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FOR IMMEDIATE RELEASE

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YORK COUNTY TOURISM GRANT PROGRAM ACCEPTING ROUND TWO APPLICATIONS JUNE 1.

YORK, PA – Explore York announced today round two of the 2023 York County Tourism Grant Program will be accepting applications June 1 through July 15, 2023. Organizations may apply to receive funding to cover tourism-related projects and events.

The Grant Program is seeking quality applications for tourism projects that drive economic impact, support tourism initiatives, and bring overnight visitors into York County. Additionally, projects that promote geographic diversity across the county, advance racial equity in tourism, and highlight the Makers Spirit in York County are also desired. If submitting an application for an event, the event must take place December 1, 2023, or later.

Ideal applications include tourism projects:

- That will attract visitors outside of York County, a 50-mile radius is preferred.
- Designed to create a positive fiscal impact to York County through overnight hotel stays.
- That will enhance the visitor experience.
- That support geographic diversity across all 911 square miles of York County.
- From a diverse pool of applicants – where awarded funds aim to support diversity, equity, and inclusion efforts.

The maximum financial request for round two applications is \$20,000. There is no minimum request. All grant applications require a 25 percent cash or in-kind match. Applications accepted June 1 through 12 noon on July 15, 2023. When timely opportunities arise, the Grant Committee does consider funding requests outside of the program’s regular schedule. The 2024 application process will open early January for round one.

The York County Tourism Grant Program has reinvested more than \$5 million in York County tourism initiatives since the program started in 2017.



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For more information, including program requirements and restrictions, visit YorkPA.org/grants. Email questions to Elizabeth Waite, Explore York Grant Program Manager, at Elizabeth@yorkpa.org or call 717-852-9675, ext. 113.

The Explore York Tourism Grant Program provides equal opportunity funding consideration to all applicants 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 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 or the York County Destination Brand, call 1-888-858-9675 or visit YorkPA.org.

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