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FOR IMMEDIATE RELEASE

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YORK COUNTY TOURISM GRANT COMMITTEE APPROVES FUNDING FOR 17 PROJECTS TOTALING OVER \$650,000

YORK, PA – The York County Tourism Grant Committee approved \$678,350 in total funding for 17 projects or events submitted mid-summer during the second round of the York County Tourism Grant Program. This grant program builds upon York County’s billion-dollar tourism industry and awards funding to projects and events that attract visitors outside a 50-mile radius of York, enhance the visitor experience, and create positive economic impact through overnight stays.

The Explore York Board of Directors ratified these applications on September 28, 2022.

“We processed 24 applications for a total of \$1,039,114 in grant funding requests. The selected events and projects have the potential to increase the economic impact and draw tourists into all corners of York County,” said Eric Menzer, President of the York Revolution and Chair of the York County Tourism Grant Committee. “These selected grants continue our mission of strengthening tourism in York County, which is so vital post-COVID. This committee has awarded more than \$3 million in funding since the grant program’s inception in 2017.”

The following round two grants were awarded:

1. **Horn Farm Center for Agricultural Education (\$10,000*)** – Marketing the Pawpaw Festival to visitors outside of York County
2. **Brewery Tours (\$10,000*)** – Strategic marketing efforts to bring visitors to York County Breweries
3. **LR Productions (\$25,000)** – Funding to assist with competitive gymnastics meet in 2024 in York
4. **Eichelberger Performing Arts Center (\$50,000*)** – Integrated marketing and support for 2022 fall-winter Theatre Series
5. **Panthers Select Softball (\$20,000*)** – To improve Crist Field Softball Complex with the addition of permanent fencing



*have it made here*SM

6. **Racing Xtravaganza (\$30,000*)** – Advertising and event costs to support the 2023 Racing Xtravaganza
7. **Northern Central Railway (\$24,420*)** – Strategic marketing efforts to support Cowboy Weekend
8. **Susquehanna National Heritage Area (\$9,230*)** – Marketing support for Chief Uncas boat attraction
9. **International Slow Pitch Softball (\$50,000)** – Support new slow-pitch Softball Tournament coming to York County Spring 2023
10. **Lower Susquehanna Riverkeeper Association (\$5,000)** – Support 4th Annual Dam Bridge Challenge
11. **S&S Events (\$50,000)** – Support the addition of an under 18 boys bracket in 2023 AAU York Grand Prix Volleyball Tournament
12. **S&S Events (\$50,000)** – Support expansion of 2023 AAU PA State Championships
13. **York College of Pennsylvania (\$20,000)** – Marketing White Rose Music Festival to increase visitor attendance outside a 50-mile radius
14. **Downtown Inc. (\$65,950)** – Six-month digital marketing campaign to promote Downtown York and further propagate the destination brand for York County
15. **Keystone Oral Histories (\$50,000*)** – In partnership with an ARPA eligible sponsor to further develop the Heart of Hanover Walking Trail

The following timely opportunities were awarded:

1. **White Rose Figure Skating Club (\$15,000*)** – To host the 2023 Keystone State Games Figure Skating Championships, bringing this event back to York County
2. **Downtown Inc. (\$200,000*)** – One-year marketing campaign designed in collaboration with Explore York to promote tourism to downtown amenities

**These grants met additional eligibility requirements and were awarded American Rescue Plan Act (ARPA) funding.*

The 2022 round two application window closed July 15, 2022. Round two applicants have a maximum request cap of \$50,000, require a 25 percent cash or in-kind match, and must provide post-grant reports no later than 90 days following project completion. The next window for grant applications opens early January 2023. There is no cap on funds requested for this next round but must request a minimum of \$2,500. When timely opportunities arise, the Grant Committee entertains funding requests outside of the program’s regular schedule.

In addition to Eric Menzer, the York County Tourism Grant Committee for this round was comprised of State Representative Kate Klunk, York County Economic Alliance President and CEO Kevin Schreiber, RKL Partner and Explore York Board Treasurer Rob Berkebile, Hanover Area Chamber of Commerce Marketing and PR Manager Caitlin Johnson, York County Register of Wills & Clerk of Orphans’ Court Bryan Tate, and York County Director of Human Resources Kristy Bixler.

Additional requirements and restrictions [here](#). Questions about the application process may be directed to Elizabeth Waite, Grant Program Manager at Explore York, Elizabeth@yorkpa.org or 717-852-9675, ext. 113.

Explore York’s mission is to maximize tourism expenditures and their economic impact in York County, PA through comprehensive tourism sales and marketing programs. Explore York’s vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on Explore York and the Destination Brand, call 1-888-858-9675 or visit YorkPA.org or HaveItMadeHere.com.

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