

York County Convention & Visitors Bureau  
York County's Official Tourist Promotion Agency

{ 2015 }  
{ 2016 }

# ANNUAL REPORT

July 1, 2015-June 30, 2016



Explore  
York<sup>®</sup>  
www.yorkpa.org  
Factory Tour Capital of  
the World<sup>®</sup>

# A MESSAGE FROM OUR BOARD CHAIR



2015-2016 has been a breakthrough year for the York County Convention & Visitors Bureau. In cooperation with our state legislative delegation, Governor Tom Wolf in April signed into law Act 18, providing the opportunity of equal tourism funding to 57 counties throughout Pennsylvania. In May 2016, following Act 18 guidelines, the York County Commissioners voted unanimously to increase the county's hotel tax from 3 percent to 5 percent. We would like to thank all our state and county officials for pursuing this increase in funding, which is expected to give tourism in York County a boost of about \$1.2 million.

The YCCVB Board of Directors has been working diligently to ensure that the revenues collected from York County's room tax will be handled in accordance with the law. At the same time, we are instituting a York County Tourism Grant Program that will allow for annual and multi-year grants to organizations and businesses for tourism-related projects. Over the last year, a Tourism Grant Task Force comprised of highly qualified community volunteers has been developing the process for grant applications. We thank them for their efforts as we now move forward with a formal Grant Committee and anticipate opening the first grant rotation in early 2017.

Our mission continues as we maximize tourism expenditures and their economic impact in York County. We will PROMOTE York County as a place to visit and explore, MAXIMIZE tourism expenditures with overnight stays for greater economic impact, FOSTER an exceptional visitor experience with our tourism partners, and BUILD AND NURTURE industry, member and community relationships.

Sincerely,

Liz Winand  
Co-Owner, Shank's Mare Outfitters

## MISSION/VISION

### York County Convention & Visitors Bureau

The York County Convention & Visitors Bureau (York County CVB) is the Official Tourist Promotion Agency for York County and is accredited by Destination Marketing Association International (DMAI).

#### MISSION

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.

#### VISION

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.

### 2015-2016 YORK COUNTY CVB STAFF

**Kelly Amspacher**, Inside Sales Representative

**Patrick Bourque**, Sales Manager

**Anne Druck**, President

**Laura Gurreri**, Director of Sales

**Louise Heine**, Destination Marketing Director

**Rasheeda Martin**, Special Events Coordinator

**Heather Morgan**, Marketing Assistant

**Denise Restuccia**, Community Partnership Coordinator

**Christina Smith**, Membership and Visitor Services Director

**Tracie Stambaugh**, Graphic Design & Production Specialist

**Andrew Staub**, Communications Specialist

**Susan Syms**, Lead Travel Counselor

**Gail Welch**, Administrative Assistant

**Diane Yocum**, Business and Administration Director

### 2015-2016 BOARD OF DIRECTORS

Chair

**Liz Winand**, Shank's Mare Outfitters

Vice Chair

**Stephanie Shelton**, Springwood Hospitality

Treasurer

**Robert Berkebile**, Reinsel Kuntz Leshner LLP

Secretary

**Mark Sindicich**, Victor's Italian Restaurant

President

**Anne Druck**, York County Convention & Visitors Bureau

**Leslie Einhorn-Ravitz**, The Yorktowne Hotel

**Mike Froehlich**, York EXPO Center/York Fair

**Doug Hoke**, York County Commissioner

**Liz Johnides**, The Markets at Hanover

**Christina McCullough**, Wyndham Garden York

**Eric Menzer**, York Revolution

**Brandy Meyer**, Heritage Hills Golf Resort

**Marci Paniagua**, Hampton Inn - York

**David Potter**, Martin's Potato Chips

**Kevin Schreiber**, PA State Representative,  
95th Legislative District

**Joanne Wilkes**, York College of Pennsylvania



# ABOUT US

## York County's Tourism Industry Creates Economic Impact, Tax Relief and Local Jobs.



York County's tourism industry generates more than \$90 million in state and local taxes each year. This translates into direct tax relief for all York County residents.



The tourism industry employs more than 7,637 people in York County.

*\*Figures are from 2014 and taken from the most recent Economic Impact of Pennsylvania's Travel and Tourism Industry report.*

## MARKETING YORK COUNTY

Oxford Economics finds that destination promotion fuels development across the entire economic spectrum. In addition to generating jobs and tax revenues by attracting visitors, the activities of destination marketing organizations (DMOs) drive broader economic growth by sustaining air service, creating familiarity, attracting decision makers and improving the quality of life for residents.

To increase our share of the travel market, the York County CVB purchases advertising mainly beyond a 50-mile radius and uses multiple strategies to effectively market the county to leisure travelers, meeting planners, group tour operators, sport and tournament organizers and travel media.

Our strategy for effective marketing includes a combination of earned, paid and owned media.

### EARNED MEDIA PITCHING:

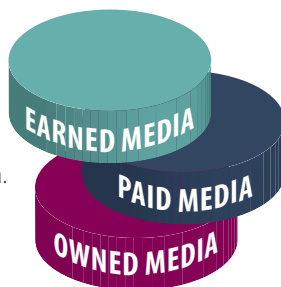
Media stories outside radius.

### PAID MEDIA ADVERTISING:

Paid marketing outside radius. Paid ads and promotions on social media.

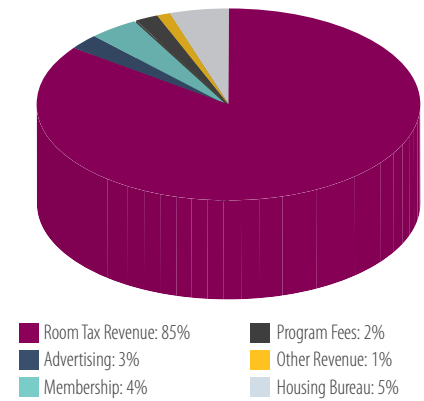
### OWNED MEDIA:

Website, newsletters, travel guide, social media and blog.



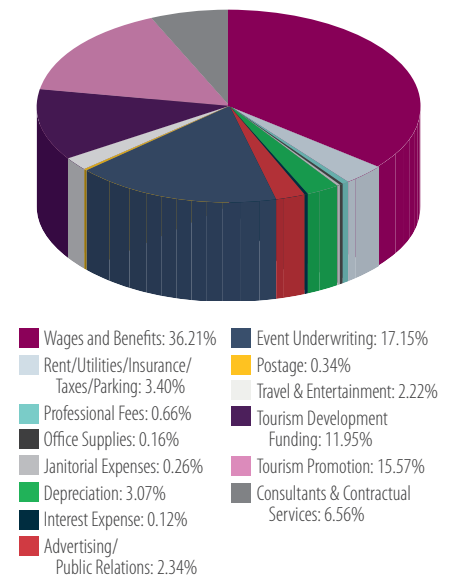
## YORK COUNTY CVB REVENUE

York County Convention & Visitors Bureau's Income.

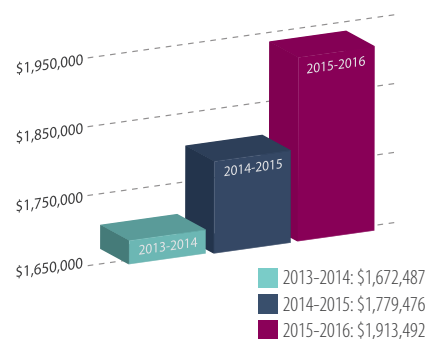


## YORK COUNTY CVB EXPENSES

York County Convention & Visitors Bureau's Expenditures.



## YORK COUNTY ROOM TAX REVENUE



# MARKETING YORK COUNTY

## Social Media

The York County CVB managed three Facebook pages, three Twitter accounts, an Instagram account and a Pinterest account through 2015-16.

**Facebook** (as of June 30, 2016, with amount increased from 2015):

- Explore York PA: 3,788 likes (up by 1,092)
- Mason-Dixon Wine Trail: 4,465 likes (up by 783)
- Susquehanna Ale Trail: 1,193 likes (up by 387)

**Twitter** (as of June 30, 2016, with amount increased from 2015):

- @ExploreYorkPA: 1,325 followers (up by 193)
- @MasonDixonWine: 699 followers (up by 52)
- @SusquehannaAle: 866 followers (up by 60)

**Instagram** • 126 Followers **Pinterest** • 30 Followers

**12,492**

total number of social media followers

## Weddings in York

In May, the York County CVB saw an opportunity to create and promote a new Weddings in York program. York County's location and landscape provide the ideal place to host weddings and attract visitors to our unique venues.



## LEISURE MARKETING

### Tourism Brand: Factory Tour Capital of the World®

Today's visitors want to see how things are made and that's exactly what our tourism brand does. In addition to our large factories, small shops that make or sell American products have grown and now find themselves participating in our Factory Tours program.

### Tourism Trails Attract Visitors

The Mason-Dixon Wine Trail included **17** winery and distillery locations in southern Pennsylvania and northern Maryland.

### Signature Events

- 2015 Wine Just Off The Vine
- 2016 Tour de Tanks



## Susquehanna Ale Trail

The Susquehanna Ale Trail transformed into a self-guided year-round beer tasting adventure with a downloadable online passport and map. Visitors can explore locally brewed craft beer with friends and family and get a glimpse into our unique craft brewery culture.

Visitors that completed the passport with six or more stamps sent it to the York County Convention & Visitors Bureau and received a prize.



## 18th Annual Made In America Tours Event

The YCCVB organizes this annual event to celebrate York County's strong tourism industry and brand by hosting the four-day Made in America Tours Event, featuring local craftsmanship. The event draws a diverse array of participants that stretches beyond the year-round Factory Tour program.

**26** businesses participated **3,882** visitors combined from all locations



## Official York County Travel Guide Requests

- **30,528** visitors requested the 2016 Travel Guide
- **1,575** visitors accessed the online Travel Guide



Marketing research dictated that visitors don't search for a county, they search for a city. So in 2012, the York County CVB unveiled Explore York to serve as an umbrella and leverage multiple leisure brands.

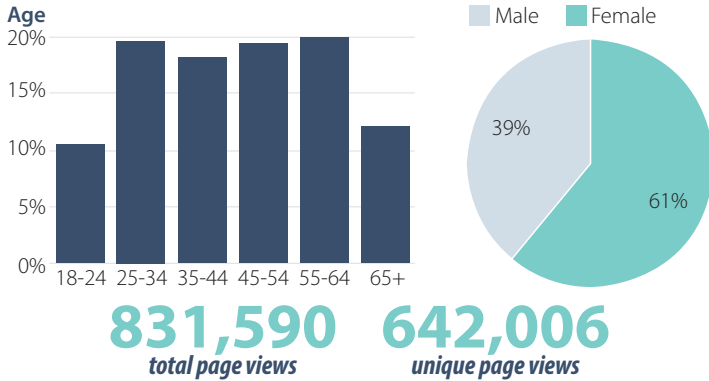
The York County Convention & Visitors Bureau promotes and organizes:





# MARKETING YORK COUNTY

## VISITOR TARGET MARKET ONLINE



## TOP 10 PAGE VIEWS

1. Events
2. Attractions
3. Homepage
4. Participating Factory Tours
5. Mason-Dixon Wine Trail
6. Hotels
7. Factory Tours Made In America
8. Things To Do
9. Harley-Davidson Factory Tour
10. Restaurants

At home or on the go, you'll find events, attractions, lodging, dining and so much more.



## E-Newsletter Statistics

- **5,843** subscribers to Getaway Guide e-newsletter
- **7,027** subscribers to Mason-Dixon Wine Trail e-newsletter
- **2,601** subscribers to Susquehanna Ale Trail e-newsletter

## ACT 18 Signed into Law

Governor Wolf signed ACT 18 into law and provided 57 counties, including York County, the option to raise their maximum hotel room tax from 3 percent to 5 percent to support local tourism promotion efforts. The law levels a previously uneven playing field and allows further investment in York County, home to engaging factory tours, historical attractions, and the Mason-Dixon Wine and Susquehanna Ale trails.



York has strong ties to the law. Representative Keith Gillespie, R-York, sponsored the legislation, and Senator Scott Wagner, R-York, championed it in his chamber. Beverly Mackereth, the former state representative and current lobbyist, worked tirelessly to advance the bill.

The York County Board of Commissioners voted to increase York County's hotel room tax from 3 percent to 5 percent further investing in local tourism efforts that benefit the entire community.

## PUBLIC RELATIONS

The York County CVB's media strategies generated significant results as we leveraged traditional and non-traditional media opportunities.

*\*The York County CVB secured more than 500 media pickups throughout the 2015-16 year, with hits in more than 40 states, including Pennsylvania, New York, Florida, California and others.*

*\*York County attractions were featured in The Louisville Courier-Journal, Good Morning Washington and Go Escape (USA Today's Travel Magazine). Those pickups alone were worth more than \$100,000 in earned media.*

*\*The York County CVB traveled to New York for a media mission with the Pennsylvania Tourism Office, forging new connections with travel writers from various publications. The CVB also attended the annual Mid-Atlantic Tourism Public Relations Alliance's Media Marketplace in Erie, PA.*



*Two members of the Mason-Dixon Wine Trail, Harford Vineyard & Winery and Logan's View Winery, appeared on Good Morning Washington, a morning show broadcast across the greater Washington, D.C., region.*

## York County Media in the Spotlight

### 10 Things You Must Do With Kids in York, PA

*"We had so much fun exploring York in a short time that it looks like we'll need to go back for Made in America Days."*

**Erin Gifford, Kidventurous.com**

### Snack Central PA

*"There's a good chance your favorite sweet or salty treat hails from one place: central Pennsylvania. The rural region is home to both small artisanal producers and popular global brands. The best part? You can tour – and taste – at many of them."*

**Stephanie Anderson Witmer, Go Escape**

### Enjoy Beaujolais celebrations today

*"Beaujolais Day has long inspired a stateside "nouveau" tradition, including the Mason-Dixon Wine Trail's Wine Just Off the Vine Event, which began last weekend and runs through this one. More than a dozen Pennsylvania and Maryland wineries participate in the trail, and at each one you can try the newest vintages, fresh from harvest."*

**Sarah Bozich, Out with Sarah**

### Touring the Incredible Workshop of Bluett Bros. Violins in York

*"When you think of beautifully-crafted, hand-made violins, the city of York, Pennsylvania, probably isn't the first place that comes to mind. That is, of course, unless you are a string musician looking for some of the world's highest quality instruments. In that case, there is a good chance you've heard of Bluett Bros. Violins."*

**Jim Cheney, UncoveringPA**

# MEMBERSHIP AND GROUP TOUR/MEETINGS & CONVENTIONS

## MEMBERSHIP

### Your Partnership is the Foundation for Our Success

The York County Convention & Visitors Bureau would like to extend a special thank you to our partners, elected officials and sponsors for continued support of the York County tourism industry. In 2015-2016 we partnered with 265 businesses.

### MEMBER EVENTS:

#### September 16, 2015 – 250th York Fair Celebration

Members of the York County CVB gathered at the York Fairgrounds to celebrate 250 years of the York Fair.



**October 29, 2015 – Meet the Staff**  
York County CVB staff mingled with members at Wyndridge Farm before taking a tour of the beautiful historic American farm that features a farm-to-table restaurant, cidery and wedding venue.

#### December 3, 2015 – 12th Annual Tourism Stakeholder Event

Anne Druck, President of the YCCVB, delivered the York County Tourism Update, and the 125 attendees learned how Michigan became "Pure Michigan" during the keynote address at the Wyndham Garden York.



#### March 29, 2016 – Explore York FAM Tour with Bailey Coach

Members visited the Wyndham Garden York, Harley-Davidson Vehicle Motor Operations, York Barbell and Lady Linden B&B and learned just how much York County can offer guests and visitors.

## GROUP TOUR

### Trade Shows:

- VMA/NCMA Annual Meeting
- OMCA Marketplace
- ABA Annual Marketplace
- NTA Travel Exchange
- Heartland Travel Showcase
- PBA Annual Marketplace

### Sales Missions:

- New York City
- Baltimore
- New England
- Pittsburgh

### VIP Site Visits:

Hosted six site visits with VIP customers.

**4,705**  
total rooms



#### May 2, 2016 – National Tourism Week Celebration

Members and CVB staff gathered at Isaac's Famous Grilled Sandwiches for breakfast and a networking event to celebrate National Travel and Tourism Week.



#### June 28, 2016 – Explore York FAM Tour with Bailey Coach

This excursion featured the Wyndham Garden York, Miller Plant Farm, Nixon Park and Perrydell Farm.



## MEETINGS & CONVENTIONS

### Sales Blitzes:

- Harrisburg
- Mechanicsburg
- Baltimore

### Trade Shows:

- PASAE Net Event
- Meetings Focus Live
- Small Market Meetings
- Connect Marketplace

### Continued Partnerships:

- NSRA
- TCA
- Eastern Star
- Celtic Classic

### Visitor Services:

We greeted and assisted 27,866 visitors at our visitor information centers located at Harley-Davidson and the Downtown York Visitor Information Center at Central Market.

### Booked:

2017 PA Association of Student Councils

**3,078**  
total rooms



# SPORT YORK



## SPORT YORK

2015-2016 sports events hosted:

- **ASA Eastern Nationals Class B 10u & 12u:** July 22 – July 26
- **Keystone State Games:** July 29 – August 2
- **Kick-it Soccer Northeast Regionals:** August 8 – 9
- **Gold Cup Qualifier Triple (USA BMX):** September 11 – 13
- **The Crusade & Columbus Day Duals:** October 10 - 11
- **PIAA Golf Championships:** October 26 – 28
- **KSG Indoor Field Hockey:** December 12
- **Tyrant Duals:** January 9 – 10
- **MLK Kickoff Classic:** January 16 – 18
- **MAC Swimming Championships:** February 11 – 14
- **PSAC Swimming Championships:** February 17 – 20
- **Irish Rumble:** March 12 – 13
- **Mid Atlantic JO Swimming:** March 3 – 6
- **KRVA Girls 12U-17U:** April 2 – 3
- **MAPL Volleyball Tournament:** April 22 – 24
- **USA Team Handball Open Championships:** May 12 – 15
- **2016 Cadet Duals National Championships (Wrestling):** June 14 – 18
- **ASA States 18U Class A:** June 17 – 19
- **ASA States 14U Class B:** June 24 – 26



# 12,795

rooms booked during the past fiscal year

### SOME BOOKING HIGHLIGHTS:

- **2017 Eastern Nationals Class A 14u: Memorial Park**
- **2017 MLK Kickoff Classic: York Expo Center**
- **2017 – 2018 – 2019 MAC Swimming Championships: Graham Aquatic Center**
- **2017 – 2018 – 2019 PSAC Swimming Championships: Graham Aquatic Center**
- **2016 KRVA Girls Bid Championship: York Expo Center**
- **2016 Tyrant Wrestling Columbus Day Duals: York Expo Center**

# \$20,988,213

2015-16 total sports Estimated Economic Impact



### WHAT THEY'RE SAYING ABOUT THE YCCVB

*“Over the past three years, the MAC has had a great relationship with the York County Convention & Visitors Bureau as they have supported our conference baseball and swimming championships, as well as the 2015 Mid-Atlantic NCAA Division III Baseball Regional. The opportunity to extend the agreement for our swimming championships furthers that relationship and gives our swimmers a great opportunity to qualify for the NCAA meet.”*

**- Ken Andrews**  
Executive Director of the Middle Atlantic Conference

- McSherrystown Loyal Order of Moose Lodge #720
- Martin's Potato Chips, Inc.
- Media One
- Penn Dutch Furniture
- Penn Waste, Inc.
- PeoplesBank
- Rotary Club of York, PA
- Shank's Mare Outfitters
- Shipley Energy
- Shumaker Williams, P.C.
- Smith Bros. Garage, Inc.
- Springwood Hospitality
- Stambaugh Ness
- Suburban Bowlerama
- Terrapin Financial Services, LLC
- Thirsty's
- Turkey Hill Minit Markets
- Twin Pine Farms, Inc.
- United States Marine Corps.
- Veterans of Foreign Wars - Mt. Wolf
- Vigilant Social Club
- Viking Athletic Association
- WellSpan Health
- White Rose Bar and Grill
- Wrightsville American Legion, Post 469
- Wyndham Garden York
- York College of Pennsylvania
- York Expo Center
- York Revolution
- The York Water Company

**Thank You  
To Our 2015  
Keystone State  
Games  
Supporters**

- 3rd Base
- Apple Subaru
- Bath Fitter
- Ben Druck Door Company
- Central Family Restaurant
- CGA Law Firm
- Collens-Wagner Agency, Inc.
- Comfort Inn & Suites
- Rick Cunningham
- Dallastown American Legion, Post 605
- Farmers Fire Insurance Company
- Fox 43
- Fulton Bank
- The Glatfelter Agency
- The Graham Group
- Harley-Davidson Motor Company, York Vehicle Operations
- Hawk Gunning Club
- Stephen Haywood, DDS
- Heritage Hills Resort
- Iacono Hair Studio
- Insurance Services United, Inc.
- Kent and Tawn Ketterman
- Kinsley Construction, Inc.
- Lamar Advertising
- Lebo Skin Care Center
- Liberty Firemen's Social Club
- Logan's View Winery

**STATEMENT OF ACTIVITIES**

<b>Revenue - Sources of Funding</b>	<b>Fiscal Year 2015-16</b>	<b>Fiscal Year 2014-15</b>
Membership	91,942	88,609
Room Tax Revenue	1,913,492	1,779,476
Advertising	68,706	75,415
Housing Bureau	108,457	81,369
Program Fees	47,413	69,892
Other Revenue	26,223	18,176
<b>TOTAL REVENUE</b>	<b>\$2,256,233</b>	<b>\$2,112,937</b>
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<b>Promotional Expenses</b>		
Advertising/Public Relations	53,621	78,377
Event Underwriting	393,243	475,943
Postage	7,881	14,734
Travel & Entertainment	51,014	71,693
Tourism Development Funding	274,000	284,000
Tourism Promotion	357,030	441,195
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$1,136,789</b>	<b>\$1,365,942</b>
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<b>Operational Expenses</b>		
Consultants & Contractual Services	150,457	102,440
Wages and Benefits	830,378	850,648
Rent/Utilities/Insurance/Taxes/Parking	78,021	80,748
Professional Fees	15,062	13,649
Office Supplies	3,574	6,314
Janitorial Expenses	6,076	5,957
Depreciation	70,318	58,346
Interest Expense	2,688	2,151
<b>TOTAL OPERATIONAL EXPENSES</b>	<b>\$1,156,574</b>	<b>\$1,120,253</b>
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<b>TOTAL EXPENSES</b>	<b>\$2,293,363</b>	<b>\$2,486,195</b>
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Increase/(Decrease) in Net Assets	<b>(\$37,130)</b>	<b>(\$373,258)</b>

**TOURISM DEVELOPMENT FUND - \$274,000**

York Expo Center - \$100,000	York County History Center - \$24,000
Susquehanna Gateway Heritage Area - \$75,000	MA & PA Railroad Preservation Society - \$20,000
York County Rail Trail Authority - \$50,000	Hanover Chamber of Commerce - \$5,000



A private CPA firm, in accordance with auditing standards generally accepted in the United States of America, has prepared this financial statement. A complete copy of this statement is available for review by contacting the York County Convention & Visitors Bureau.



**York County Convention & Visitors Bureau**  
60 E North St, York, PA 17401 • 1-888-858-YORK (9675) • www.yorkpa.org