



Explore York
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FOR IMMEDIATE RELEASE

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York County Tourism Grant Committee Approves \$102,000 in Funding for Six Projects

The Explore York Board of Directors ratified these applications on September 26, 2024

YORK, PA – The York County Tourism Grant Committee and the Explore York Board of Directors approved funding for six new events submitted during round two of the two-cycle annual program for 2024. The Tourism Grant Program supports initiatives designed to enhance York County's billion-dollar tourism industry by providing funds for projects and events that draw visitors from outside of a 50-mile radius to generate overnight hotel stays and additional economic impact.

These applications were ratified by the Explore York Board of Directors on September 26 and approved by the York County Commissioners on October 2.

Laura Wagner, President of Explore York, said, "Our committee carefully evaluates a wide range of applications during our two grant cycles each year with the goal of selecting projects that enhance tourism efforts and drive economic growth in York County. If individuals have a project in mind that would draw room nights or support tourism in York, we encourage them to reach out to our Grant Program Manager."



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The following six grants were awarded:

1. S&S Events – AAU Easter Classic Volleyball Tournament (\$20,000). This is a new girls volleyball event and estimates 1,100 athletes and 1,200 spectators.
2. Racing Xtravaganza – Third Annual BAPS Cornhole Challenge (\$12,000). This event estimates 1,000 attendees over the first weekend of February 2025.
3. Airstream Club International – 68th Airstream Club International Rally (\$10,000). Estimates 2,500 attendees.
4. Black American Cheer & Dance (BACA) – BACA Cheer & Dance Camp (\$20,000). First-time cheer camp and event welcoming this brand to York, PA.
5. Firefly Hollow Wellness LLC – 23rd Annual New Visions Holistic Expo (\$20,000). Funding will enhance this existing event with a local marketing collaboration and a featured guest speaker at the event.
6. South Central PA People Fest – Previously the Hanover Diversity Festival (\$20,000). This event is moving to Codorus State Park and grant funding will support expanded entertainment.

The round two application window closed July 15, 2024. Round two applications had no minimum request but had a maximum request of \$20,000. Recipients must provide post-grant reports no later than 90 days following project completion.

The next window for grant applications opens January 1, 2025. All grant applications require a 25% cash or in-kind match. When timely opportunities arise, the Grant Committee entertains funding requests outside of the program's regular schedule. Interested applicants are strongly encouraged to schedule a consultation. Please email Elizabeth@YorkPA.org.

The York County Tourism Grant Committee for this round was comprised of Eric Menzer, President and General Manager of the York Revolution; Dora Polk, 92nd District Legislative Aide; Katie Mahoney, York County Economic Alliance Chief Marketing & Business Development Officer; Christina McCullough, Stewart & Tate; Sarah Messer, Hanover Area Chamber of Commerce President; Bryan Tate, York County Register of Wills & Clerk of Orphans' Court; Tyler Chronister, York County Chief Financial Officer; Jeff Pacl, Crispus Attucks Assoc. of York, PA; and Elaine Bonneau, Bonneau & Associates.

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

More information about Explore York:

The Explore York Tourism Grant Program provides all applicants equal opportunity for funding consideration and does not discriminate based on race, gender, religion, caste, or creed.

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, call 1-888-858-9675 or visit YorkPA.org.



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