



May 23, 2023

GO Laurel Highlands, the official DMO (Destination Marketing Organization) for Westmoreland, Somerset, and Fayette counties provides this letter for your careful consideration.

Our Organization Mission clearly states: *GO Laurel Highlands works to enhance the economic growth and quality of life for the area by serving its community as a collaborative leader in the promotion and development of the region as a preferred destination.* We know that when someone visits, or attends a college/university of higher learning, the opportunity is afforded to them to remain or return and establish our region, and Westmoreland County as their home. This can begin at the University of Pittsburgh-Greensburg campus.

Pitt-Greensburg has always been keenly aware of its significance within our academic community. Their commitment and achievements include, but are not limited to:

- A statewide economic impact of around \$79.9 million annually.
- Generating \$4.1 million in state and local tax revenues annually.
- Sustaining 810 jobs that contribute to the economic viability of Westmoreland County and the region.
- Over the past five years, educating more than 7,000 students, including 94% who call Pennsylvania home.
- Fueling our local workforce with more than 300 graduates each year, including 65% who stay, work and continue to advance our state's economy.
- Growing a network of more than 10,000 alumni who live in Pennsylvania, primarily in Westmoreland and Allegheny Counties.
- Contributing more than \$3 million annually in employee and student volunteer time.
- Maintaining a Military Friendly School distinction for 12 consecutive years and achieving Gold distinction in 2022.
- Elevating the reputation of our region via successes such as the establishment of the Pitt School of Nursing in Westmoreland County, Center for Applied Research, and the Community Arts Reintegration Project.

Our collaboration with Pitt-Greensburg allows GO Laurel Highlands the opportunity to not only advance our work, but to continue to build our region as a viable and sustainable community for economic development and growth. Your thoughtful consideration for continued funding is greatly appreciated.

Always, advancing tourism and economic development,

Ann Nemanic, Executive Director

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