



Discover | Connect | Thrive

2026 Mid-Year Report

Message from the Executive Director

As we reach the midpoint of 2026, I want to thank our members, partners, volunteers, and community leaders for their continued support. Together, we are advancing economic development through collaboration and a shared commitment to Clarion County's future.

This year, we have made meaningful progress by welcoming new staff, advancing downtown planning & revitalization efforts, securing new funding, launching a new website, supporting local businesses, and pursuing new investment opportunities. These efforts are strengthening our economy and creating new opportunities across Clarion County.

Thank you for your continued confidence in the Clarion County Economic Development Corporation. We look forward to building on this momentum throughout the remainder of 2026 and continuing to move Clarion County forward together.

- Jarred Heuer, Executive Director

CCEDC Awarded Main Street Matters Grant; Launches Regional Façade Improvement Program

We are pleased to announce that we have received a \$100,000 **Main Street Matters** grant to capitalize the Regional Façade Improvement Program, a countywide initiative focused on revitalizing downtown business districts across Clarion County. The funding will support exterior improvements to commercial properties, helping communities enhance curb appeal, encourage private investment, and strengthen local downtown business districts.

The Regional Façade Improvement Program will provide dollar-for-dollar matching grants up to \$10,000 to eligible commercial property and business owners to support upgrades that enhance the appearance, safety, and long-term viability of commercial buildings. Examples of eligible projects include painting, window and door replacements, masonry repairs, signage, awnings, lighting, and other exterior improvements.

The Regional Façade Improvement Program is part of the CCEDC's broader initiative to support revitalization efforts in the downtowns of Clarion, East Brady, Foxburg, and New Bethlehem. A pilot façade program is already in progress in Knox.

Interested applicants will be required to submit a completed application, along with cost estimates and renderings or visual descriptions of the proposed improvements, to the CCEDC. Applications will be reviewed to ensure they align with program guidelines and will issue formal approval before any work begins. Grant funding will be distributed on a reimbursement basis after projects are completed and inspected by the CCEDC. Grant applications will be accepted until the funds have been expended.



Welcoming Sharon DeAndrea to the CCEDC Team!

Please join us in extending a warm welcome to Sharon DeAndrea, who officially joined the CCEDC team in March as our new Community Development Manager.

In this role, Sharon will lead our efforts to implement façade improvement programs across five downtown corridors and will serve as the primary point of contact for community-based initiatives. Her work focuses on supporting local communities in achieving their goals and strengthening the county's overall economic vitality.

Originally from Pittsburgh, Sharon earned a business degree with a paralegal certification from Duquesne University. She spent 20 years as a trial paralegal before transitioning into management, community outreach, and marketing roles within the healthcare and construction industries. She relocated to the Clarion area six years ago, continuing her work in marketing and community development.



We are confident that Sharon's deep expertise and unique perspective will be an incredible asset to our continued growth and success.

Clarion Borough Area-Wide Plan COMMUNITY WORKSHOP

On May 6, the CCEDC hosted a community workshop in Clarion Borough, encouraging the community to review ideas and share feedback regarding the CCEDC's Brownfields Area-Wide Plan.

The project team shared recommendations for growth, recreation, and housing while preserving the borough's historic character. Thank you to all who attended - the input received will help shape what comes next.



Community Outreach

Sharon DeAndrea has been out & about touring Clarion County's downtown communities, meeting with community members and business owners to learn more. These initial conversations will help us better understand their ideas, needs, and priorities to beautify and revitalize our small rural towns.



Foxburg Community Park - Groundbreaking

On Saturday, May 2, the Foxburg community gathered together to celebrate and learn more about ARTinCC's Fox-Hunt Community Park. Construction of the park is expected to begin soon, which includes a large parking lot and a non-motorized boat launch ramp. Additional park features are in the planning stages.



Spring Conferences

This spring, our team attended several conferences to continue learning, expand our professional network, exchange ideas with industry peers, and present organizational projects and research.



2026 Outdoor Summit and Industry Expo (State College)



2026 Main Street Matters Advocacy Day (Harrisburg)



2026 PEDAs Spring Conference (Harrisburg)
Pictured: Jarred Heuer, CCEDC Executive Director, Lynn Weller Our Town Foundation Executive Director and Julie Fitzpatrick, PA Downtown Executive Director

Summer Conferences

This summer, our team attended the PA Downtown Center conference “Making Waves” where they learned more about various Main Streets and Elm Street programs and how many cities in PA have transformed their communities. They had an opportunity to tour completed projects, attend workshops and seminars where they continued to learn more about how CCEDC can collaborate with local businesses to revitalize and strengthen our downtown communities which are the heart and soul of our small towns.



What is Tactical Urbanism?

A fast, low-cost, and temporary approach to neighborhood building transforming a community space.



“Erie Street Party” Ribbon Cutting of New Community Space



Tour of the Meadville Market Place

Summer PREP (Partnerships for Regional Economic Performance) Workshop



This summer, Sharon DeAndrea attended the PREP Kick-Off meeting in Harrisburg with colleagues from the Northwest Commission where they learned more about how the PREP network can assist and provide resources such as one-on-one counseling, specialized workshops, online training and financial incentives make it one of the most coordinated and respected networks in the nation designed specifically to meet the needs of those starting and growing a business.



Supporting Agriculture Businesses

Local farming operations drive economic growth, keep rural lands productive, reduce pollution from long-distance shipping, and provide access to fresh, healthy food. Farms also help protect the environment by improving soil health and creating habitat for wildlife and pollinators.

We met with several agricultural partners, including the PA Farm Bureau, Clarion Conservation District, PA Veteran Farming Network, and Penn State Extension 4-H Program, to discuss challenges, planning, awareness, focus groups, resources, collaboration with CCEDC, and agritourism opportunities with Discover Clarion. These conversations helped us better understand how we can support local farmers and agricultural businesses. Visit our website for a full list of resources, including where to find products sold directly to consumers or businesses in Clarion County. Supporting farmers and agricultural businesses creates jobs, protects open space, and helps local businesses keep food costs stable by purchasing from area farms.

Jarred Heuer and Sharon DeAndrea toured two farms in Knox, Clarion County, Henry Dairy Farm www.henrydairyfarms.com and Almanac Planting Company www.almanacplanting.com.

We want to again thank the Henrys and the Fulks for the tours and information. It is extremely helpful to listen and learn about the different types of local farming operations, which help CCEDC better understand their needs and challenges so that we can better support them.



Henry Dairy Farm - Jill, Andrew, and daughter Ruth



Almanac Planting Company Justin and Stephanie Fulk

New CCEDC Website

www.clarioncountyedc.com

We are excited to announce the launch of our new website. Here you will find a multitude of information and resources.

The Clarion County Economic Development Corporation (CCEDC) supports the region's business attraction and retention efforts. The helpful staff and engaged board of directors bring new companies and industries to Northwest Pennsylvania. The EDC is also deeply involved in the local community, connecting small business owners and entrepreneurs with resources to help them thrive.

The CCEDC is also happy to answer any questions on what it's like to live in Clarion County. The high-quality of life and peaceful natural beauty continues to attract new residents. The CCEDC can highlight welcoming communities with good schools and fun recreation options.

From helping you choose Clarion County as your future home, to finding the perfect site for your project, the CCEDC will serve as a resource partner and guide along the way. Contact us today and let us know what you need. We're ready to work for you!



Visit Us Online & Learn More:

[CLICK HERE](http://www.clarioncountyedc.com)

Become a CCEDC Member

Local businesses and community members can help shape Clarion County's future by becoming members of the CCEDC. As a nonprofit organization, the CCEDC relies on community support to attract new investment, assist existing businesses, and help entrepreneurs grow.



A stronger economy creates more jobs, expands career opportunities, and strengthens the local tax base that supports schools, roads, parks, and other public services. Investing in economic development is an investment in the future of Clarion County.

Every contribution, no matter the size, makes a difference. Whether supporting local entrepreneurs or helping attract major employers, your investment helps keep Clarion County a great place to live, work, and do business.

Entrepreneur Hub

One of the primary goals of the Clarion County Economic Development Corporation is to support new businesses. Entrepreneurs become experts in everything from finance to marketing, and our goal is to make your growth a little easier. Use the information below to establish your operations and take steps to thrive. If you need resources that aren't included in our hub, don't hesitate to reach out.

Our team at the EDC can help with:

- Funding
- Space
- Training
- Connections



DISCOVER CLARION COUNTY TOURISM NEWS HIGHLIGHTS



Message from the Tourism Director

As we work tirelessly to position Clarion County as one of Pennsylvania's premier rural tourism destinations, we're constantly reminded that tourism is about far more than promoting a place. It is about the people who make that place worth discovering and creating welcoming, authentic, memorable experiences that visitors take home with them long after their journey ends.

Our mission is to showcase Clarion County's unique natural, cultural, and historical assets in ways that strengthen our local economy, attract new visitors, and enhance the quality of life for residents and guests alike. Since launching the Discover Clarion County brand in August 2024, we made significant progress toward that vision through unique branding, strategic marketing, destination development & programming efforts, and building strong partnerships, all while remaining committed to sustainable tourism growth.

We take great pride in our community and the people who make it special. I would like to take this opportunity to thank our local businesses, community organizations, state organizations, and volunteers for their incredible support.

Tourism is truly a team effort, and every campaign, event, and visitor experience is made stronger by those who open their doors, share their stories, and help showcase the very best of Clarion County.

- Hind Karns, Tourism Director

Read the [story](#) behind our Discover Clarion County
2026 Tourism Campaign

"A BIG THANK YOU to our lodging businesses for hosting this year's influencers and to others who collaborated with us on our tourism marketing campaigns. Together, we're building something truly special."

- Pheasant Roost Cabin
- Rustic Acres Camping Resort
- Foxburg Inn
- Cook Forest Fun Park
- Over Farms Family
- Doors of Greece Suite
- Route 66 Rails to Trails Home
- Hampton Inn
- Moonlight Ridge Cabin
- Stone Crest Cabins
- Cook Forest State Park
- Clarion Historical Society

If you are a local business that would like to provide complimentary stays and/or experiences for visiting influencers to help promote Clarion County Tourism, please reach out to us
info@discoverclarioncounty.com

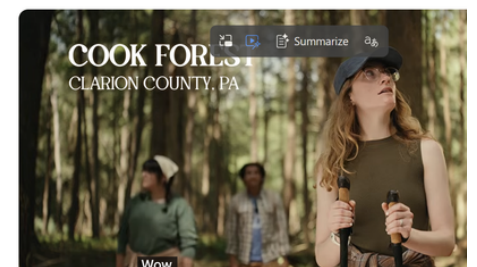
Watch the 2026 Tourism Campaign



"The Middle of Nowhere. The Heart of It All." <https://youtu.be/ecVnHpJVps>



"Discover the Unexpected"
<https://youtu.be/cKUipYV7PTo>



"Trailhead to Happiness"
<https://youtu.be/HfACzT7uG1w>

PARTNERS & SPONSORS RECOGNITION

KRIEBEL ENERGY

Independence HEALTH SYSTEM

PennWest CLARION

FARMERS NATIONAL BANK

RUSTLER

AMERICAN WATER



Janney



ORASO
Oil Region Astronomical Society



Tourism Engagements & Public Relations



Team External Engagement & Activities

- PA Family Travel Fair, Manheim, PA
- AAA Travel Showcase, Pittsburgh, PA
- PRLA Destination Marketing Directors Retreat – Hershey, PA
- Mid Atlantic Tourism Public Relations Association Q1 Meeting, Mill Run, PA
- Governors Cup Environmental Excellence Awards - Pennsylvania Environmental Council, Harrisburg, PA
- Northwest Commission Outdoor & Recreation Study, remote
- Outdoor & Recreation Planning Convention, State College, PA
- Outdoor & Recreation Planning Session for the PA Wilds Region, Kane, PA
- PA Partnership Roundtable - Bucks County, PA

Flagship Sponsorships, Events & Partnerships

- Appalachian Mountain STOL – May 2026
- Wolf's Corner Fair - June 2026
- I Love Clarion Fireworks - July 4, 2026
- Clarion GloWild – July 2026
- Clarion County Fair - July 2026
- America250 Radio Campaign with 7 Mountains Media
- American 250 Destination Marketing with PCN TV



Tourism Economics Mid-Year Pulse



The insights below are based on data from January 1, 2026, through July 10, 2026.

Visitor Insight

Change in Visitor Share

+5%

32% This year
27% Same time previous year

Change in Share of Spend from Visitors

+2%

12% This year
10% Same time previous year

Visitors (50+ Miles)

12%

10% Same time previous year
2% Difference

All Visitors (Local + Visitors)

40%

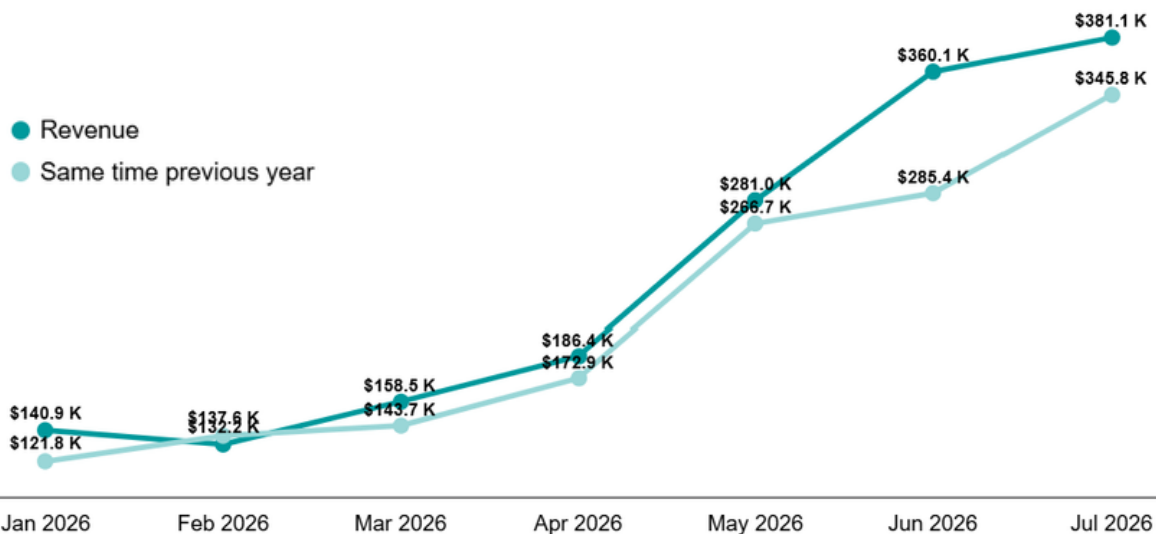
39% Same time previous year
1% Difference

EMERGING TRENDS

Revenue shows strong, consistent year-over-year growth that dramatically accelerates entering the peak summer months, proving that regional marketing efforts are driving higher visitor spending during key travel seasons.

STRATEGIC OUTLOOK

Capitalize on this growing non-local traction by prioritizing campaigns that convert single-day out-of-town visitors into multi-day overnight guests, maximizing hotel tax revenue and regional economic spillover.



■ Demand
■ Same period previous year

Top Visitor Markets

