



Oil Region Alliance

BUSINESS, INDUSTRY AND TOURISM

Project & Program Summary 2022

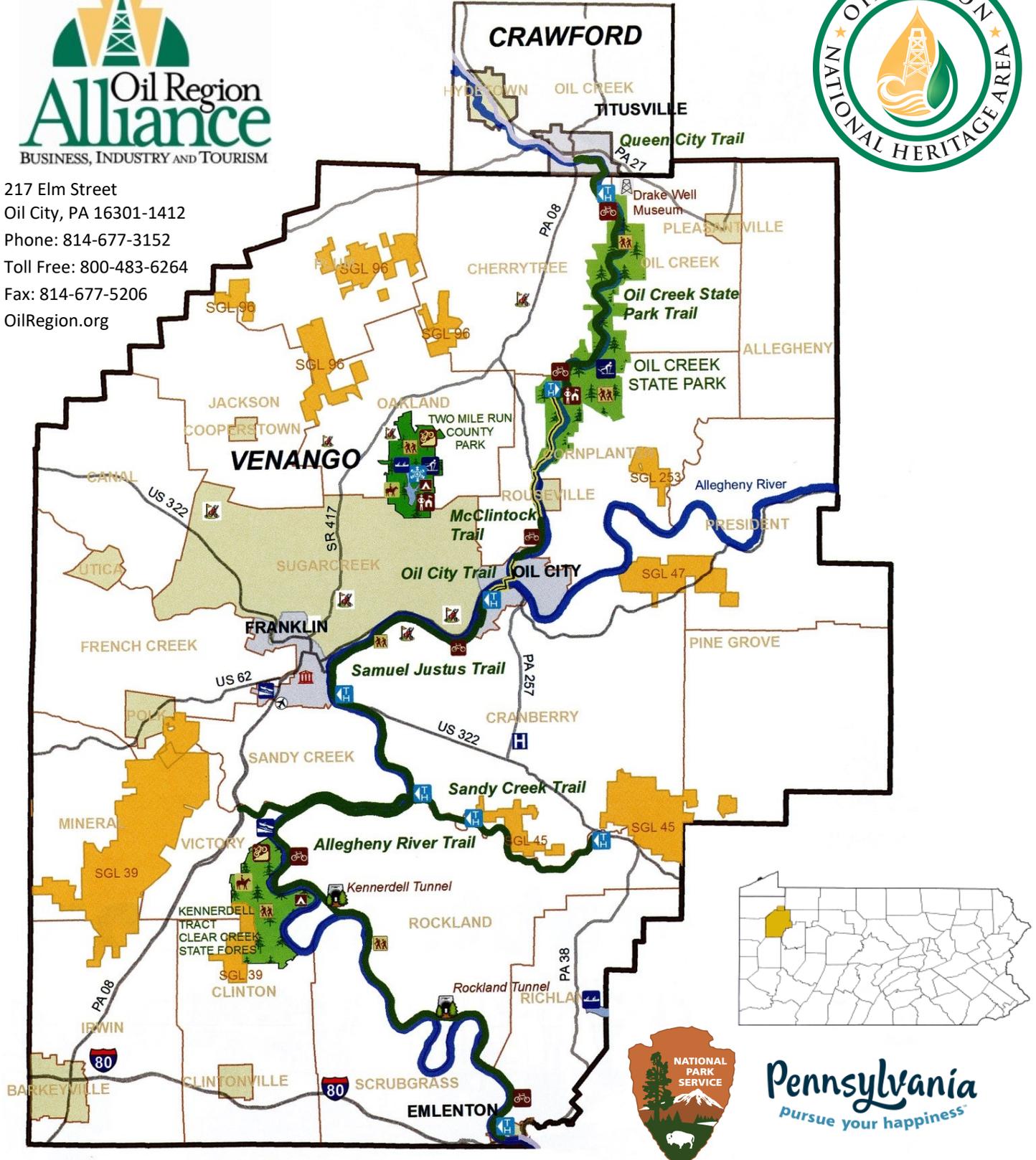


Oil Region National Heritage Area

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Pennsylvania
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The Oil Region National Heritage Area designation is arguably the region's most valuable competitive advantage.

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 vacant 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 and 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, 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 historic 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 2021 Oil Region National Heritage Area Strategic Plan, the Alliance continues its transition into that future by emphasizing the value of the region's National Heritage Area (NHA) 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 property in 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. Alliance staff members are working for reauthorization prior to this deadline.

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 modern petroleum industry. The Oil Region National Heritage Area designation is arguably the region's most valuable competitive advantage.

This 2022 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

Partnerships and Municipal Assistance

A strength of the Alliance is 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 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, PA Department of Community and Economic Development, PA Department of Environmental Protection, Pennsylvania Environmental Council, PA Historical and Museum Commission, Heritage PA, Clearlake Authority, and PA Restaurant and Lodging Association. ORA staff also serve as officers for the Erie to Pittsburgh Trail as well as the PA Great Lakes Region, and Northwest PA Transportation Advisory 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, Boys and Girls Club Along the Allegheny, Drake Well Museum & Park, Erie to Pittsburgh Trail Alliance, Industrial Heartland Trails Coalition, Keystone Community Education Council, Oil City Arts Revitalization, PA State Water Trail Executive Committee, Titusville Renaissance, Inc., Venango Museum of Art, Science & Industry, Heritage Society of Oil City, and Venango County Historical Society.

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

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 the neighboring oil boomtown of Pithole. Today, the Alliance owns Ida's childhood home, restored 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. A political cartoon exhibit will be held in Summer 2022. Titusville High School students, as historical 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 2022, the Alliance will continue to work with the Oil Creek & Titusville Railroad to bring more visitors to the house.



Projects During 2022, the Alliance will repaint and repair the exterior of the house.

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 building 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 units 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 windows on the building's second story, roof replacement, electrical service, basement demolition and reconstruction, and first floor demolition. Plumbing, electrical and HVAC is currently being installed on the ground floor.



Projects Plumbing, electrical, and HVAC will be completed in 2022. Additional work is expected to begin on the ground level to finish two retail spaces and make them available to tenants.

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 a third commercial tenant on the second floor.

Projects In 2022, the Alliance will make needed repairs to the masonry of the primary façade.



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 house to its appearance when the oil company executives in the Scheide family resided there from 1922 through 1959. In 2020, the kitchen was completely rehabbed for future commercial tenant use.

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.

Projects In 2022, via multiple funding sources, ORA will address the fire suppressant and alarm needs to suite the building's new uses as the Preservation Center and apartments. Repairs will also be made to the basement while continuing the first floor rehab.



History/Cultural Education

In 2022, curriculum units including lesson plans 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.

New Publications

In 2022, the Alliance will produce and distribute the following new free publications:

- “Emlenton Walking Tour” brochure
- “Driving Tour of the Oil Region National Heritage Area” booklet
- “What is the ORA/ORNHA” brochure

Additionally, reprints of the Recreational Trails in the Oil Region map and brochure and Allegheny Wild & Scenic River map and guide are planned.

Historic Preservation Awards and Workshops

The annual Oil Heritage Region Historic Preservation Awards will take place in May 2022. 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. The Alliance plans to offer a historic headstone cleaning and repair hands-on workshop with the National Center for Preservation Technology and Training in April 2022.



Historic Markers and House Plaques

The region is rich in blue and gold state historical markers. This state program preserves the memory of special individuals, sites, and events across PA, including several dozen in the ORNHA. The Alliance is not planning to apply to install new markers in 2022; however, we are willing to assist individuals or groups interested in applying to this program. Additionally, the Alliance oversees the Historic House Plaque program within the ORNHA to raise awareness of the region’s history and architecture. The Alliance will work with property owners who are interested in having a regional Historic House Plaque installed on their properties.

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 2021, the exhibit was displayed at Drake Well Museum. It will continue to be on display there in 2022.



Oil Region Visitor Centers

In 2021, the Alliance completed the fourth Visitor Center in the Oil Region. Designed by HW Exhibits and fabricated by Steel City Displays, the latest exhibit is housed in the Franklin Area Chamber of Commerce 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 The Alliance will continue to market all four visitor center locations (Perry Street Station in Titusville, Venango Museum of Art, Science and Industry in Oil City, Crawford Center in Emlenton, and the latest at the Franklin Chamber) as important resources that orient and inform guests and locals alike.



Pollinator Project

As we look to grow the region's outdoor recreation offerings, the Alliance realizes that we also need to be sensitive to nature's well-being. Pesticide use and development throughout the country and the world is causing some species of bees and butterflies dwindle in numbers. It is important that these species are helped for numerous reasons including our food supply's reliance on pollination. The Alliance worked collaboratively with the Allegheny Valley Trails Association and community member Nancy Walker to sow test areas of native pollinator plants along the Allegheny River Trail and at Oil Creek Memorial Landing. A Pollinator Pledge and Pollinator Resolution were added to OilRegion.org. These documents provide suggestions for individuals, businesses, and organizations to support pollinators by pledging to protect, preserve, create, or restore pollinator habitat on lands they manage and/or to donate money or plants for the development of additional pollinator spaces.

Project Develop a plan to expand the cultivation of native pollinator plants along the multiuse trails in the Oil Region, incorporate an educational component for both children and adults, and promote the Pollinator Resolution and Pollinator Pledge.

Allegheny Wild & Scenic River Water Trail Management

The Alliance manages and promotes the Allegheny Wild & Scenic River, a PA designated Water Trail. The Alliance collaborates with numerous partners to market the river for recreational purposes and to host events including river clean ups.

Projects

In 2022, the Alliance plans to fabricate and install signage identifying the Allegheny Wild & Scenic River Water Trail, continue to 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, and 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.



Outdoor Recreation Committee

The Alliance plans to assemble a committee to discuss the natural resource-based outdoor recreation available in the region, what is being expanded or developed, the needs of the region, local outdoor recreation events, how we can jointly promote the region, and how to convert visits to our area into experiences by connecting them to services and opportunities that lengthen their stay or provide them with reasons to return.

Project The Alliance will develop a scope of work for an outdoor recreation committee including roles of the committee, invite specific targeted representatives from community outdoor recreation businesses, avid users, and related businesses to meet throughout the year to work together to enhance the region's recreational opportunities and to supply news and resources to other organizations. The Alliance will also initiate a social media presence for outdoor recreation in the Oil Region.

ATV Trail Study

The Alliance is conducting a feasibility study for establishing a system of multiuse trail corridors and related trailheads within the Oil Region, and possible connections with established and/or planned trails in adjacent counties. Phase I was completed in 2021. It included a survey for public input as well as public meetings and presentations by project consultant firm Laird Landscape Architecture.

Project The Alliance plans to proceed with Phase II in 2022, which includes identifying properties and interested land owners, selecting routes, identifying funding, and determining the best way to operate, whether that be private or public.



Allegheny Valley Trails Association Partnership

The Alliance partners with the Allegheny Valley Trails Association to market, fundraise, plan, and develop trail improvements.

Projects The AVTA, with support from the Alliance, will construct a trail connection from River Avenue in the East end of Emlenton to Ritchey Run Bridge near the Clarion County line. An elevation change on the 0.2 mile section will be constructed to meet ADA accessibility standards. Rehabilitation of the bridge is also planned. Environmentally themed signs will be designed, fabricated, and installed at Rockland Tunnel. A door will also be fabricated for the tunnel's southern portal that will assist in preserving the brick tunnel liner when closed during the winter.

East Branch Trail Partnership

The Alliance works to market, fundraise, plan, and develop trail improvements for the East Branch Trail.

Projects The Alliance supports plans for the engineered rehabilitation of the Sportsman’s Bridge in Partnership with Clear Lake Authority. Approximately \$1.2 million in funding is secured for trail projects. An additional two miles of trail from Hydetown north will be constructed in 2022.

Erie to Pittsburgh Trail

The Alliance will 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 Through a written agreement, the Alliance will administer and project manage a DCNR Partnership Grant for the EPTA, which includes managing and administering the grant and its multiple projects from contracting, providing oversight of projects contained within the grant contract, to producing required reports and project closeouts.



Additional Trail Activities

As an advocate for trails throughout the region, the Alliance supports many trails and trail organization in a variety of ways.

Projects The Alliance will install kiosks (informational panels) at three trailheads throughout the region to inform guests about outdoor recreation opportunities and the Oil Region National Heritage Area. The Alliance will also partner with Titusville Renaissance, Inc. to create websites for the East Branch Trail and Queen City Trail.

Outdoor Recreation Business Contest

The contest provides cash assistance to the top trail-related business plans submitted in each contest cycle. The contest encourages entrepreneurs to contact partners such as Clarion University’s Small Business Development Center (SBDC) to help make solid business dreams a reality. For more information, visit the contest website at ORAGOT.com.

Project The Alliance plans to host the tenth contest in 2022. Emphasis will continue to be on all outdoor nature-based recreation. The Alliance hopes to increase the award amount to \$10,000 for first place and \$5,000 for second place to attract a larger number of participants and to make the contest more desirable.



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.

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.

Project Continue to advocate at the Federal level for Venango Regional Airport to be accepted back into the Essential Air Service Program (EAS).



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 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.

The Alliance is working to bring high-speed, hard fiber line broadband internet access.

In addition to Sandycreek, the Alliance will also continue to market its industrial parks at Barkeyville, Cranberry, and Sugarcreek.

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 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 ORA's testing and assessment of brownfield sites started in October 2020 and will continue through 2023 with grant writing for cleanup and redevelopment efforts ongoing throughout. Several priority brownfield sites have been designated along the Allegheny River corridor, including the former Fuchs Lubricants property in Emlenton (pictured at right), which is the brownfield property owned by the ORA the longest.



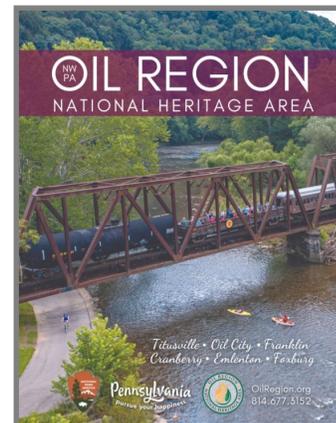
The Alliance completed Phase I Environmental Assessments on three priority brownfields in Emlenton and Oil City by September 2021. Phase II sampling began on two of the properties. The Alliance also partnered with PA DEP to win a \$20,000 Small Community Technical Assistance grant to compile an exhaustive brownfield inventory for Oil City.

Initial approval has also been given by the DEP and DCED for a \$1 million remediation grant for the ORA's flagship brownfield redevelopment project in Emlenton, pending the Governor's final approval, thanks in large part to the Regional Market Study and Concept Design completed for that property through the EPA CWA grant.

The Alliance will continue to serve as a rural development hub, investigating adaptive reuse projects on additional brownfield sites including the Osborne Landfill site in Grove City. The organization will take an innovative approach to repurposing these properties with a particular interest in renewable energy.

Oil Region Guide

In 2022, the Alliance will again publish the region's premier annual visitor guide, after taking 2021 off because of the pandemic. For the first time, the Guide was produced completely in house and filled the display ad space allotment. The cover features the OC&T Railroad excursion train crossing over kayakers in Oil Creek and a cyclist on the bike path all within Oil Creek State Park, a feat that took a lot of cooperation from Alliance staff members, several volunteer models, and drone photographer Garey Scott, Jr. of Scott Airborne Imagery. The 50,000 hard copies of the 52-page guide were once again printed locally by Seneca Printing and available early in the new year. The Guide is distributed locally and in response to direct requests and leads generated through advertising, as well as at stops on the Pennsylvania turnpike, several rest stops, Welcome Centers, select AAA offices across the state, and at three spots on I-95 in Delaware and Maryland. 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.



The 2022 Guide will also be available online at OilRegion.org with an interactive version that allows readers to link directly with events and advertiser websites or social media pages with just a click.

Projects Development of content and procurement of advertisers for the 2023 Guide will begin Summer 2022 with publication and distribution planned for January 2023.

Literature Distribution

Scores of brochures from regional attractions and the Oil Region Guide are distributed to local venues and mailed around the world by Alliance staff members and partners upon request. Contracts with larger service providers place the literature at strategic locations such as Welcome Centers throughout the state. Brochure racks now offer Oil Region literature at Perry Street Station, Venango Museum, Franklin Area Chamber of Commerce, Crawford Center, Venango Campus of Clarion University, Cranberry Mall, and hotels and shops throughout the region.

Mini Grants

The Alliance will offer the Tourism Destination Mini Grant in 2022. 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 available early in the year with awards in the form of refunds distributed beginning in May. The intention is to have new publications to distribute at local reference locations in time for the busy summer travel season.

Web Sites and Social Media

OilRegion.org, completely revamped in 2019, is the official site for both the Alliance and the Oil Region National Heritage Area. Previously developed websites for the region have been discontinued.

ORAGOT.com is the website of the Outdoor Recreation Business Contest.

The Alliance also maintains Facebook pages for the ORA, Tarbell House, Coal Oil Johnny House, and Neilltown Church as well as Instagram accounts for the ORA organization and ExperienceTheOilRegion for tourism.

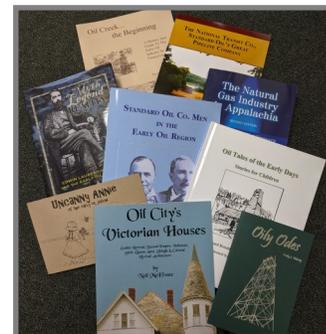
Projects Additional content will be added to OilRegion.org including extended tourism and heritage information. The Alliance will also work to add content to its YouTube channel. An additional Facebook page on outdoor recreation in the is planned to coincide with the development of a new Outdoor Recreation committee. Following the success of the first year of #AdoptableOilRegion, the Alliance will continue to partner with local animal shelters Precious Paws and the Venango County Humane Society to feature pets available for adoption in locations of interest throughout the ORNHA.



Merchandise Sales

The Alliance offers non-fiction books and documentaries about oil and gas history, especially the roots of these energy twins in the 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, specifically ones featuring the ORNHA logo.



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 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, 2022 projects include:

- 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
- Furthering brand recognition of the ORNHA
- Contracting data collection services to analyze visitation, spending, and guest demographics



NPS Interaction + Update of ORNHA Strategic 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 Alliance staff will continue to work closely with legislatures and committees to extend ORNHA’s reauthorization past September 2022.



ANHA Interaction

The Oil Region Alliance is an active member in the advocacy corporation 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.

Projects In 2022, ORA will participate in meetings and trainings. ANHA’s top legislative priority in 2022 is the passage by the U. S. Congress of the National Heritage Area Act, 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.



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 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 member 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 assembled a series of four virtual 2022 public presentations about the periods and progression of these linked industries.

The Rivers of Steel National Heritage Area is located immediately downstream from the ORNHA along the Allegheny River. These two National Heritage Areas are on the Steering Committee for Washington's Trail 1753, which is the self-driving tour through the western counties following the approximate itinerary used by young Major George Washington while carrying a letter from the Virginia Governor to the commandants of several French forts on the Allegheny River and French Creek as far north at Fort LeBoeuf in today's Waterford, PA, demanding the French depart from contested land claimed by the British, French, and as long-time home and hunting grounds for multiple First Nations. ORA will sponsor Washington's Trail activities.

The ORA is supporting PA Route 6 Heritage Corridor on its next round of façade grant funding program that will cover Crawford and Erie counties. In Crawford County, ORA will help market and publicize the program and encourage applications from the area.



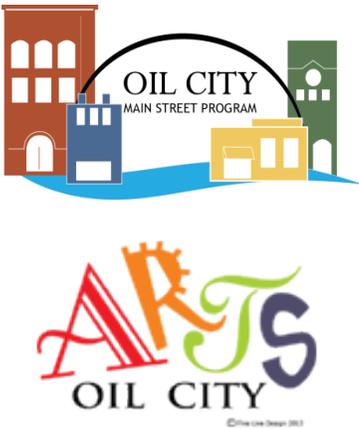
Regional Identity Program

A new logo was chosen to represent the Oil Region National Heritage Area by its managing entity the Oil Region Alliance of Business, Industry & Tourism in late 2020. The new logo, shown at right, depicts an oil derrick, a wave, and a leaf inside an oil drop. The derrick and the oil drop represent the region's heritage as the birthplace of the oil industry. The wave represents the region's waterways, but also the outdoor recreational opportunities that abound here. Lastly, the leaf is both a nod to the outdoors, but also represents the ORA's commitment to ecology and preserving the beautiful scenery that has been reclaimed from the area's industrial past. The green leaf is also a sign of a prosperous future for the Oil Region. Branding the ORNHA will help guests recognize the significance of the area and be a point of pride for residents.

Projects Flags featuring the new logo will be distributed throughout the region. The logo will appear on advertisements, literature, and OilRegion.org. Souvenir items such as t-shirts, tote bags, and coffee cups displaying the new logo will be developed for sale in 2022.



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. In 2022, its target projects include the administration of a Façade Improvement Grant Program, completion of a Design Guide for Historic Structures, assisting the City of Oil City in the purchase of new holiday décor and new trash receptacles, completion and launch of a new program website with updated logo and branding, organization of seasonal planting projects and clean-up events, the coordination of various promotional events including Music on the Square, Christmas Past, “Oil City Uncorked” Wine Walks, BridgeFest (with the Oil City Arts Council), and others, as well as providing continued support and assistance to downtown business and property owners. 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 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.



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 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 all 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 February 1, 2022

AA Nagy Excavating and Construction, Inc.
Paul Adomites
Allegheny Valley Trails Association
Scott & Kathy Bailey
Barr's Insurance, Inc.
John Bartlett
Darl & Marilyn Black
William Brice
Cheri Ann Photography
Clarion University
Barbara Crudo
Dale, Woodard, Gent, McFate Law Firm
DeBence Antique Music World
Kyle Dickey
George & Sharon Dorogy
The EADS Group
Eight One Four Photography
Franklin Industrial and
Commercial Development Authority
Friends of Drake Well
G.C. Kline Photography
LeeAnn Glowzenski
Gustafson General Contracting
Hepler General Contracting
IPEG/Conair
Maureen James
Kapp Alloy & Wire, Inc.
Betsy Kellner
Liberty Electronics, Inc.
Deb Lutz
Matric Limited
Scott McCray
Moody and Associates, Inc.
Morrison Builders Supply, Inc.
Paul & Nancy Newbury
Oil Creek Railway Historical Society, Inc.
Oil Valley Media
Patrick Pelletier
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Stifel

Struxures, LLC
Stonehouse Jack
Svets Consulting Services LLC.
Timothy Rudisille Photography
George Thompson
Titusville Area Chamber of Commerce
Titusville Community Development
Agencies
Titusville Council on the Arts
Titusville Ironworks Tap House
Titusville Renaissance, Inc.
Venango Area Chamber of Commerce
Venango Museum of Art, Science
and Industry
Venango Training &
Development Center
Voyten Electric & Electronics, Inc.

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Interested in joining the Oil Region Alliance? Request info by e-mailing ealtomare@oilregion.org or visit OilRegion.org/the-alliance/membership/

ORA Memberships and Friends of the ORNHA Memberships each begin at \$50 per household. Special rates available for non-profits.

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AA Nagy Excavation & Construction
- Rachael O’Neil**
Crawford Center Manager
- Arlene Rodriguez**
Grant Writer



2022 BUDGET

(Approved by the Board of Directors on December 16, 2021)

Revenue			Expense		
Grants	\$ 2,805,115	79%	Program	\$ 2,568,026	72%
Services	297,000	8%	Management	757,794	22%
Memberships	105,000	3%	Property Management	223,795	6%
Property Management	89,500	3%	Fundraising	<u>1,000</u>	<1%
Contributions	1,500	<1%	Total Expense	\$ 3,550,615	
Sales	1,000	<1%			
Other	<u>251,000</u>	7%			
Total Revenue	\$ 3,550,615		Net Income	\$ 0	

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.