

# 2016 ANNUAL REPORT



A project of  
  
**All Oil Region Alliance**  
BUSINESS, INDUSTRY AND TOURISM  
814-677-3152 or 1-800-483-6264

[www.grabtrails.com](http://www.grabtrails.com)  
[www.oilregion.org](http://www.oilregion.org)



  
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BUSINESS, INDUSTRY AND TOURISM

217 Elm Street - Oil City, PA 16301

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September 28, 2017



Dear Friends of the Oil Region Alliance:

*The Board of Directors and Staff of the Oil Region Alliance thank you for your continued support in managing the Oil Region National Heritage Area. Your memberships and project specific donations for current and future projects involving economic development, heritage development, tourism promotion, and recreational development are absolutely vital. Working on an asset-based approach to economic development is the overarching goal of every initiative and endeavor the Alliance undertakes; and you make the achievement of that goal possible.*

*As we reflect on 2016/17, we are proud of the projects that have been completed, the partnerships that have been strengthened, and the new relationships that have been forged. As we move forward, you will see expanded emphasis on our management of the Oil Region National Heritage Area through the National Park Service of the Department of the Interior, which designation has brought significant federal resources into the region. The Alliance will expand our outdoor recreational initiatives and projects in the coming year and we expect some exciting developments as a result.*

*The Alliance has established our niche. We have worked hard to foster strong relationships with other non-profits, private businesses, municipalities, neighboring counties, the commonwealth, and the many dedicated people who live in the region to provide a welcoming environment for our visitors and potential residents as well as a favorable business climate for existing and new industries.*

*At the Alliance our principles reflect integrity and respect in our operational culture as we strive to enhance the quality of life through our economic development as well as our many and varied heritage, tourism, and recreation programs. Recognized at state and national levels for the quality and execution of our projects, it is clear that having standards of excellence is the only way to do business and that our success is possible only because of the support of our partners and members.*

*We welcome your assistance in helping us to achieve our mission to increase the prosperity and population of the Oil Region by enticing people to live, work, learn and play in "the valley that changed the world!"*

Sincerely,

Barry E. Cressman, Chair



John R. Phillips, II, President



## 2016 BOARD OF DIRECTORS

Dr. Barry Cressman, Chair - Retired Clergy  
Emily Altomare, Vice Chair - Titusville Area Chamber of Commerce  
Betsy Kellner, Treasurer - Venango Museum of Art, Science & Industry  
Neil McElwee, Secretary - Oil Creek Press/McElwee Associates  
Debra Sobina, Assistant Secretary/Assistant Treasurer - Clarion University, Venango

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Janet Aaron - Executive, Retired  
Jerry Brosius - Cranberry Township  
Terry Danko - Marquette Savings Bank  
James O. "Jimmy" Johnson - City of Franklin  
Marcia D. Miller - Retired Bank Executive  
William P. Moon, Jr. - City of Oil City  
Cinda Richards - Komatsu  
Linda Routzhan - First Energy  
Vincent Witherup - County of Venango

## In 2016 – 2017, the Oil Region Alliance ~

- Placed signs “A Project of the Oil Region Alliance” at select sites in the region.
- Hosted four musical concerts and one wedding at the Neilltown Church Building.



“President Teddy Roosevelt” greets guests at the Symposium

- Conducted “Symposium on Investigative Journalism, Past & Present” in Titusville. Even “President Theodore Roosevelt” attended.
- Commissioned the preservation plan for the former Lutheran Church in Franklin.
- Constructed a replica cupola for the Tarbell House, completing the rehabilitation of the historic property. Conducted numerous public and private teas and tours at the Tarbell House in Titusville.
- Designed, printed and distributed “Recreational Trails in the Oil Region” brochures.
- Installed a new roof on the Downs Building; began masonry and basement repairs.
- Received approval for a PHMC historical marker honoring Chief Cornplanter; it will be installed in Oil City.



- Hosted public open houses at the McClintock-Steele-Waitz (Coal Oil Johnny) House & the Tarbell House.
- Constructed Phase II of Oil Creek Memorial Landing in Oil City, providing access to Oil Creek.
- Awarded Round 3 of oil/gas educational/preservation mini-grants to Venango Museum of Art, Science & Industry and Friends of Drake Well.



BKI employees working at Oil Creek Memorial Landing



Poster for the Oil Region Cycling Classic

- Assisted in the planning of the first Oil Region Cycling Classic - a 3-day bicycle ride through the Oil Region.
- Conducted annual “Oil Heritage Region Historic Preservation Awards.”
- Reviewed and commented on multiple Section 106 projects involving federal funds.
- Coordinated public and school student presentations about Abraham Gesner, the Discoverer of Kerosene.
- Conducted annual Preservation Workshop in Titusville.
- Created rack cards promoting Two Mile Run County Park, the Pumping Jack Museum and the Allegheny Geo Trail.
- Conducted “Snap a Shot,” a social media contest using photos of activities on the water (fun, learning, protecting and landscape) in conjunction with the Allegheny River being named the “PA River of the Year.”
- Provided vital support services for the Erie to Pittsburgh Trail Alliance.



- Received a grant to have preservation architects prepare Preservation Plans for six historic buildings in the Oil Region.
- Repaired replica wooden derricks on I-80 at Barkeyville and Route 8 south of Titusville.
- Were designated the managing organization for the Middle Allegheny River Water Trail; it runs from Kinzua Dam south to Emlenton.
- Hosted the 3<sup>rd</sup> Annual Santa Train in Oil City in partnership with the Western New York/PA Railroad.
- Conducted the Oil Region Photo Contest. Both amateur and professional winners were named.
- Printed 70,000 copies of “Your Guide to Pennsylvania’s Oil Region” (Visitor Guide.) They are distributed at 10 Rest Areas on the interstate in PA, 3 rest areas on the turnpike and all 14 PA Welcome Centers.
- Received 6,000+ requests for tourist information, an increase of nearly 10% over 2015.
- Conducted the “Get on the Trail” Entrepreneurial Business Plan Contest for businesses along the Erie to Pittsburgh Trail for the fourth consecutive year.



Center Street Bridge in Oil City

- Partnered with the Oil City Main Street Program to install lights on the Center Street Bridge in Oil City.
- Assisted the developer with the location of a Dollar General Store in Barkeyville and one in Sandycreek Township.
- Assisted with the planning and organization of the PA Oil & Gas Hub event on the Regional Impact of the Petrochemical/ Cracker Plant in Western PA. It was held at Cross Creek Resort.
- Provided vital support services for the Erie to Pittsburgh Trail Alliance as well as the Council on Greenways & Trails.



PA Oil & Gas Hub event at Cross Creek

- Accepted donation of the empty building at 229 Elm Street in Oil City and renovated the first floor to suit two tenants.
- Supported the Venango County 4-H Electro Techs Robotics Team.
- Produced the “Walking the Line” traveling exhibit.
- Managed the operation of the Crawford Center in Emlenton.
- Marketed the Ohio Penn Apprenticeship Program to area manufacturers.

## Oil City Main Street Program

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



OCMS is a volunteer-driven initiative dedicated to the revitalization of the Oil City central business district. Highlights for the past year include:

- Façade Improvement Grant Program: 16 projects completed or in progress
- Recipient of a 2017 Townie Award by the Pennsylvania Downtown Center
- Named #5 of 10 Best Performing Main Street Programs of 2016 by the Pennsylvania Downtown Center
- Four business openings and continued collaboration for the redevelopment of Cornplanter Square (former Mellon Bank building)
- Ongoing work sessions for development of a new 5-year Strategy
- Events include Oil City Uncorked Wine Walks, Music on the Square, Oil City Farmers Market and more.

OCMS follows the Main Street Four Point Approach® and is nationally accredited by Main Street America.

## STAFF

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

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



County of Venango

# 2016 MAJOR MEMBERS



### Photographs Courtesy of

*Kathy Bailey*

*Marilyn Black*

*Kim Harris*

*Friends of the Oil Region Alliance*

### Our Mission

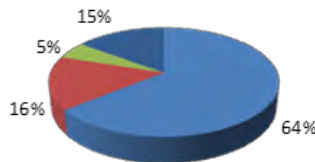
“The Mission of the Oil Region Alliance of Business, Industry and Tourism is to increase the prosperity and population of the Oil Region by enticing people to live, work, learn and play in “*the valley that changed the world*” through the preservation, promotion, development and support of historical, educational, natural, recreational, residential, commercial and industrial destinations.”

Based on 2016 audited financial statements

## FINANCIAL SUMMARY

Year ending December 31, 2016

| Revenue               |                    | Expenses              |                    | Assets                        |                    | Liabilities                 |                    |
|-----------------------|--------------------|-----------------------|--------------------|-------------------------------|--------------------|-----------------------------|--------------------|
| Grants                | \$964,678          | Program               | \$734,266          | Cash and Equivalents          | \$160,431          | Accounts Payable            | \$102,196          |
| Hotel Occupancy Tax   | 151,485            | Management            | 180,615            | Accounts, Rents & Grant Rec.  | 606,066            | Payroll Liabilities         | 9,137              |
| Membership Dues       | 90,387             | Fundraising           | 59,142             | Building & Improvements       | 213,654            | Unearned Revenue            | 1,066,956          |
| Contributions         | 26,575             | Property Manag.       | 169,842            | Office Equipment              | 124,513            | Other Long-term Liabilities | 345,500            |
| Rentals               | 39,790             | <b>Total Expenses</b> | <b>\$1,143,865</b> | Buildings Held for Investment | 833,671            | Notes Payable               | 264,743            |
| Fees                  | 48,883             |                       |                    | Development Projects          | 1,094,956          | Other                       | 1,913              |
| Other                 | 57,754             |                       |                    | Other                         | 50,963             | <b>Total Liabilities</b>    | <b>1,790,445</b>   |
| <b>Total Revenues</b> | <b>\$1,379,552</b> |                       |                    | Depreciation & Amortization   | (226,938)          | <b>Net Assets</b>           | <b>1,066,871</b>   |
|                       |                    |                       |                    | <b>Total Assets</b>           | <b>\$2,857,316</b> | <b>Total L &amp; NA</b>     | <b>\$2,857,316</b> |



The front cover depicts (beginning top, left): The replica cupola being lifted onto the Tarbell House; Sign designating a Project of the Oil Region Alliance; Santa Claus and a young believer at the special train stop in Oil City; Scene from the Jim Holden ride your bike to school day; Winners of the 2016 “Get on the Trail” Entrepreneurial Business Plan Contest; and young Bella Aaron, granddaughter of Jim and Janet Aaron, playing the guitar at the Pickin’ Party at the historic Neilltown Church.