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FOR IMMEDIATE RELEASE

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YORK COUNTY TOURISM GRANT COMMITTEE APPROVES FUNDING FOR 8 PROJECTS IN ROUND 2

YORK, PA – The York County Tourism Grant Committee has approved more than \$53,000 in total funding for eight dynamic projects during its second round of awards in 2018, continuing the surge of momentum the local tourism industry has seen over the past year.

The York County Convention & Visitors Bureau Board of Directors ratified the projects on October 4. Since its inception, the Grant Committee has now approved nearly \$1.7 million in grant funding, with several projects spanning multiple years.

“This year’s recipients span industries, introducing unique new events and expanding established attractions already loved by travelers and locals,” said Eric Menzer, President of the York Revolution and Chair of the York County Tourism Grant Committee. “The grants for this round were capped at \$10,000 each; however, there is no limit to the value these programs will add to our York County community.”

Grants given to organizations for marketing purposes are meant to be used for promotion placed outside a fifty-mile radius of York County.

The following projects were awarded grants:

- **Project Regional Robotics Competition:** \$10,000 to host a FIRST Robotics State Championship in York PA.
- **York Heritage Rail Trail:** \$10,000 to produce a professional video and promote the York County Rail Trail as a tourist destination to visitors from fifty miles or more away.
- **York County Ale Trail:** \$7,500 to fund the marketing initiatives for the York County Ale Trail. This trail will promote York County as a craft beer capital of the northeast to visitors in the greater Mid-Atlantic region.

- **City of York:** \$7,000 to publicize the expansion of the annual York Bike Night to York Bike Week, with events held Wednesday to Sunday, in addition to the annual Harley-Davidson York Vehicle Operations Open House which takes place Thursday to Saturday in mid-September.
- **Parliament Arts Organization:** \$6,000 for promotion on a national level of the Spring Forward event. This event will bring nationally recognized artists to the City of York to create art installations that will be showcased for over a month.
- **Gusa by Victoria:** \$5,000 to market the Gusa World Music Festival, which will celebrate the diversity of people in York County with a music festival in Foundry Park.
- **Crispus Attucks:** \$4,919 goes to The Goodridge Daguerreotype Studio, which has been recreated in the original location on the second floor of The William C. Goodridge Freedom Center. The second-floor studio and adjacent gallery space needs just a few components to be complete: blinds to protect the photographs and other exhibits, trim, and for marketing initiatives such as brochure creation and distribution.
- **Susquehanna Folk Music Society:** \$3,000 to add a Friday evening Contra Dance Ball which would serve as a kick-off to the 2019 edition of The Susquehanna Folk Festival.

The next application period will cover large grants with no funding ceilings. It will open in early 2019, with awards announced no later than June. When timely opportunities arise, the Grant Committee will also entertain funding requests outside the normal deadlines. All grant applicants must provide a 25 percent cash or in-kind match.

Requirements and restrictions can be found at www.yorkpa.org. Questions about the application process may be directed to Denise Restuccia, Grant Program Manager at the York County CVB, by emailing denise@yorkpa.org or calling 717-852-9675, ext. 113.

In addition to Menzer, the York County Tourism Grant Committee is comprised of State Representative Kate Klunk, York County Director of Human Resources Kristy Bixler, York County Economic Alliance President and CEO Kevin Schreiber, RKL Partner and YCCVB Board Member Rob Berkebile, Springwood Hospitality CEO Dave Hogg and Hanover Area Chamber of Commerce Marketing and Public Relations Director Emily Freiert.

The York County Convention & Visitors Bureau's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. The York County CVB'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 the York County Convention & Visitors Bureau, call 1-888-858-9675 or visit www.yorkpa.org.