

May 28, 2025

FOR IMMEDIATE RELEASE

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York County Tourism Grant Committee Approves \$642,506 in Grant Funding

YORK, PA – The York County Tourism Grant Committee and the Explore York Board of Directors approved funding for 17 applications for projects or events that came through the 2025 round one grant cycle. The Explore York Board of Directors ratified these applications late April; they were then approved by the York County Commissioners on May 7.

“The York County Tourism Grant Program is a strategic investment in the long-term vitality of our local economy,” said President Commissioner, Julie Wheeler. “By supporting initiatives that attract visitors and enhance York County's appeal as a destination, we are reinforcing our commitment to economic development, job creation, and the continued success of our local businesses.”

The purpose of the York County Tourism Grant Program, established in 2017, is to support initiatives designed to enhance York County's billion-dollar tourism industry. Grant-funded initiatives should aim to draw visitors from outside of a 50-mile radius into York County, thus generating overnight hotel stays and additional economic impact through restaurant visits and other travel & tourism related expenses. All approved grant recipients must provide post-grant reports no later than 90 days following project completion.

The following 17 grants were awarded:

1. American Junior Golf Association (\$22,006) – To support the five-day AJGA Junior All Star national event at Regents' Glen Country Club.
2. Black Rose Juniors 2025 Junior Roller Derby Association Regional Playoffs (\$5,000) – To welcome the 2025 Junior Roller Derby Regional Playoffs to York for the first time.
3. Brewery Tours (\$35,000) – To market the Ales on the Rails Group Tour Experience.
4. Crispus Attucks Association of York, PA (\$10,000) – To install and promote the new “Goodridge Legacy in Images and Dialogue” exhibit.
5. Dover Township Parks & Recreation (\$7,000) – To support the White Rose Classic drum & bugle corps competition.
6. Flinchbaugh's Orchard and Farm Market (\$11,000) – To purchase a Universally Accessible Low Pro Farm Tour Wagon for increased capacity and accessibility during on-site events and promotions.
7. Heritage Hills Associates (\$50,000) – To expand the AX Outdoor Winter Classic Hockey Tournament Series.
8. Historic Prospect Hill Cemetery Heritage Foundation (\$7,500) – To fund development projects that will preserve and promote historical sites relevant to America250PA celebration.
9. Lincoln Highway Association (\$15,000) – To elevate the 2026 Lincoln Highway Association National Conference. Last held in 2006 in PA.



10. Northern Central Railway (\$88,000) – To rebuild Steam Engine No. 17, a cornerstone of the NCR experience and a recognizable York County asset.
11. Pennsylvania Historical Association (\$8,000) – To support the Pennsylvania Historical Association Annual Conference at the Yorktowne Hotel and highlight York County historical assets to engaged visitors.
12. RRFT Enterprise Corporation (\$70,000) – To relocate and expand The Challenge Basketball Warm-Up Event to York County, PA.
13. Susquehanna National Heritage Area (\$40,000) – To support a marketing campaign that will highlight historical itineraries around York County in support of America250PA.
14. YMCA of the Roses (\$39,000) – To purchase new starting blocks at the Graham Aquatic Center for use in swimming competitions.
15. York County Coroner (\$20,000) – To host the five-day 2025 PA State Coroners' Association Conference at Heritage Hills Resort in York County.
16. York County Economic Alliance (\$150,000) – To create “Have it Made Here in the York County Trail Towns” digital marketing campaign to drive visitation to York County Trail Towns.
17. York County History Center (\$65,000) – To expand offerings and to market the annual York Articles of Confederation Weekend 2025.

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; Katie Mahoney, York County Economic Alliance Chief Marketing & Business Development Officer; Christina McCullough, Stewart & Tate; Sarah Messer, Hanover Area Chamber of Commerce President; Bryan Tate, York County Register of Wills & Clerk of Orphans’ Court; Tyler Chronister, York County Chief Financial Officer; Scott Deisley, Crispus Attucks Assoc. of York, PA; and Elaine Bonneau, Bonneau & Associates.

The next window for grant applications opens **June 1, 2025**. All grant applications require a 25% cash or in-kind match. Interested applicants are strongly encouraged to schedule a consultation. Additional program requirements and restrictions are listed [here](#). Questions about the application process may be directed to Elizabeth (Waite) Fisher, Explore York Grant Program Manager, at Elizabeth@YorkPA.org or 717-852-9675, ext. 113.

About Explore York:

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.

