



Strategic Plan

FY 2026-2028



Our Mission

Raise the profile and boost the economy of York County through tourism and destination marketing while also contributing to the quality of life for our residents.



The Destination Marketing Organization will be an industry leader in destination marketing and development while contributing to a thriving local economy.

Our Vision



Our Staff

BOARD MEMBERS

DAVID ANGEL
SHEA MAPLE
NATALIE HOEKSTRA
LAMAR THOMPSON
CHIP HUTCHISON
PORTER GABLE
ELIZABETH BOWERS
BEN BOYLES
MALINDA FOSTER
LISA MOSELEY
BRIAN JONES
CHARLIE RUFFALO
TOMMY HENRY



CORTNEY PETERSON
VP, PARTNERSHIPS



ALLISON CLEVELAND
VP, BUSINESS OPERATIONS



ANDY CLINTON
PRESIDENT & CEO



JORDAN MCCRAW
DIRECTOR OF SALES



MICHELLE MANNING-OSBORN
DIRECTOR OF MARKETING & COMMUNICATIONS



LOGAN ELROD
DIGITAL COMMUNICATIONS MANAGER

Visit York County

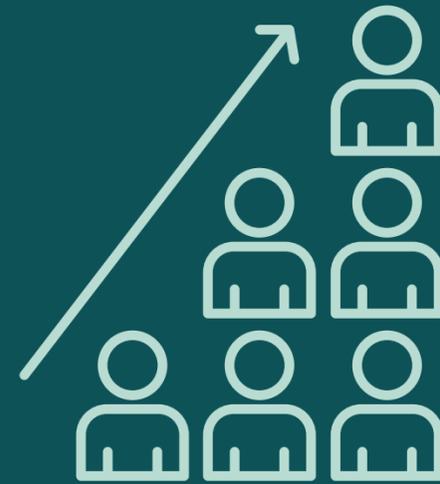
FY2026 - 2028 Strategy



Tourism
Industry
Leader



Destination
Marketing



Organization
Sustainability



Increased
Economic
Impact



TOURISM INDUSTRY LEADER

FY 2026-2028

GOALS

- 1 Expand awareness of Visit York County's role and value with stakeholders and media partners.
- 2 Increase stakeholder support and education of Visit York County's initiatives and overall tourism impact.
- 3 Serve as a resource to the community to provide insight on tourism impact for product development, events, and hospitality industry.
- 4 Foster alignment with local community support and pride.

OBJECTIVES

- 1 Install finish line for cross country and races at Catawba Bend Preserve.
- 2 Install digital kiosks in downtown Fort Mill and Kingsley Township.
- 3 Provide research data and analytics to stakeholders and partners for shared insights and strategies.
- 4 Secure PR-related engagements to represent the organization as the industry expert.
- 5 Coordinate involvement with major festivals in York County.
- 6 Facilitate a curriculum for hospitality and tourism sectors that supports workforce initiatives.
- 7 Continue to work with the Chamber of Commerce and Economic Development groups to increase a focus on hospitality-based businesses.
- 8 Research and submit nominations for industry awards.



DESTINATION MARKETING

FY 2026-2028

GOALS

- 1 Leverage technology and data to better understand the visitor and make more informed marketing decisions.
- 2 Reach and engagement new visitors to the Visit York County website and social media channels.
- 3 Create an authentic message and storytelling strategy to increase marketing performance.
- 4 Increase outsourced ambassadors, content creators, travel writers, and influencers to provide more content to specific markets.

OBJECTIVES

- 1 Redesign Visit York County website and increase website pageviews by 40%.
- 2 Increase YoCo Buzz subscribers by 40% and social media followers by 40%.
- 3 Increase destination guide distribution by 50% (45,000), as well as the number of rack locations by 30%.
- 4 Activate Make It York County marketing through collaborative initiatives with the Chamber and Economic Development.
- 5 Create two tourism trails.
- 6 Increase marketing and promotion efforts of York County Government assets.
- 7 Launch destination merchandise.
- 8 Create 3 storytelling-formatted videos annually and increase content library of video and photo assets.
- 9 Create marketing partnership with the Anne Springs Close Greenway.



ORGANIZATIONAL SUSTAINABILITY

FY 2026-2028

GOALS

- 1 Sustain and increase financial resources and Visit York County budget.
- 2 Investment in staff growth and professional development opportunities.
- 3 Prioritize Destination Marketing Fee progression and secondary membership programs.
- 4 Increased support from municipalities and York County Government.

OBJECTIVES

- 1 Advocate for percentage-based funding from York County Government through consistent education and meetings.
- 2 Renew or create new lease for the Visit York County office.
- 3 Increase staff size to nine employees.
- 4 Add three hotels to the preferred hotel program.
- 5 Launch secondary marketing fee programs (attractions, camping, short term rentals).
- 6 Increase Visit York County budget by 30% (\$2,756,000).
- 7 Staff participates in two team building/community service projects annually.
- 8 All staff to represent Visit York County on one board or professional development course.



INCREASED ECONOMIC IMPACT

FY 2026-2028

GOALS

- 1 Enhance and build relationships with event facilities (York County Parks, Rock Hill PRT, Winthrop, School Districts, Carowinds, ASCG)
- 2 Create opportunities for increased visitor engagement attending events.
- 3 Increase events and overall partnership with York County Parks & Recreation.
- 4 Utilize non-traditional facilities to host events.
- 5 Work with non-sports event organizers and facilities to increase event services for social events.

OBJECTIVES

- 1 Increase event attendee website page views by 40%.
- 2 Increase discount card distribution by 50%.
- 3 Create facility partnerships with school districts in York County.
- 4 Host two events that bring national media coverage and impact to York County.
- 5 Facilitate 15 events at York County Parks & Recreation facilities.
- 6 Recruit a marathon or major race to York County.
- 7 Increase event room nights by 10%.
- 8 Facilitate 40% more events at Winthrop, Carowinds, and Anne Springs Close Greenway.