work on this historic building in downtown Oil City.



*Downs Building*



*2015 Visitor Guide*

- Hosted 4 musical programs at the historic Neilltown Church building.
- Printed 70,000 copies of the Oil Region Visitor Guide. The Guides are distributed at 10 Rest Areas on the interstate in PA, at three rest areas on the PA turnpike and all 14 PA Welcome Centers.
- Processed more than 5,600 requests for tourist information. This is an increase of 14% over 2014.
- Placed visitor guides at our Visitor Centers at the Venango Museum in Oil City, Perry Street Station in Titusville, the Crawford Center in Emlenton, at the Cranberry Mall, at local motels & museums and Chambers of Commerce, the Venango Regional Airport and select AAA offices.
- Constructed Phase I of Oil Creek Memorial Landing in Oil City.

This is an increase of 14% over 2014.



*Oil Creek Memorial Landing*



*From Natural Gas Collection*

- Conducted annual Oil Heritage Region Historic Preservation Awards and ceremony.
- Transferred more than half of the Natural Gas Industry Artifact Collection to Drake Well Museum, the Venango Museum of Art, Science & Industry, and the Venango County Historical Society.
- Provided technical assistance to owners of historic properties; continued the Oil Region Historic House Plaque Program.
- Submitted applications for numerous grants to diverse public and private potential donors; managed subsequent grants.

- Hosted public open houses and private tours at Tarbell House, Coal Oil Johnny House, and the Neilltown Church Building.



*Sun Air Express at FKL.*



- Designed the "Walking the Line" traveling exhibit.
- Hosted Victorian Architecture Conference - "Preserving Timeless Treasures" in Franklin.
- Held meetings to gather public input needed to write and adopt the Oil Region National Heritage Area Sustainability Plan.
- Nominated Chief Cornplanter for a Historical Marker.
- Coordinated marketing of the Venango Regional Airport.
- Installed directional signage in the Borough of Emlenton.
- With the assistance of volunteers and PA Cleanways, painted the exterior of the McClintock-Steele-Waitz aka "Coal Oil Johnny" House.

- Conducted 45 outreach calls, providing assistance to local businesses with recruitment and workforce issues.
- Participated in Trail Town meetings throughout the region.



- Conducted the "Get on the Trail" Entrepreneurial Business Plan Contest for businesses along the Erie to Pittsburgh Trail for the third year and awarded prizes to the top three contestants in December.
- Hosted DCED Secretary Dennis Davin for a tour of the county and high priority projects.

- Served on the Union of JOY Transition Team to help area dislocated workers.



*Coal Oil Johnny House*



*New kiosk in Emlenton*

- Actively participated in the Erie to Pittsburgh Trail Alliance and the Council on Greenways and Trails.
- Staff was recertified through the PA Economic Development Association (PEDA) and the Department of Community and Economic Development (DCED), enabling the Alliance to be eligible to offer industrial development loans through PEDA and the Venango Industrial Development Corporation.
- Continued our association with the Partnership for Regional Economic Performance (PREP), co-hosting two events with regional partners.
- Assisted with kiosk designs for Oil City & the borough of Emlenton.

- Worked with the Clarion River Valley Region and Blueprint Communities initiative.
- Served on the Venango County Multi-Modal Transportation Advisory Committee.
- Coordinated referrals for the SCORE program.



## Oil City Main Street Program

The Oil Region Alliance serves as the fiscal agent and provides office space and staff support for the Oil City Main Street Program (OCMS).



OCMS is a volunteer-driven initiative dedicated to the revitalization of the Oil City central business district through physical improvements, promotional efforts, business development initiatives, collaborations and partnerships. Highlights from 2015 include:

- Façade Improvement Grant Program: one project in 2015 closed out Round 1 of \$60,000 in grants representing nearly \$184,000 in storefront improvement projects.
- Promotional events include the introduction of Oil City Uncorked Wine Walks and Music on the Square, with continuation of Cash Mobs, Small Business Saturday and Oil City's Christmas Past & Jingle Bell 5K.
- Economic growth activities include the first phase of a feasibility study for the redevelopment of the Cornplanter Square building. Four new businesses opened in the district in 2015.

## STAFF

John R. Phillips, II - President and CEO  
 Dan Twombly, Executive Vice President  
 Marilyn Black, VP of Heritage Development  
 Deb Lutz, VP of Economic Development

Kathy Bailey, Oil City Main Street Manager  
 Mary Cochran, Project Manager  
 Chris Coxson, Office Administrator/Finance Assistant  
 Kim Harris, Project Manager  
 Toni Kresinski, Project Manager

# 2015 MAJOR MEMBERS



County of Venango



Cranberry Township

### Photographs Courtesy of

Kathy Bailey

Marilyn Black

Kim Harris

Friends of the Oil Region Alliance

### Our Mission

"The Mission of the Oil Region Alliance of Business, Industry and 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."

Based on 2015 audited financial statements

## FINANCIAL SUMMARY

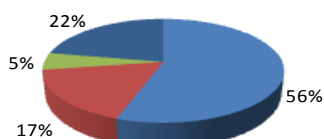
Year ending December 31, 2015

| Revenue               |                    |
|-----------------------|--------------------|
| Grants                | \$719,998          |
| Hotel Occupancy Tax   | 164,125            |
| Membership Dues       | 121,152            |
| Contributions         | 42,320             |
| Rentals               | 35,326             |
| Fees                  | 58,435             |
| Other                 | 61,059             |
| <b>Total Revenues</b> | <b>\$1,202,415</b> |

| Expenses              |                    |
|-----------------------|--------------------|
| Program               | \$595,367          |
| Management            | 185,060            |
| Fundraising           | 56,941             |
| Property Manag.       | 237,938            |
| <b>Total Expenses</b> | <b>\$1,075,306</b> |

| Assets                        |                    |
|-------------------------------|--------------------|
| Cash and Equivalents          | \$260,924          |
| Accounts, Rents & Grant Rec.  | 913,946            |
| Building & Improvements       | 213,654            |
| Office Equipment              | 124,013            |
| Buildings Held for Investment | 392,842            |
| Development Projects          | 1,089,209          |
| Other                         | 68,367             |
| Depreciation & Amortization   | (219,506)          |
| <b>Total Assets</b>           | <b>\$2,843,449</b> |

| Liabilities                 |                    |
|-----------------------------|--------------------|
| Accounts Payable            | \$57,692           |
| Payroll Liabilities         | 7,780              |
| Unearned Revenue            | 1,259,240          |
| Other Long-term Liabilities | 345,500            |
| Notes Payable               | 312,661            |
| Other                       | 92                 |
| <b>Total Liabilities</b>    | <b>1,982,965</b>   |
| <b>Net Assets</b>           | <b>860,484</b>     |
| <b>Total L &amp; NA</b>     | <b>\$2,843,449</b> |



The front cover depicts (beginning top, left) front cover of "Exploring Venango County, Pennsylvania"; Santa & his helper arrive by train; front cover of Oil Region National Heritage Area Sustainability Plan; a young Ida Tarbell sits on the front steps of the Tarbell House in Titusville; John Phillips and County Commissioner Vince Witherup with 2015 "Get on the Trail" Contest winners Kathy & Larry Licht of Warner's Bakery at Grandma's Kitchen; volunteer Darl Black mixes paint for use on the Coal Oil Johnny House.