



## FOR IMMEDIATE RELEASE

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## HVAB, commissioners announce 2025-26 Tourism Grants

STATE COLLEGE, PA, June 9, 2025 – **The Happy Valley Adventure Bureau (HVAB)**, along with **Centre County Commissioners**, today awarded more than \$1 million for projects, events and initiatives designed to foster visitation to Happy Valley, PA.

2025-26 Tourism Grant funding totaling a record \$1,100,750 will support 81 marketing and tourism enhancement projects, including 11 from first-time applicants/recipients.

“Topping the one million mark is a tremendous milestone for the Tourism Grant program,” said HVAB President and CEO Fritz Smith. “It’s a visible example of how a strong tourism economy, particularly overnight stays, benefits the entire community.”

Held at Rolling Rails Lodge in Port Matilda, the theme of this year’s announcement was *“Tourism in bloom.”*

“The purpose of the grant program truly is about cultivating our tourism assets,” Smith said. “The revenue generated by visitors who stay in our hotels and lodging properties helps our events, attractions and programs grow and flourish and provides a necessary boost to new projects that emerge each year.”

Centre County Commissioner Chair Mark Higgins said the Tourism Grant program has been improving the visitor experience and local quality of life for years.

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“The benefit to the tourism ecosystem has been tremendous,” he said. “It is exciting to see total Centre County tourism revenue exceed one billion dollars and the Tourism Grant pool exceed one million dollars. The grant recipients have much to offer to the people of Centre County and those who want to visit.”

Among this year’s new grant recipients is the Happy Valley Latin Festival.

“We’re thrilled to receive this Tourism Marketing grant, which will allow us to reach an even wider audience for our Happy Valley Latin Festival,” said Ady Martinez. “This milestone year is particularly special as we celebrate five years of bringing together our community through vibrant Latin music, arts, food, and culture.”

The 2025 festival will take place from 11 a.m. to 5 p.m. Saturday, Sept. 20 during Hispanic Heritage Month.

“We’re excited to welcome both returning friends and new families to this bilingual, inclusive celebration of Latinx and Hispanic heritage in central Pennsylvania,” she said. “Thanks to this grant’s support for targeted advertising, we expect this to be our biggest and most diverse celebration yet.”

Bellefonte Historical Railroad Society received two grants to promote its popular train ride offerings. Christmas rides provide the historical railroad with the bulk of its operating revenue and currently comprise a primarily local demographic.

“Funds provided by the Happy Valley Adventure Bureau give us much needed ability to create opportunities to draw in ridership from beyond central Pennsylvania,” said BHRS President Dan Durachko.

The following recipients were awarded 2025-26 Tourism Grant funding:

- BPOE 1173 – \$5,000, rebuild historic Philipsburg Santa Claus **NEW**
- Latin Vibe – \$4,000, Happy Valley Latin Festival marketing **NEW**
- MTB50 Inc. – \$7,500, Tussey Mountainback Ultra Marathon
- Centre LGBTQ+ -- \$10,000, State College Pride promotion
- A Way to Help (Way Fruit Farm) – \$7,000, Art in the Orchard promotion
- Burning Ma’am – \$5,000, music festival operational support **NEW**
- Burning Ma’am – \$10,000, music festival marketing **NEW**
- 3 Dots Downtown – Happy Valley Improv XL Festival
- A Soldier’s Hands -- \$3,000, A Walk to Remember the Fallen **NEW**
- AAUW State College -- \$2,500, Used Book Sale marketing **NEW**
- Bellefonte Art Museum – \$15,00, rotating gallery exhibition marketing
- Bellefonte Art Museum – \$7,000, museum retail space redesign
- Historic Bellefonte Inc. – \$5,000 to promote Bellefonte Arts & Crafts Fair

- Bellefonte Historical & Cultural Association – \$12,000, signature event marketing
- Bellefonte Historical Railroad Society – \$9,000, *Explore Centre County* historic train ride marketing **NEW**
- Bellefonte Historical Railroad Society – \$6,000, America250PA Centre County Bells Across Pennsylvania art installation at the historic Bellefonte Train Station **NEW**
- Bellefonte Victorian Christmas – \$10,000, event marketing
- Boalsburg Village Conservancy – \$4,000, Hometown Christmas marketing
- Boalsburg Village Conservancy – \$6,000, America250PA Centre County Bells Across Pennsylvania art installation in Boalsburg
- Borough of State College – \$5,000, Juneteenth marketing
- Bryce Jordan Center – \$30,000, event marketing
- Penn State Centre for the Performing Arts – \$15,000, event marketing
- C3 Sports & Events Center – \$20,000 for strategic event marketing
- C3 Sports & Events Center -- \$8,000, facility enhancements (bleachers)
- Central PA 4<sup>th</sup> Fest – \$45,000, festival marketing
- Central PA Tasting Trail – \$10,000, Outdoor Adventure on Tap marketing
- Central PA Tasting Trail – \$14,000, Tasting Trail passport sales marketing
- Central PA Festival of the Arts – \$75,000 Arts Fest and First Night marketing
- Centre County Grange Fair – \$25,000, Grange Fair marketing
- Centre County Historical Society – \$35,000, marketing
- Centre County Library & Historical Museum – \$10,000, Building Beauty in Bellefonte
- Centre Film Festival – \$30,000, festival marketing
- Centre Volunteers in Medicine – \$20,000, Happy Valley Half Marathon & Central Cycling Classic
- Penn State Centre Stage – \$20,000, marketing
- Clearwater Conservancy – \$8,000, Centered Outdoors marketing
- Columbus Chapel & Boal Mansion Museum – \$10,000, Boal Barn Playhouse restoration
- Constitution Day Centre – \$2,000, 2025 Constitution Day celebration
- Discovery Space & The Rivet – \$50,000, Maker Faire, Winter Market, Marine Life Center
- Downtown Bellefonte Inc. – \$20,000, Bellefonte Winter Market and Experience Bellefonte marketing
- State College Downtown Improvement District – \$17,500, event marketing
- 3 Dots (Gorinto Productions), \$17,500, Secret Planet global music series marketing
- Haines Township – \$6,000, Dutch Fall Festival
- Happy Valley Women's Cycling Club – \$7,500, Happy Valley Gravel Adventure Guide summer launch party
- Happy Valley Women's Cycling – \$10,000, GRIP Getaway – A women's bike weekend in Happy Valley
- Historic Bellefonte Cruise – \$30,000, Bellefonte Cruise promotion
- Howard Volunteer Fire Company – \$5,000, Punkin Chunkin Festival promotion

- Jana Marie Foundation – \$2,500, Hobby Horse Derby marketing **NEW**
- Juniata Valley Council, Scouting America – \$4,000, scout camp signage upgrades
- Krislund Camp and Conference Center – \$6,000, upgrade climbing wall and zip lines
- The Makery of Central PA – \$3,750, program marketing
- Moshannon Valley EMS – \$16,000, Philipsburg Heritage Days
- Mountain Top Swimming Pool Association – \$5,000, general marketing
- Nittany Knights – \$2,000, annual State Theatre performance marketing
- Nittany Mountain Bike Association – \$7,000, Harvest Fields Town Series
- Patton Township – \$25,000, Happy Valley Comic Book & Collectibles Convention
- Penn State Palmer Museum of Art – \$30,000, permanent collection, special exhibits and educational program marketing
- Penns Valley Pedals & Pints – \$4,500, promote biking and brewery patronage
- Penns Valley Penguins Swim Team – \$5,000, Penns Valley Community Swimming Pool revitalization **NEW**
- Pennsylvania Chamber Orchestra – \$5,000, concert promotion
- Pennsylvania Chamber Orchestra – \$5,000, digital and social media marketing
- Friends of Black Moshannon State Park – \$3,500, trail maintenance tools
- People's Choice Festival – \$20,000, festival marketing
- Philipsburg Revitalization Corporation – \$15,000, event marketing
- Pleasant Gap Fire Company – \$2,000, Fall Festival marketing **NEW**
- Rhoneymeade – \$7,500, 11<sup>th</sup> annual Mycofest marketing
- Rhoneymeade – \$7,000, infrastructure improvements and visitor experience enhancements
- Roland Curtin Foundation for the Preservation of Eagle Furnace – \$10,000, expanded marketing efforts
- Roland Curtin Foundation for the Preservation of Eagle Furnace – \$20,000 for facility improvements and America250PA Centre County Bells Across Pennsylvania art installation
- Rowland Theatre – \$14,000, stage improvements (curtains, tracking, hardware)
- Seasons of Rothrock Adventures – \$15,000, Seasons of Rothrock biking event marketing
- Special Olympics of PA – \$5,000, Summer Games and Beaver Stadium Run
- State College Choral Society – \$3,000, audience expansion
- State College Little League – \$4,500, enhance visibility of SCLL facilities as a youth baseball tournament destination **NEW**
- Tempest Productions – \$12,000, Central PA Theatre & Dance Fest
- The Arboretum at Penn State – \$10,000, Pumpkin Fest and Winter Celebration
- Penn State School of Music – \$5,000 Penns Woods Music Festival
- WPSU – \$5,000, Children's Festival
- The State Theatre – \$50,000, marketing and promotional efforts
- The State Theatre – \$70,000, replacement of three rooftop HVAC units

- Valley Community Business Alliance -- \$5,000, Route 45 Getaways and Merry Millheim
- Wildlife for Everyone Foundation – \$4,500, Great Outdoor Picnic promotion

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*The Tourism Grant program is funded by the lodging tax paid for by those staying in Centre County's hotels and lodging properties. Since 2003-04, the program has awarded more than \$9.4 million to projects, events and initiatives that grow and enhance Happy Valley's tourism product.*