

# Johnstown Area Heritage Association ANNUAL APPEAL 2018



Johnstown is in the process of reinventing itself and its economy. What will make Johnstown a more vital and successful community? When it comes to 21st century community development strategies, Johnstown's amazing historic character and its natural environment need to be part of the conversation. We ask that you help JAHA continue to play its unique role in revitalizing Johnstown through your support of the 2018 Annual Fund Appeal.

The Johnstown Area Heritage Association (JAHA) works to preserve local historic districts and landmarks, and to reuse them for Johnstown's future. JAHA also educates tens of thousands of students, residents and visitors annually at our museum sites. We present unique special events and cultural experiences. These are essential factors in creating a "sense of place" and quality of life that is critical in attracting and retaining employers and skilled workers. In 2017, some of our accomplishments have included:

- JAHA recently completed Phase I rehab of the Johnstown Train Station. This elegant building has been saved, and is now ADA compliant. We are working to fully reuse the landmark as a visitor center, as well as other uses including a year-round farmers' market, restaurant, and culinary school. JAHA is working with a regional coalition of organizations advocating increased passenger rail service to western Pennsylvania.
- JAHA has completed construction documents and exhibit plans for a major exhibition and building upgrade at the Johnstown Flood Museum, which is an anchor for heritage tourism in the City. The new facility, scheduled for 2018, will be a state-of-the-art destination with interactive digital displays. Economic impact studies show that the new museum will provide a measurable return on investment, and create 22 full-time jobs.
- In just three years, the Path of the Flood Historic Races, hosted by JAHA and community partners, has become a sought-after community event. In 2017, the race drew over 900 runners from 24 different states.

Through benefactors like you and our ability to bring grant and other funding to our community, JAHA has become one of the largest developers and investors in the City despite today's difficult economic environment. We enhance Johnstown sense of place and build community pride.

Our goal for the 2018 Annual Fund is \$120,000, about 10 percent of our annual budget. This critical support allows us to continue the important work that we do. Please consider supporting JAHA with a generous gift to the 2018 Annual Fund, which will benefit Johnstown today and long into the future.

Sincerely,

Mark Pasquerilla  
Chairman

Edward J. Sheehan, Jr.  
First Vice Chairman

Please detach and return this form, or donate online - go to [jaha.org](http://jaha.org) and click on the Donate button.



## Johnstown Area Heritage Association Annual Appeal 2018

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

I enclose my gift of:

\$500     \$250     \$100     \$50     Other \$ \_\_\_\_\_

Check enclosed for full amount. Please make checks payable to J.A.H.A.

Charge the amount to my:  Visa     Mastercard

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

I prefer to make my donation in installments: Please charge my credit card \$ \_\_\_\_\_ a month for \_\_\_\_\_ months.

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