



**Explore York**  
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**May 9, 2024**

**FOR IMMEDIATE RELEASE**

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**York County Tourism Grant Committee Approves \$561,648 in Funding for 19 Projects**  
*The Explore York Board of Directors ratified these applications on April 9, 2024*

**YORK, PA** – The York County Tourism Grant Committee approved funding for 18 projects and events submitted during the first round of the 2024 York County Tourism Grant Program and one timely opportunity event. This program fosters initiatives designed to enhance York County's billion-dollar tourism industry by providing funds for projects and events that draw visitors from beyond a 50-mile radius to generate positive economic impact through overnight hotel stays.

These applications were ratified by the Explore York Board of Directors on April 9 and approved by the York County Commissioners on May 1, 2024. The second and final grant round for 2024 will accept applications in early June.

Laura Wagner, President of Explore York, said, "This committee diligently reviews numerous detailed applications during our two annual grant cycles, with the goal of identifying projects that have the potential to bolster tourism initiatives and stimulate economic development in York County."

The following 19 grants were awarded:

1. **Accountability for Life (\$50,000)** -- Two-year support to further establish and enhance the York Rose Bowl Showcase football tournament
2. **Accountability for Life (\$70,000)** -- Two-year event support to enhance and expand the Hoops for Harmony: Stand Against Racism basketball tournament



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3. **American Junior Golf Association (\$35,000)** -- Addition of an AJGA Preview event added to the AJGA Junior All Star youth golf event held in York County
4. **Aviator LLC (\$25,000)** -- To enhance and market an immersive, collaborative Christmas market in Stewartstown
5. **Crispus Attucks Association of PA (\$51,700)** -- A destination marketing campaign to launch the new Crispus Attucks History and Culture Center
6. **Eichelberger Performing Arts Center (\$15,000)** -- Destination marketing and promotion of fall-winter 2024 entertainment schedule
7. **Friends of Lebanon Cemetery (\$30,000)** -- Creation and implementation of a Black history augmented reality walking tour
8. **International Slow Pitch Softball (\$20,000)** -- To further establish and enhance the USA National Slow Pitch Softball Championships held in York, PA
9. **Lower Susquehanna Riverkeeper Association (\$10,000)** -- Event support to increase capacity and attendance at 6th Annual Dam Bridge Challenge in Wrightsville
10. **Mason Dixon Fair (\$5,000)** -- Digital marketing project to increase awareness and out-of-town visitation to the annual Mason Dixon Fair
11. **Maximum Cheer & Dance LLC (\$30,000)** -- Enhance and expand the PA Madness cheer and dance competition
12. **Miss PA Scholarship Foundation Inc. (\$25,000)** -- Event support paired with an influencer-inspired social media campaign
13. **National Association of Watch & Clock Collectors (\$35,700)** -- To bring the 2025 NAWCC National Convention to York, PA
14. **National Gay Basketball Association (\$24,248)** -- To establish a new basketball tournament, the East Coast Classic, in York, PA
15. **Northern Central Railway (\$25,000)** -- Destination marketing efforts to increase tourism visitation to this attraction in New Freedom, PA
16. **Rainbow Rose Center (\$60,000)** -- To enhance and expand capacity for the York County Pride Weekend Celebration
17. **Registers of Wills and Clerks of Orphans' Court Association of PA (\$20,000)** -- Support for event costs for the statewide professional conference of Registers of Wills and Clerks of Orphans' Courts
18. **Revolt Style Studio (\$10,000)** -- To expand capacity and market the 717 Vintage Fest to out-of-town vintage enthusiasts
19. **We Build You Play (\$20,000)** -- A timely opportunity request to bring the Asian Basketball Championship of North America to York County

The round one application window closed February 15, 2024, had no maximum request cap and requires a 25 percent cash or in-kind match. Recipients must provide post-grant reports no later than 90 days following project completion.

The next window for grant applications opens June 1, 2024. Round two applications have no minimum request with a maximum request of \$20,000. 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](mailto: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; Kevin Schreiber, York County Economic Alliance President and CEO; Rob Berkebile, RKL Partner and Explore York Board Treasurer; Sarah Messer, Hanover Area Chamber of

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Commerce President; Bryan Tate, York County Register of Wills & Clerk of Orphans' Court; and Tyler Chronister, York County Chief Financial Officer.

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](mailto: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](http://YorkPA.org).



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