Project & Program Summary

OIL REGION NATIONAL HERITAGE AREA
Oil Region National Heritage Area

Managed by:

Oil Region Alliance
Business, Industry and Tourism

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Welcome!

The Oil Region Alliance of Business, Industry & Tourism began in 1956 when a group of Venango County business people decided to do something about empty commercial buildings. The ad-hoc group became the Venango County Industrial Development Corporation, later renamed the Venango Economic Development Corporation. In 2005, the VEDC merged with Oil Heritage Region, Inc., Oil City Community Development Corporation, and Oil Heritage Region Tourist Promotion Agency to form the current Oil Region Alliance.

Over its lifetime, the Alliance and its predecessors filled many empty buildings but also brought millions of dollars of federal and state funds into the Oil Region leveraged with hundreds of thousands of dollars in local foundation funds. With those funds, they established recognition of the region as both state and federal Heritage Areas, created and developed industrial parks, assisted the growth of local businesses, built recreational trails and amenities, preserved and interpreted the region’s heritage, produced educational materials for students and adults, and provided leadership in heritage preservation, tourism marketing, recreational development and economic development.

The Alliance is proud of its past—both as a steward of “the Valley that Changed the World” and as an organization providing regional leadership—and looks forward to building upon more than a half-century of service and success. As laid out in the 2015 Oil Region National Heritage Area Sustainability Plan, the Alliance continues its transition into that future by emphasizing the value of the region’s National Heritage Area designation via an asset-based approach.

Authorized by President George W. Bush in 2004, the Oil Region National Heritage Area is one of only 55 National Heritage Areas in the United States, with the Oil Region Alliance as its federally designated manager. At the dedication of the first NHA in 1984, President Ronald Reagan talked about a new kind of national park—a place that married heritage conservation, recreation, and economic development. Though the National Park Service does not own or manage National Heritage Areas, NHAs receive invaluable technical assistance, funding, and oversight from the NPS. The Fiscal Year 2020 Interior Appropriations Act signed in December 2019 extends federal funding for the Oil Region National Heritage Area through September 30, 2022.

Congress designates a National Heritage Area because of its unique nationally significant qualities and resources—a place where a combination of natural, cultural, historic and recreational resources have shaped a cohesive, nationally distinctive story and landscape. The Oil Region is a place of natural beauty with clean waterways, recreational trails, and attractive scenery. Many such places exist in the nation with which the Oil Region must compete for attention. What sets the Oil Region apart is its distinctive legacy as the birthplace of the petroleum industry. The Oil Region National Heritage Area designation is arguably the region’s most valuable competitive advantage.

This 2020 Project/Program Summary highlights the Alliance’s plans for the next year of heritage preservation, tourism marketing, recreational development, and economic development through the lens of the Oil Region National Heritage Area.
PROJECTS & PROGRAMS

Tarbell House
Ida M. Tarbell (1857-1944) is possibly the most famous female investigative journalist in U.S. history. Her 1902-1904 serialized articles in McClure’s Magazine, published in book form as The History of the Standard Oil Company, led to the breakup of John D. Rockefeller’s Standard Oil Trust and the implementation of America’s first antitrust laws. Her work changed the oil industry as well as the journalism field.

Ida spent her teenage years at her family’s home, 324 East Main Street in Titusville, built by her father with materials he salvaged from the Bonta House hotel in neighboring oil boomtown, Pithole. Today, the Alliance owns Ida’s childhood home, rehabilitated to its approximate 1870-1895 appearance. Ongoing programs interpret Ida’s life and preservation of historic properties. The Alliance has won several awards for this rehabilitation including a 2017 Preservation PA Historic Preservation Award.

Programs
Public and private events, open houses, custom tours, and educational programs are part of the Tarbell House program. Titusville High School students, as historic re-enactors, serve public teas in the first floor of the home, which is furnished with period-appropriate furniture and accessories. The second floor is a private apartment.

Coal Oil Johnny House
The Alliance owns and operates the McClintock-Steele-Waitz House, also known as the Coal Oil Johnny House, which was the boyhood home of colorful oil-era personality John Washington Steele. Thanks to sizable income from oil wells on his property, John embarked upon a lavish spending spree in Philadelphia that earned him the nickname “Coal Oil Johnny.”

In 2002, the house was relocated to its current location adjacent to the Oil Creek & Titusville Railroad’s Rynd Farm Station, north of Rouseville. The Alliance rehabilitated and furnished the house with period-appropriate materials.

Programs
Public open houses, often with re-enactors or other interactive activities, and custom tours are part of the Coal Oil Johnny House program. In 2020, emphasis will focus on working with the Oil Creek & Titusville Railroad to bring more visitors to the house.

Projects
During 2020, the Alliance will design and install four exterior interpretive panels at the site describing the families of owners of the home and the house’s restoration. Interior exhibits on the first floor of the house are complete.

Neilltown Church Building
The Alliance purchased the Neilltown Church building, located at 2638 Neilltown Road, Pleasantville in Forest County, to prevent demolition of the 1842 structure, one of a dozen historic structures on Preservation PA’s “Pennsylvania at Risk 2007 List.” The building served as a place of worship for several congregations in the Neilltown area, a region of increased oil activity in the late nineteenth century, but fell into general disuse in the mid-1940s. The Alliance secured and rehabilitated the structure that is now used as event space.

Programs
The annual summer concert series provides musical performances by local musicians on Sunday afternoons. The venue is also available for events such as weddings and memorial services.

Projects
A heating system installation is planned for 2020, designed to control the interior temperature and prevent cold-related damage to plaster and décor.
**Downs Building**

Built in 1894 following the devastating flood and fire of 1892 that destroyed much of Oil City’s downtown, the Downs Building is contributing resource #38 in the Oil City Downtown Commercial Historic District listed in the National Register of Historic Places. The Alliance is rehabilitating the three-story structure at 201 Center Street, Oil City that began as Patrick Downs saloon and became an ice cream parlor, shoe store, and office building among other small businesses.

When completed, the project will not only preserve a building of historical importance to Oil City but is planned to provide first-story retail space directly adjacent to Oil City’s segment of the Erie to Pittsburgh Trail and residential apartments on the upper floors with wonderful views of downtown Oil City. Previous work included second and third-story window replacement including the two distinct bay window structures on the building’s second story, roof replacement, electrical service, basement demolition and reconstruction, and first floor demolition and plumbing installation.

**Projects** Construction will continue with electrical, HVAC, and general construction on the interior and exterior of the first-story retail space in 2020 to include:

- Installing new interior and exterior finishes
- Leveling floor and installing new flooring
- Relocating the stairway to the second floor to the common area between the two retail spaces
- Reconfiguring entrances and windows

**229 Elm**

Built circa 1910, 229 Elm originally housed Oil City’s Salvation Army. Over the years, it housed a millinery and law offices. It is contributing resource # 57 in the Oil City Downtown Commercial Historic District. 229 Elm is immediately adjacent to the Alliance’s office and currently houses two commercial tenants on the first floor and the Oil City Main Street program and additional Alliance office space on the second floor.

**Projects** In 2020, the Alliance will continue to market the street-facing second story unit of 229 Elm to prospective tenants.

**William H. Scheide House**

As a gift from the Titusville Area School District via the Titusville Historical Society, the Oil Region Alliance was honored in 2018 to receive the historic William H. Scheide House at 221 North Washington Street in Titusville. Using the 2019 Preservation Plan prepared by regional preservation specialists, the Alliance is gradually restoring this 1866 Italianate two-story building to its appearance when the oil company executives in the Scheide family resided there from 1922 through 1959. During 2019, the entire fireproof library wing was restored, including masonry repairs, a new roof, reattachment of original iron and lead downspouts, and repairs of water damage. This library wing is where the Scheides stored and enjoyed their extraordinary collection of early Bibles, other religious publications, and key documents from early U.S. history.

The goal is to bring this building into compliance with modern safety and construction code through best practices in historic rehabilitation, while adapting the house to serve as the Scheide Cultural Preservation Center hosting nonprofit organizations including a branch office for the Alliance. Building rehab is being paced to allow first floor occupancy in early 2021.

**Projects** In 2020, thanks to funding received from DCNR, PHMC, and the NPS, Phase II rehabilitation will stabilize the eastern portion (oldest portion) of the house and repair damage caused by decades of subsidence. The same funding partners are supporting Phase III rehabilitation to provide handicapped accessibility to the first floor, by installing an exterior lift at the rear porch, widening some interior doorways and smoothing doorway thresholds. The Harold Heist Charitable Trust and other partners are subsidizing the reinstallation of a first floor kitchen.
**Exhibit Upgrades**

Multiple kiosks and literature cabinets throughout the Oil Region National Heritage Area, including those at the Emlenton Visitor Center and the Perry Street Station Visitor Center in Titusville, will be updated. Updates to additional Alliance-owned displays at hotels, Chambers of Commerce, the Cranberry Mall, and other partners are included in this project to update regional mapping and logos.

**History/Cultural Education**

In 2020, curriculum units including lesson plans and tips for field trips will be prepared by area educators regarding Ida Minerva Tarbell and John Washington Steele (aka Coal Oil Johnny); the resulting units will be provided to teachers in regional middle and high schools without charge, to encourage inclusion in the classroom as well as scheduled group visits to the restored homes of these two important oil-era residents whose childhood homes are now owned and managed by the Oil Region Alliance.

**Mini Grants**

The Alliance will offer the Tourism Destination Mini Grant in 2020. Oil Region tourism destinations (both for- and non-profits) can apply for half the cost of printing brochures or rack cards up to $500. Grants require a one-to-one cash match by the grantee. Applications will be due in March with awards in the form of refunds distributed in May. The intention is to have new publications to distribute at local reference locations in time for the busy summer travel season.

**New Publications**

In 2020, the Alliance will produce, distribute and circulate the following free publications:

- “Public Art in Oil City: A Self-Guided Walk” in conjunction with the Oil City Main Street Program
- “Oil City Walking and Driving Tour” brochure, which will replace the previous set of three Oil City Historic District brochures.
- “Titusville Walking Tour” brochure
- “Emlenton Walking Tour” brochure

**Historic Preservation Awards and Workshops**

The annual Oil Heritage Region Historic Preservation Awards will take place again in 2020. This annual event celebrates historic preservation in the Oil Region National Heritage Area and recognizes property owners who have actively preserved historic properties in the region. In September 2020, the Alliance will offer a historic headstone cleaning and repair hands-on workshop with the National Center for Preservation Technology and Training.

**Historic Markers and House Plaques**

The region is rich in blue and gold historical markers. This program continues to preserve the memory of special individuals and sites related to the Oil Region National Heritage Area. No markers are planned for 2020 installation although the program continually assesses new marker options. The Historic House Plaque program increases awareness of history and architecture, encourages good stewardship of historic properties, encourages curiosity about earlier generations and develops a file of historic houses and buildings within the Oil Region. The Alliance will work with property owners who are interested in installing a Historic House Plaque on their properties.
Historic Designation Project
The National Park Service funded consultation services to reclassify the National Transit Building and Annex in Oil City to become a National Historic Landmark, the highest category on the National Register of Historic Places. The Alliance will continue to coordinate the designation efforts in 2020 with the National Park Service and the building’s owner.

Oil Heritage Region Visitor Center in Franklin
During 2019, the Alliance, the Franklin Area Chamber of Commerce, and other key historic and museum advisors utilized the services of HW Exhibits to prepare the exhibit design plan for the Oil Heritage Region Visitor Center which will be installed inside the Chamber’s building at 1255 Liberty Street in downtown Franklin. The mutually selected exhibit themes are the history of Franklin, the petroleum industry’s influence, and the transition to a tourism/recreation hub.

Projects In 2020, DCNR and NPS funds will enable the exhibits and artifacts to be assembled and installed in the designated square footage just inside the front entrance of the Chamber building. The adjacent front window will also feature changing exhibits of Franklin residents from its early history.

Natural Gas History Traveling Exhibit
The Alliance created a portable indoor traveling exhibit to display items from the Alliance’s Natural Gas History Artifact collection and the region’s role in the natural gas industry. “Walking the Line” was field-tested in 2016, focusing on how the linesman occupation changed over the decades and throughout the seasons.

Projects In 2018, educational lesson plans, brochures, and indoor and outdoor banners were produced for the Traveling Exhibit. In 2020, the exhibit and created materials will be marketed to museums, schools, libraries, and other appropriate venues to be displayed in order to more broadly educate the public and students about this lesser-known occupation that continues today.
Partnerships and Municipal Assistance

A strength of the Alliance is found in its close relationships with multiple partner and grantor organizations, often serving on the Boards of Directors or official advisory bodies for those entities. At the national level, these include the Alliance of National Heritage Areas, Petroleum History Institute, and the Washington’s Trail 1753. At the Commonwealth and regional level, Alliance staff are in frequent communications with the PA Department of Conservation and Natural Resources, HeritagePA, PA Department of Community and Economic Development, and PA Restaurant and Lodging Association. ORA staff also serve as officers for the Erie to Pittsburgh Trail as well as the Council on Greenways and Trails, PA Great Lakes Region, Northwest PA Transportation Advisory Council, and the Penn Soil RC&D Council.

Furthermore, Alliance staff serve on Boards and attend meetings to maintain vital relationships that provide funding and joint programming opportunities, for these and other local organizations: Allegheny Valley Trail Association, American Red Cross Western Central PA Chapter, Erie to Pittsburgh Trail Alliance, Industrial Heartland Trails Coalition, Keystone Community Education Council, Oil City Arts Revitalization, PA State Water Trail Executive Committee, Titusville Historical Society, Titusville Renaissance, Venango Museum of Art, Science & Industry, and Venango County Historical Society.

Alliance staff advises and assists municipalities without charge on a variety of issues including nature-based place making, Trail Town activities, transportation planning, recreational development, and preservation issues.

Oil Creek Memorial Landing

The Oil Creek Memorial Landing, a land and water trailhead on North Seneca Street (PA Route 8) in Oil City, provides parking and easy access to the McClintock Trail, a section of the Erie to Pittsburgh Trail, and to the access of Oil Creek, a PA designated Water trail, for kayaking, fishing, exploring, etc.

Project In 2020, complete the fabrication and installation of a kiosk and officially dedicate the site.

Allegheny Wild & Scenic River

Water Trail Management

The Alliance manages and promotes the Allegheny Wild & Scenic River, a PA designated Water Trail, whose name was changed in early 2018 from Middle Allegheny River Trail.

Projects Continue working with partners to ensure the name of the water trail is changed in all types of media (printed, digital and audio) wherever possible. Work with partners to prepare and plan for potential upgrades of several water access areas along the river to increase safety as well as the health of the waterway. Continue building a team of partners seeking funding for the fabrication and installation of warning signage on the river for the rapids in Oil City. Throughout the year, the Alliance will coordinate and collaborative river clean-up events, and continue to market the river for recreational purposes.
ATV Trail Study
Conducting a feasibility study for establishing a system of multi-use trail corridors and related trailhead centers within the Oil Region, and possible connections with established and/or planned trails in adjacent counties.

Project  Issue Request for Proposals and select professional services firm to conduct the study. Hold project kick off with the project committee and hold public meetings for input.

Erie to Pittsburgh Trail
Continue to support the Erie to Pittsburgh Trail through administrative tasks such as serving as the communications hub for the organization, and assist the completion of the long-distance trail through advocacy and contracted services.

Projects  Continue to contract with professional services to assist trail advocates in developing written strategies to establish sustainable trails on the Erie to Pittsburgh Trail for three priority trail gaps. Tasks will include implementation of strategies delivered to each trail champion group in 2020, coordination of the development of several trail grant applications while mentoring others to submit high quality qualifying grant applications, and continue building partnerships.

Get on the Trail
Entrepreneur Business Plan Contest
This is the eighth year for the contest which provides cash assistance to the top three trail-related entrepreneurial business plans submitted in each contest cycle. Core Goods was the grand-prize winner in 2019, followed by a second-place tie between Wildwood Outfitters and Peddlers & Paddlers Inn.

The contest also puts entrepreneurs in contact with program partners such as SCORE and Clarion University’s Small Business Development Center (SBDC) to help make solid business dreams a reality. For more information, visit the contest site at www.ORAGOT.com.

Project  Based on feedback from last year’s contest, make adjustments and implement for the 2020 contest, prepare and implement schedule and contest tasks.

New Outdoor Recreation Committee
The Committee will look at outdoor recreation that uses the region’s natural settings. This committee will discuss what natural resource-based outdoor recreation is available in the region, what is being expanded or developed, what outdoor recreation events will be taking place in the region, how we can together promote the region, and how we can help visitors to our area turn their visit into an experience by connecting them to services and opportunities that lengthen their stay, or provide them with a reason to return.

Project  The Alliance will invite representatives from community outdoor recreation businesses and related businesses to come together and host meetings throughout the year. The Alliance will also initiate a social media presence for outdoor recreation in the Oil Region.
Sandycreek Industrial Park
The Sandycreek Industrial Park offers 65 acres of prime industrial real estate in Sandycreek Township, easily accessible from I-80 by way of the Route 8 Expressway and less than two miles from the Venango Regional Airport. The park has roadway and utilities available to building sites. As Venango County’s only Keystone Opportunity Zone (KOZ), the park offers companies a major incentive to have their business taxes reduced to near zero through credits, waivers, and abatements for up to 10 years.

Projects In 2020, the Alliance will continue to market the park to those industries that will most benefit by moving to Venango County—those who need to be closer to established vendors and/or customers, those who need to be located near regional resources, and those who value the quality of life available in the Oil Region.

Local Industry Assistance
Through a partnership with the Northwest Commission and the PA Department of Economic Development (DCED) and its Partnership for Regional Economic Performance (PREP) program, the Alliance provides resources and expertise to local and regional individuals who have an idea and need help with the basics of starting a new venture and existing companies that seek assistance in all aspects of successful business development and growth. The Alliance meets regularly with regional businesses to determine investment and workforce needs, offering information about state programs along with the Alliance’s own revolving loan funds and other resources.

PEDA Certification
The Pennsylvania Economic Development Association provides training and certification for economic development agencies in PA. The Alliance attends required training classes and events to maintain its certification for the region’s benefit, which includes the ability to offer PIDA loans.

Brownfield Development
Reclaiming and redeveloping local Brownfield assets - former industrial and commercial locations with potential or known environmental hazards - is critical to the revitalization of the Oil Heritage Region. The Alliance, as a nonprofit corporation and certified Economic Development Agency, is in a unique position to assist with the reclamation of Brownfield sites due to redevelopment grants, exemptions, and expert technical assistance not available to other entities.

Projects The Alliance applied for an EPA Brownfield Assessment Grant in late 2019. If awarded in 2020, this grant will allow for an environmental assessment, action plan, and market analysis of several priority Brownfield sites located along the Allegheny River corridor, including the former Fuchs Lubricants property in Emlenton.

Venango Regional Airport Marketing
The Alliance assists the airport with local marketing, tying the Venango Regional Airport to the region’s economic development and tourism assets.
Visitor Guide
In 2020, the Alliance will again publish the region’s premier annual visitor guide, which is distributed locally as well as at stops on the Pennsylvania turnpike, several rest stops and Welcome Centers, the Grove City Outlet Mall, and at select AAA offices across the state. The Alliance prints and distributes 50,000 copies of this publication, which becomes available in the first quarter of the year. The guide uses the theme of “Grab Life by the Trails,” building upon one of the region’s greatest tourism assets—its system of paved biking and hiking trails. Featured “trails” include water, arts and culture, golf, taste, shopping, and heritage.

Content for the guide is also used for the ORNHA website.

The 2020 Guide will be more interactive online, allowing readers to link directly from the publication to an advertiser’s website or social media page with just a click.

Projects Development of content and procurement of advertisers for the 2021 Guide will take place beginning Summer 2020. The 2021 Guide will be designed in-house for the first time in several years, but will continue to be printed locally by Seneca Printing.

Literature Distribution
Scores of brochures from regional attractions and the Visitor Guide are distributed to local venues and mailed around the world by Alliance staff and partners upon request. Contracts with larger service providers place the literature at strategic locations such as visitor centers throughout the state.

Web Sites and Social Media
In 2019 the Alliance worked with Bull Moose Marketing of Meadville, PA to build a new, comprehensive website that combined most of its websites into an Oil Region National Heritage Area site at OilRegion.org. The site features innovative, mobile-friendly and ADA compliant design and easy navigation.

AlleghenyGeoTrail.com is the primary site for the Allegheny GeoTrail.

ORAGOT.com is the official website of the Get on the Trail Entrepreneur Business Plan Contest.

The Alliance also maintains Facebook pages for the ORA, Tarbell House, Coal Oil Johnny House and Neilltown Church.

Projects Further progress will be made in 2020 to add additional content to OilRegion.org and to migrate and consolidate content as much as possible on the main site.

Efforts will be made to develop the Alliance’s presence on Instagram.

An additional Facebook page centered on outdoor recreation in the Oil Region is planned to coincide with the development of a new Outdoor Recreation committee of the Alliance.

Merchandise Sales
The Alliance offers non-fiction books and documentaries about oil and gas history, especially the roots of these energy twins in Oil Creek valley and the greater Oil Region in Pennsylvania at its office, the Tarbell House, online (OilRegion.org) and at special events. Related products and commemorative items are also available.

Projects Plans to expand the inventory of the Alliance include branded apparel and new souvenir items.
Tourism Promotion
As the region’s designated Destination Marketing Organization (DMO), the Alliance works directly with members of the tourism and lodging industries of the Oil Region National Heritage Area, the Pennsylvania Great Lakes Region (PaGLR), the Pennsylvania Restaurant & Lodging Association, the Venango Regional Airport, the Pittsburgh International Airport, the National Park Service’s Passport Program, and others to promote the Oil Region as a tourist destination.

Projects In addition to the Guide and digital media projects, 2020 projects include:
- Placing ads in magazines such as Guest Quest, which produces leads, and investigating other media
- Issuing the NWPA Regional Fishing Report
- Providing regular communications directly with members via Constant Contact e-mail campaigns
- Developing a Hotel Incentive Program to help local lodging facilities enhance their offerings

NPS Interaction + Update of ORNHA Management Action Plan
The National Park Service within the U.S. Department of the Interior is the primary federal partner for the Oil Region National Heritage Area and the other 54 NHAs across the country. Its highly recognized arrowhead with buffalo logo is increasingly evident at the ORA office and throughout our publications and project sites. The 2004 legislation which designated the ORNHA is permanent, but the federal funding authorization was initially for 15 years; in December, 2019 that funding authorization was extended through September 30, 2022.

Projects In 2020, the ORNHA Management Plan will be updated through a process involving public meetings, consultant services, interviews with key partners and stakeholders, and examination of priorities, project results to date, opportunities for more public/private partnerships, progress toward sustainability, area demographics, and emerging environmental factors. The majority of the explicitly described projects from the 1994, 2004, and 2006 editions of the Management Action Plan have been accomplished; the NPS and DCNR are co-funding the update to the MAP, as required by these federal and state grantors and as desired by the Alliance to freshen its programs and projects.

ANHA Interaction
The Oil Region Alliance is an active member in the advocacy corporation entitled the Alliance of National Heritage Areas. Its member NHAs join in collective educational publications, professional development training, mutual support and information sharing, and field experiences hosted by various NHAs.

In 2020, ORA will be represented in February in the District of Columbia and in October at the National Coal Heritage Area in West Virginia; participation in other meetings and training will be via electronic communications. ANHA’s top legislative priority in 2020 is the passage by the U. S. Congress and Senate of the National Heritage Area Act of 2020 which will bring all existing NHAs into more standardized evaluation criteria, routine annual funding, and the start of a new ‘clock’ for approved federal funding authorization.

Council on Greenways and Trails Support
The Council on Greenways and Trails provides municipalities, trail organizations, trail owners, trail advocacy groups, and others with support services involving locations in Clarion, Crawford, and Venango Counties. ORA provides administrative support to the nonprofit membership-based CGT corporation. The public is welcome to participate in these free-admission CGT events: February 7-8 Fifth Annual Nature Art Showcase and Sale held in the lobby of the Barrow-Civic Theatre in downtown Franklin; June 6 Annual Greenways Awards ceremony during the Discover Your Outdoor Adventure Day at Jersey Bridge Parking Lot near Drake Well, held on National Trail Day; and other activities announced via www.nwpagreenways.org.
**PHI Interaction**
The mission of the Petroleum History Institute is “pursuing the history and development of the world’s oil and gas industry. PHI strives to advance awareness of all aspects of the diverse historical discoveries, personalities, geology, technology, and unique challenges faced in exploration, production, refining, and distribution in the oil and gas industry.” With archives and headquarters in Oil City, it’s no wonder that PHI and ORA work closely on multiple projects. During 2020, PHI will provide matching funds to select ORA educational endeavors. In addition, ORA will be represented at the spring 2020 Oil History Symposium in Santa Barbara, California, while also planning the spring 2021 Oil History Symposium to be conducted in Allegheny County, Pennsylvania. Several ORA volunteers and staff serve on the PHI Board; they assist with packaging and shipping PHI’s annual professional journal entitled *Oil-Industry History*.

**Joint PA Heritage Projects**
The territory of the Oil Region National Heritage Area is geographically near three other official PA Heritage Areas. ORA’s President is seated as a Board Member for the Pa. Route 6 Heritage Corridor, stretching from the Ohio border in Crawford County east to the Lackawanna Valley.

PA’s Lumber Heritage Region includes parts of Clarion, Forest, and Warren Counties, among their 15 counties in the northern expanse of the Commonwealth. Staff visits have been increasing the mutual understanding of the shared lumber and petroleum history throughout our respective territories. In 2020, thanks to a DCNR grant received by the Lumber Region, staffs of the two PA heritage areas are assembling a series of 2021 and 2022 public presentations and seminars about the periods and progression of these linked industries, to be conducted at museums and universities in both heritage areas.

The Rivers of Steel National Heritage Area is located immediately downstream from the ORNHA along the Allegheny River. These two National Heritage Areas are seated on the Steering Committee for Washington’s Trail 1753, which is the self-driving tour through the western counties following the approximate itinerary which young Major George Washington utilized while carrying a letter from the Virginia Governor to the commandants of several French forts on the Allegheny River and the Venango River (which today we call French Creek) as far north at Fort LeBoeuf in today’s Waterford, PA, demanding the French to depart from contested land claimed by the British, French, and as long-time home and hunting grounds for multiple First Nations. ORA will be a sponsor for the annual Washington’s Trail Summit in the autumn, and repair and install additional blue/white Washington’s Trail signage in the ORNHA as needed during 2020.

**Regional Identity Program**
The familiar yellow ORNHA flags feature the system-wide logo including a train, derrick, water, tree, and keystone. The Oil Region Alliance continues to provide these flags without charge to municipalities, heritage partners, and atop the replica wooden derricks at community gateways and along I-80 near the Barkeyville exit. Flags in assorted sizes are available on request.
STRATEGIC PARTNERSHIPS

The Alliance houses the Oil City Main Street Program. Both organizations work closely together for community and economic development in Oil City’s designated Main Street district through multiple revitalization activities. 2020 initiatives include a Façade Improvement Grant Program, the commencement of a Design Guide for Historic Structures, and other historic preservation efforts; these include various means of support for downtown business and property owners, the continuation of seasonal planting projects and clean-up events, and the coordination of numerous promotional events including “Oil City Uncorked” Wine Walks, Music on the Square, O.C.toberFest, Christmas Past, BridgeFest (with the Oil City Arts Council), and others. The Oil City Main Street Program was designated a Keystone Main Street in 2019 and has been nationally-accredited by Main Street America since 2012.

The Oil City Main Street Program also facilitates ARTS Oil City, an economic development initiative focused on marketing Oil City as a prospective home for relocating artists throughout the country. ARTS Oil City also strives to provide a supportive network of native and relocated performing and visual artists, and helps to promote and facilitate ongoing arts-related engagement with the community such as performances, exhibitions, artist residencies, and arts education opportunities.

For more information visit oilcitymainstreet.org and artsoilcity.com.

Senior Corps of Retired Executives (SCORE) is America’s premier source of free and confidential small business advice for entrepreneurs and small businesses. It is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE mentors provide free, confidential mentoring to help people start and operate a successful small business. SCORE’s services complement the Alliance’s Local Business Expansion and Entrepreneurship programs. For more information, visit the Northwest PA Erie SCORE website at erie.score.org.

The Alliance houses the A-C River Valley Blueprint Community program, which works for community and economic development through multifaceted revitalization efforts. Projects include reuse planning, identity building, beautification and physical improvements, entrepreneurial ecosystem support, historic preservation, community engagement, and promotional events.

The A-C River Valley Blueprint program, authorized by FHLBank Pittsburgh in 2014 and recertified in 2019, works in collaboration with local municipalities and partner institutions and organizations to nurture progress and reawaken hope. With a dedicated volunteer Steering Committee, the Blueprint program “connects the dots,” finding and aligning available resources to local needs, revitalizing neglected properties, creating new opportunities, and building resilience in the community.

For more information visit oilcitymainstreet.org, artsoilcity.com, and acrivervalley.org.

MISSION STATEMENT

The Mission of the Oil Region Alliance of Business, Industry & Tourism is to manage the Oil Region National Heritage Area and to increase the prosperity 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.
MEMBERS as of January 25, 2020

Jim & Janet Aaron
Paul & Rosemary Adomites
Allegheny Valley Trails Association
Amy’s Closet, Inc.
Scott & Kathy Bailey
Barr’s Insurance
Barrow-Civic Theatre
John Bartlett
Belles Lettres Club
Benson Memorial Library
Blackwolfe Communications, LLC
Dr. William Brice
Career Concepts Staffing Services
Central Electric Cooperative
City of Franklin
City of Oil City
Clarion University Venango Campus
Coolspring Power Museum
Copperhead Retreat
Cornsplanter Township
County of Venango
Dr. Barry Cressman
Barbara F. Crudo
Dale Woodard Gent McFate Law Firm
DCNR Bureau of Forestry
DeBence Antique Music World
George & Sharon Dorogy
The EADS Group
Edward Jones — Donna Rapp
ERA Richmond Real Estate Service
First United National Bank
Franklin Area Chamber of Commerce
Franklin Industrial & Commercial Development Authority
French Creek Valley Conservancy
Friends of Drake Well
Great Eastern Cutlery
Gustafson General Contracting
Frank Hajduk
Clark & Carole Hall
Hepler General Contracting
Holiday Inn Express & Suites
Senator Scott Hutchinson
Idlewood Motel
JPEG - Conair
Maureen James
State Representative R. Lee James
Kapp Alloy & Wire, Inc.
Keystone Community Education Council
Kozy Rest Kampground
Liberty Electronics
Deb Lutz
Matric Limited
May & Company CPA PC
Lois McElwee
McElwee Associates/Oil Creek Press
McGill, Power, Bell & Associates
Moody and Associates, Inc.
Morrison Builders Supply
Paul and Nancy Newbury
Oil Creek Family Campground
Oil Creek Railway Historical Society
Oil Creek State Park
Oil Region Ballet Co.
Oil Region Realty
PNC Bank
Dr. Robert Pilewski
Petroleum History Institute
Quality Inn & Conference Center
Sandycreek Township
Seneca Printing Express & Label, Inc.
Ronald Shoup
John Sims
Cecile Stelter
Stifel Nicolaus
Svetz Consulting Services LLC
George G. Thompson
Titusville Area School District
Titusville Renaissance, Inc.
Venango Area Chamber of Commerce
Venango County Fairgrounds
Venango County Historical Society
Venango Museum of Art, Science & Industry
Venango Steel, Inc.
Voyten Electric, Inc.
Welch & Welch
Wildwood Outfitters
Williams Insurance & Travel
Wilson, Thompson & Cisek
Vincent Witherup
Janet Zehner

BECOME A MEMBER

Are you interested in becoming a member of the Oil Region Alliance? Request a membership packet to learn more. E-mail ealtomare@oilregion.org.

GET CONNECTED

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- Oil Region Alliance
- Tarbell House
- Coal Oil Johnny House
- Neilltown Church

Join our Constant Contact e-mail list by sending your request to ealtomare@oilregion.org.
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Retired Clergy

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Artist/Oil City Main Street

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Venango Museum of Art, Science & Industry

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Jessica Gorman
Administrative Assistant

Stewart Armstrong
Artist Liaison/Marketing Coordinator
ARTS Oil City/Oil City Main Street

Kathy Bailey
Oil City Main Street Manager

Selina Pedi
ACRVR Blueprint Community Coordinator

2020 BUDGET
(Approved by the Board of Directors on December 19, 2019)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>Program</td>
</tr>
<tr>
<td>$ 1,312,145</td>
<td>$ 1,294,490</td>
</tr>
<tr>
<td>Services</td>
<td>Management</td>
</tr>
<tr>
<td>233,500</td>
<td>636,409</td>
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<tr>
<td>Memberships</td>
<td>Property Management</td>
</tr>
<tr>
<td>105,000</td>
<td>138,403</td>
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<tr>
<td>Property Management</td>
<td>Fundraising</td>
</tr>
<tr>
<td>415,436</td>
<td>41,000</td>
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<tr>
<td>Contributions</td>
<td>Total Expense</td>
</tr>
<tr>
<td>10,121</td>
<td>2,110,302</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Net Income</td>
</tr>
<tr>
<td>28,100</td>
<td>$ 0</td>
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<tr>
<td>Total Revenue</td>
<td></td>
</tr>
<tr>
<td>$ 2,110,302</td>
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</tbody>
</table>

The Oil Region Alliance of Business, Industry & Tourism is a non-profit corporation formed in Pennsylvania and registered with the PA Bureau of Charitable Organizations. It is classified by the Internal Revenue Service as a 501 (c)(3) tax-exempt organization. Contributions to the Alliance may be tax-deductible. BCO #21782.