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FOR IMMEDIATE RELEASE

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YORK COUNTY TOURISM GRANT 2020 ROUND ONE OPENING SOON
The window to apply for a 2020 Round One grant opens mid-January

YORK, PA – The York County Tourism Grant Committee will be accepting applications for consideration in the 2020 Round One application window starting January 15, 2020. Applications must be submitted by February 19, 2020. All grant applications must be completed at <https://www.yorkpa.org/about-us/tourism-grant-program/>.

Nonprofits, for profits, and governmental agencies are eligible to apply. Applicants must request at least \$2,500 and all grants require a 25 percent cash or in-kind match. There is no limit to the requested amount during the first round of grants for the year.

Recipients will be announced on June 8, 2020.

The program offers an exciting way to reach new customers and build York County’s billion-dollar tourism industry. Excellent grant applications will feature projects that:

- Attract visitors beyond a 50-mile radius of York
- Enhance the visitor experience
- Create a positive economic impact through overnight stays
- Strengthen an existing attraction

“The grant program continues to grow, offering more opportunities for our York County stakeholders to broaden their reach and appeal to visitors,” said Eric Menzer, Chair of the York County Tourism Grant Committee and President of the York Revolution. “Since beginning the grant program in 2017, nearly \$3 million have been awarded to local businesses. The committee and I look forward to seeing what creative ideas our local partners propose in this round to further enhance the visitor experience in York County.”

Grant 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 Explore York, by emailing denise@yorkpa.org or calling 717-852-9675, ext. 113.



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

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 the Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



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