



2019-2020

EXPLORE YORK ANNUAL REPORT

Explore
YORK
yorkpa.org
have it made hereSM

Tourism Matters

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.

Tourism Impact

We won't know for some time exactly how large an effect the pandemic has had on the economic impact of tourism in York County. However, the numbers from before COVID-19 hit continued to spell good news for our industry.

For the second year in a row, visitor spending in York County surged to an all-time high of just over \$1 billion in 2018. Traveler spending increased by more than \$3 million from 2017 to 2018, marking the ninth straight year that York County's tourism industry enjoyed growth.

The tourism industry in York County also helped to support more than 8,046 jobs and generated almost \$57 million in state and local tax revenue in 2018. York County ranked 9th in statewide visitor spending.

Data provided in 2020 for 2018, from "The Economic Impact of Travel in Pennsylvania," provided by the PA State Tourism Office.

2019-2020 Explore York Board of Directors

- **Chair** - David Potter, Martin's Snacks
- **Vice Chair** - Christina McCullough, Paragon Engineering Services, Inc.
- **Treasurer** - Robert Berkebile, RKL
- **Secretary** - Dan Johnson, Heritage Hills Resort
- **President** - Laura Gurreri, Explore York
- **Immediate Past Chair** - Mark Sindicich, Victor's Italian Restaurant
- **Bryan Blair** - York Expo Center
- **Julie Groff** - Wyndridge Farm
- **Meagan Hess-Given** - City of York
- **Doug Hoke** - York County Commissioner
- **Gregg Marzano**, GF Management
- **Hon. Kristin Phillips-Hill**, PA State Senator, 28th District
- **Kerry Ritz**, Hampton Inn-York
- **Joseph Scarcelli, PH.D.**, York College of Pennsylvania
- **Stephanie Shelton**, Springwood Hospitality
- **Murray Small**, Northern York County Historical & Preservation Society
- **Glenn Smith**, York County Ale Trail
- **Nate Tile**, York Revolution

2019-2020 Explore York Staff



Sarah Bumgarner
Marketing Assistant



Alyssa Flinchbaugh
Destination Services
Coordinator



Megan Groff
Creative Design and
Digital Marketing
Coordinator



Laura Gurreri
President



Louise Heine
Vice President
of Destination
Marketing



Rasheeda Martin
Sports Sales and
Service Manager

A special thank you to the following Explore York staff who worked during the 2019-2020 fiscal year:

Patrick Bourque, Senior Sales Manager; Susan Syms, Lead Travel Counselor; Jolene Coder, Full-time Travel Counselor

Chairman's Letter

Dear Partners,

It would be easy to look back at the 2019/2020 fiscal year and see only the COVID-19 pandemic. Since March of 2020, this disease has touched every aspect of our lives, both professionally and personally. But the truth is, this year has shone a light on the promise and resilience of our York County community. We saw businesses coming together to help each other out. Members helping the community they love. And the Explore York team working tirelessly to advocate for and market the tourism industry in York County.

Until March, the 2019/2020 fiscal year promised to be another groundbreaking year. Our sales team hit their stride booking sporting tournaments, large scale events, and group tour companies to enjoy our many stellar amenities. The marketing department worked throughout 2019 to build a beautiful new website reflecting the new county brand. Plans were underway for what promised to be our biggest Made In America Event ever. A new billboard co-op program was introduced to give our members even more opportunities to advertise in the area. The grant program was on track to surpass \$3 million in grant awards since its inception. And though 2020 brought a halt to many of these plans and achievements, it is essential to remember that eventually, we will return to that trajectory of late 2019.

I have every confidence in our team and their ability to guide the tourism industry in York County toward a bright future. I look forward to working together as we rebuild in 2021.

Sincerely,
David Potter
Board Chair



Remembering Susan and Dick Syms



This year, the Explore York family was saddened to say goodbye to long time team member Susan Syms and her husband, Dick. Susan was a beloved member of the Explore York family for more than twenty years. A mainstay at our Visitors Information Center in the Harley-Davidson Motor Company's York Vehicle Operations Plant, guests coming through to tour the plant were also treated to a woman who was passionate about her community and often went above and beyond to help people. Fifteen years ago, one of those guests happened to be a man by the name of Dick Syms. After falling in love with Susan, Dick became a de facto member of the Explore York staff. He often helped with setting up and tearing down at events, and Susan more than once asked Dick to drive visitors to their hotels or even the doctor's office. It was rare to see one without the other, and they both treated everyone they came across like family.



Denise Restuccia
Grant Program
Manager



Christina Smith
Membership and
Visitor Services
Director



Danielle Sanders
Group Tour
Sales Associate



Chrissy Tobias
Communications
Specialist



Gail Welch
Administrative Assistant



Diane Yocum
Business and
Administration
Director

Marketing York County

Celebrating the Tourism Industry

Each year in May, destinations from around the world celebrate National Travel & Tourism Week. This year the message may have been slightly different, but Explore York still honored the tourism industry in York County. The spirit of travel is strong, and we at Explore York encouraged people to stay home in the spring of 2020, despite how much we love welcoming visitors. The marketing team also put together a [video](#) to share across social media, assuring visitors York County would be here to welcome them when the time was right.



Click picture above to watch video.

Accreditation



Explore York was awarded with the Destination Marketing Accreditation Program (DMAP) seal by Destinations International in recognition of the organization's commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

The accreditation program requires a destination organization to successfully comply with a multitude of mandatory and voluntary standards that span a variety of performance areas to gain this momentous achievement. The standards cover nearly all aspects related to the management and marketing of destination organizations including governance, finance, human resources, sales, communications, destination development and research.

Adhering to a rigorous set of industry standards and accountability, Explore York is one of only seven CVBs in Pennsylvania to earn DMAP accreditation.

Destinations International is the world's largest resource for official destination organizations, convention and visitors' bureaus (CVBs), and tourism boards. The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.

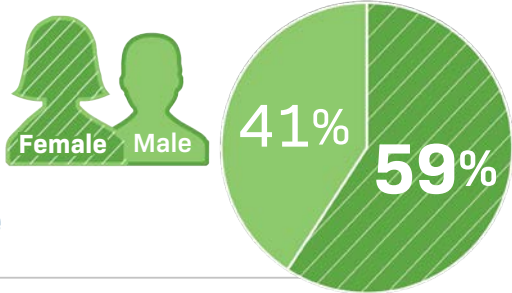
Embracing a new brand!

Early in 2019, York County released a unified destination brand, "have it made here," for our county. Following the new brand's release, Explore York took the lead embracing this brand by adopting and embracing it into our identity and launching a new website incorporating the new logo and artwork.

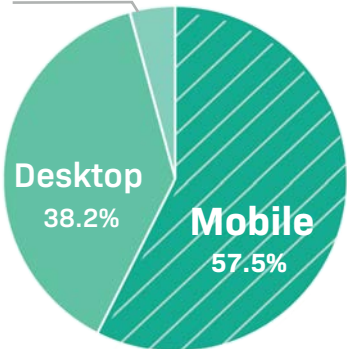


The newly redesigned yorkpa.org is easier than ever for visitors to navigate either on desktop or mobile. Intensive research was conducted into SEO and keyword searches used on our site and in the York County area, and comparable destinations across the country provided insight into providing new content and imagery. The navigation now showcases what visitors are most interested in exploring while visiting the York area.

Website Views by Gender

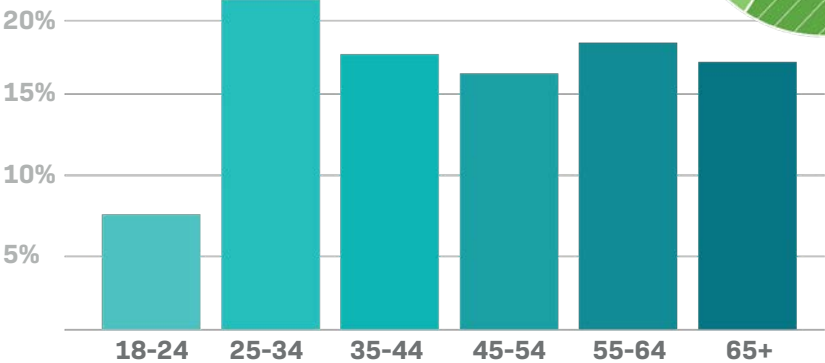


Tablet 4.23%



Device Usage

Website Sessions by Age



The Explore York rebranding extended past the new website to water bottles, letterhead, a new lobby in the downtown Explore York headquarters, and a new, more visible welcome center in Central Market. Wherever they look, visitors and the community now see a cohesive look for Explore York throughout all marketing efforts.



MADE IN AMERICA EVENT

have it made here SM

The 2020 Made in America Event was off to a good start with 44 members eager to participate. Each year, this event brings together manufacturing, small businesses, agriculture, history, and entertainment to celebrate York County's makers' spirit. With behind-the-scenes tours, hands-on demonstrations, and educational presentations, participants share their stories with the community and visitors.

This year, we faced the unique challenge of COVID-19 (Coronavirus). After a great deal of thought, with our community's safety at the forefront of our minds, we decided to cancel the 2020 event.

Stay tuned for 2021 and request a brochure at yorkpa.org/events/made-in-america-event/



Storytelling Through Blogs

Part of the Explore York marketing strategy is to give potential visitors a glimpse into the kind of experience they'll have by traveling to York County. One avenue we achieve this through are posts on the York Twist blog. The Explore York communications specialist works to curate blogs that will resonate with readers and call attention to member businesses. With input from the marketing assistant and SEO reports, stories on the York Twist consistently rank among the most popular pages on yorkpa.org. Explore York also contracts with Pa Eats to formulate and publish additional posts. These articles are promoted on Pa Eats' social media platforms and cross-posted on The York Twist. This year, the blog became even more critical to our mission because of the COVID-19 pandemic. Articles shared on The Twist included topics to keep visitors informed about new mitigation efforts in the county, what attractions were still open, and virtual opportunities to explore the county.

Good Libations Trails® *Map & YEAR-ROUND PASSPORT*

The maker's spirit is alive and well along the Good Libations Trails®. Explore York brings together three trails, the Mason-Dixon Wine Trail®, Susquehanna Ale Trail®, and Keystone Craft Spirits Trail®, to give visitors more options than ever to taste the newest flavors and techniques in craft brewing, distilling, and winemaking. With the year-round Good Libations Trails Map & Passport, visitors can navigate the county's finest adult beverages and get stamps at each location. 206 brochures were requested from the website during the fiscal year.

2019-2020 Good Libations Trails® Participants

Mason-Dixon Wine Trail® | Adams County Winery · Allegro Wine Cellars · Allegro Winery · Balla Cloiche Vineyards · Cassel Vineyards of Hershey · CrossWinds Winery at Hershey · Logan's View Winery · Maple Lawn Winery · Moon Dancer Winery, Cider House & Tap Room · Mount Hope Winery · Nissley Vineyards & Winery Estate · Thunder Ridge Vineyards · West Hanover Winery | **Susquehanna Ale Trail®** | Battlefield Brew Works · Big Bottom Brewery · Bube's Brewery Dining & Entertainment · Collusion Tap Works · Gift Horse Brewing Company · Mudhook Brewing Company · Newfangled Brew Works and Koda Restaurant · Rumspringa Brewing Company · Stony Run Brew House · Swashbuckler Brewing Company · Tröegs Independent Brewing · Wyndridge Farm · Zeroday Brewing Company | **Keystone Craft Spirits Trail®** | Bald Hills Distillery · Crostwater Distilled Spirits · Lake House Distilling Co · Mason Dixon Distillery & Restaurant · Midstate Distillery · Northern York County Historical Society · Old Republic Distillery · Spirits Distillery Inc · Spirits of Gettysburg Distillery · Stoll & Wolfe Distillery



The Official Travel Guide

The annual Travel Guide serves as Explore York's touchstone for potential visitors of all varieties. This printed piece is distributed to incoming sports tournaments, group tours, conference attendees, and more. Also, visitors can request and view the Travel Guide through the yorkpa.org website. During the 2019/2020 fiscal year, the Travel Guide was downloaded over 182 times, and 86,877 physical copies were requested and distributed.

86,877
Travel Guides
Distributed

182
Downloaded



Public Relations Efforts

Another valuable asset in our mission to give visitors a taste of York is travel writers. Each year, Explore York hosts several travel writers in our county, providing them with in-depth itineraries showing off the very best of what our community has to offer. These journalists produce articles for their websites, social media, and feature articles in publications and websites.

As with most things in the 2019/2020 fiscal year, the pandemic dampened our efforts to host travel writers. Though we could not host as many travel writers as we usually would like, this tool was put to use once again in the summer of 2020, and we look forward to hosting more writers as the current fiscal year continues.

Keeping In Contact

Throughout the year, the Marketing Department sends dozens of targeted communications to both members and visitors using email and e-newsletters. Currently, we have over 28,500 active subscribers. In the 2019/2020 Fiscal year, we sent 82 campaigns to our subscribers. These mailings included the monthly Getaway Guide sent to potential visitors; the monthly Tourism Connections sent to members; quarterly newsletters for the group tour, sports, and meetings & conventions markets; and various communications detailing upcoming events and other needs to our members.



Social Media

This year, Explore York focused our social media strategy on expanding content to garner more shares and highlight York County experiences to potential visitors. An emphasis was placed on using more video content which has the best reach across platforms. Our followers continue to grow through these efforts.



12,413 Followers

↑ 1,000



1,904 Followers

↑ 139



1,408 Followers

↑ 280




Stronger Together

Explore York's COVID-19 Response

In March of 2020, the tourism industry and the country was dealt a blow we are still grappling with today, the COVID-19 pandemic. What at first seemed like a short-term issue has evolved into almost a year of changes for our community. But through it all, we have come together to make York County as safe as possible during these unprecedented times.

Keeping You Informed

- Weekly newsletter from Laura with resources.
- Developed a new page on the website dedicated to COVID-19 resources.
- Created a website banner displaying the red, yellow, and green stages of the county.
- Created COVID-19 amenities, a place for members to add to their listing of the precautions they are taking.
- Facebook page for Explore York members only.



CORONAVIRUS (COVID-19) UPDATE 3/19/20


Dear Explore York Family,

Please know that during the coming days, the Explore York staff and board of directors are actively looking for ways to support our tourism industry through these difficult times. I have been blown away this week by the generosity, creativity, and resilience of not only our members but our entire York County community.

Typically, at this time of year, we would be reaching out to renew your Explore York memberships. Obviously, we are all feeling the burden of our circumstances. For that reason, we have decided to put a hold on membership renewal for six months from the start of our fiscal year (July 1, 2020). In the fall, I, along with our board and leadership team, will reevaluate how to proceed. In the meantime, we will be extending all member benefits.

Please know, everyone here at Explore York has our local businesses and organizations in our hearts. Our community is truly **#YorkPaStrong**.

Sincerely,
Laura Gurreri
President
Explore York



COVID-19 UPDATES

COVID-19 Resources for You!

We have compiled resources on the COVID-19 crisis to make it easier for you to find the help you need when you need it. Check back often as we will add resources and information as we receive it.

[Read More](#)



Media Groups Meetings Sports 51°

THINGS TO DO EVENTS RESTAURANTS WINE, BEER & SPIRITS HOTELS & LODGING RESOURCES



Resources > Covid-19 News For You Share

Covid-19 News For You

Explore York continues to monitor the evolving situation with the Coronavirus and Covid-19. As we navigate these unprecedented times together, Explore York wants to make sure you have the resources needed to weather the storm as best as possible. There is a **state-wide mandate** requiring individuals to wear a mask when leaving the house to help stop the spread of the virus. By wearing a mask over your mouth and nose, washing your hands, and practicing social distancing, we can all do our part to keep our community safe.

York County and Regional Resources:

- Prepared York
- Prepared York - Reopening York County
- Prepared Central PA
- York County
- York County Stay-at-Home Order

yorkpa.org have it made here

Members Connecting

by Explore York PA

Explore York Pa Members

Private group · 38 members

+ Invite

About Discussion Rooms Members Events Media Files

 What's on your mind, Chrissy?

Room Photo/Video Tag People

New Activity

 York County Ale Trail shared a post.
3d · 0
from the YCAT Family to yours: have a safe and peaceful day.





About

This is a group for the members of Explore York. We hope you will use this space to connect with each other and us. Feel free to ask for advice... See More

Private
Only members can see who's in the group and what they post

Hidden
Only members can find this group.

York, Pennsylvania

General Group

Popular Topics in



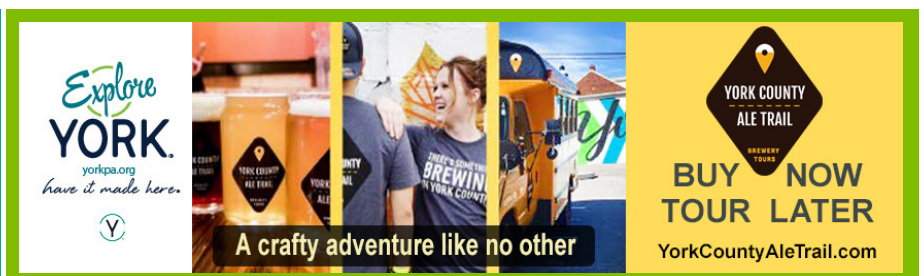
Virtual Fun

- Puzzles, coloring pages, scavenger hunt, etc.
- Blogs targeting shopping, restaurants, etc.
- Social Media contests
- [Pause Video](#)



Advocating for York's Tourism Industry

- The York County Commissioners developed the YoCo Strong Recovery Task Force to help determine areas most in need and how to distribute the CARES funding. Explore York President Laura Gurreri served on this committee, specifically working with Eric Menzer as the hospitality committee's co-chairs.
- Since March 2020, President Gurreri has attended weekly meetings with PRLA's DMO committee and PRLA's advocacy staff. She has been active in executing the action alerts and communicating with our legislators at all levels to help the local tourism industry.
- Waived membership for all existing partners. Continuation of members participating in our brochure distribution, groups, and meetings program at no charge.
- Provided masks, hand sanitizer, and cleaning wipes for all events.
- Offered digital billboards at no-charge to members in April and May.
- During the pandemic, Explore York installed protective sneeze guards at the Explore York Visitor Information Center at Central Market. To take further precautions, Scan & Go decals were developed using Q.R. Codes for Things to Do; Things to Do With Kids; Hotels & Lodging; Restaurants; Wine, Beer & Spirits and the digital Travel Guide. This provided the local community and visitors a way to find information quickly by using their mobile device.



Membership

New Members | The Belmont • Penn Market • Tröegs Independent Brewing • Creative York • Burning Bridge Tavern • York Quilters Guild • The Watchmaker's Daughter • Moo-Duck Brewery • The Parliament Arts Organization • Murray • White Rose Credit Union • Heritage Valley Federal Credit Union • SMALL STAR Art House • Express Employment Professionals • Dillsburg Arts and Revitalization Council • Verdure Day Spa & Wellness Center • Kaletta's • Historic Ashland • Greystone Brew House • Candi J. Duda Stained Glass and Garden Art • Under the Sun Pottery • Heartwood Nursery, Inc • Newfangled Brew Works and Koda Restaurant • Old Forge Brewing Company • Racing Xtravaganza • Balla Cloiche Vineyards • Naked Chick Art • Take Five Espresso Bar • CamTastic Entertainment • King Street Jam • The Curious Little Playhouse • CertaPro Painters of South Central PA • Jubilee Cake Studio.



York Fair Networking Event

The annual York Fair Networking Event is a chance for our Explore York members, staff, and community stakeholders to come together, network, enjoy some food, and get to know each other better. We look forward to this relaxed event each year and the opportunity to get some much needed face-to-face time with our extended Explore York family. At the September 2019 event, we were treated to an update from the new York Expo Center president, Bryan Blair, on the York State Fair's changes. After the event, attendees also had a chance to enjoy the fair and a performance that night by Travis Tritt and The Charles Daniels Band.

Explore York FAM Tours

Explore York FAM tours combine fun with learning. Hospitality frontline professionals are invited along to attractions in York County, ensuring they will be able to better serve future visitors to our area.

- **September 25, 2019** - The Bond, Restaurant Partners: *Rockfish Public House, The Handsome Cab, The Left Bank, and Tutoni's Restaurant, The York Emporium* featuring the York Time Institute, York County History Center project update, Shopping Partners: *Kaletta's, The Watchmaker's Daughter, and Sunrise Soap Company, Collusion Tap Works* featuring a Downtown York Update including the Yorktowne Hotel.
- **December 18, 2019** - The Belmont, Stauffer's Cookie Outlet, Bluett Bros. Violins, "The Six Million" Holocaust Memorial at the York County Jewish Community Center.



17th Annual Tourism Industry Event

Explore York hosted its 17th Annual Tourism Industry Event on December 11, 2019, at Historic Ashland. Partners and friends from across the county attended a morning of networking, learning, and celebrating tourism in York County.

Ryan George, CEO of Simpleview, the leading provider of technology, sales, and marketing solutions for DMOs, highlighted the importance of businesses maintaining their digital footprint in today's technological age.



Explore York Visitor Information Center

Explore York celebrated the opening of the new Visitor Information Center in the heart of Central Market with a Ribbon Cutting provided by Downtown Inc. The Explore York Visitor Information Center serves visitors and the community with local tourism services, brochures, and information on the area's attractions, lodging, events, things to do, and other items relevant to tourism



Explore York in the Community

Digital Billboards Co-Op

Explore York invested in two digital billboards to provide members with a new co-op marketing opportunity. The digital billboards on I-83 and Route 30 allow members to reach their specific geographic and demographic audience in highly visible, heavy traffic locations.



Staff Community Engagement

Pennsylvania Restaurant & Lodging Association/ Southern Chapter, Member & Chapter Chair • Special Olympics Pennsylvania Indoor Winter Olympics Planning Committee • Rotary Club of East York-Treasurer • Rotary Club of York • Rotary Club of York- North • York County Heritage Rail Trail Authority Pumpkin Walk Committee • York County History Center, Communications Committee • United Way of York County • Women's Business Center Organization • Mason-Dixon Hiking Trail Maintenance Volunteer • Delta Pride Revitalization Leadership Advisory Committee • Manufacturer's Association Marketing & Membership Committee • York County Brand Management Team • Catholic Harvest Food Pantry • York County Trail Towns Steering Committee • YoCo Strong Recover Task Force- Co-chair of Hospitality Committee • York County Brand Management Team and Brand Leader • York Young Professionals • Big Brothers Big Sisters of York & Adams County Board Member • William C. Goodridge Freedom Center & Museum Board Member

Sports Events Hosted in York County, PA

\$22 Million
Estimated
Economic
Impact from
Sports



Atlantic League All Star Game	Jul 10
PDGA Amateur Disc Golf World Championships	Jul 20-27
USA Softball Eastern Nationals Class B 16u	Jul 31-Aug 4
Keystone State Games Ice Hockey	Aug 2-4
Tom Kerrigan Memorial Baseball Tournament	Aug 31- Sept 2
Dillsburg Dual Shoot Out	Oct 12 -13
PIAA Golf Championships	Oct 21-23
Columbus Day Duals	Oct 26 -27
Tim Weaver Invitational	Nov 15-17
Keystone State Games Indoor Field Hockey	Dec 7
Tyrant Wrestling	Jan 11-12
Spartan Indoor Field Hockey Invitational	Jan 12 & 18
MLK Volleyball Tournament	Jan 17-20
Racing Xtravaganza	Jan 31-Feb 1
Keystone State Games Figure Skating	Jan 31 -Feb 2
MAC Swimming	Feb 13-16
PSAC Swimming	Feb 19-22
Mid Atlantic Junior Olympics Swimming	Feb 27-Mar 1
York County Blue Ribbon Brawl Volleyball Tournament	Feb 29- Mar 1
Celtic Classic	Mar 11-15
ECV's Pre-Rumble Volleyball Tournament June 19-21	Jun 19-21
ECV's Volleyball Tournament	Jun 26- 28

Sports Booking Highlights

Sports Booking Highlights for 2021

- (9) Ultimate Events softball and baseball Series
- (2) Premier One Basketball Events
- East Coast Grass Volleyball Tournament Series
- American Corn Hole Mid Atlantic Championship

Conferences attended in 2020

- Team Conference Virtual
- NASC Conference Virtual
- US Sports Congress



Group Tour

The Perfect Location

York County is the perfect location for groups seeking new and unique tour ideas. With our central location and proximity to Route 83 and Route 30, York makes a natural fit for buses traveling through Pennsylvania.

Tradeshows Attended

- Pennsylvania Bus Association- Annual Marketplace
- Heartland Travel Showcase



Meetings & Conventions

Meetings & Conventions Highlights

- Mid-Atlantic Women's Motorcycle Rally
- Ohio Valley Military Society Max Show
- Central York Middle School Fife and Drum Corps

Tradeshows Attended

- Small Market Meetings

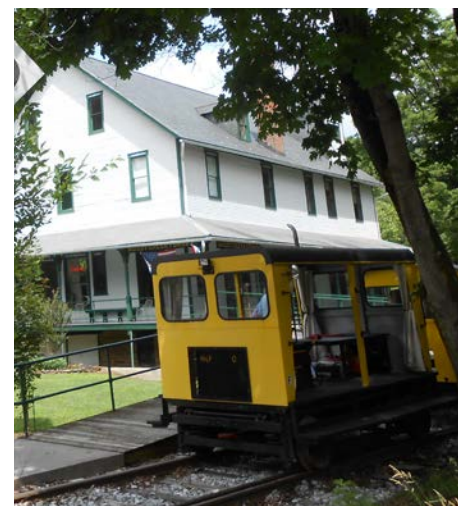
York County Tourism Grant Program

Grant Participation

In 2017, Explore York and the York County Commissioners established a matching grant program to boost York County tourism. The program, funded through a room tax enacted by the York County Commissioners, provides financial support to initiatives deemed capable of generating broad and substantial benefit to York County tourism.

Since beginning the grant program, nearly \$2.5 million has been awarded to local businesses, events, and organizations in the area.

This program has been an enormous success throughout its life. Unfortunately, due to the COVID-19 pandemic, the decision was made to suspend the grant program temporarily in the spring of 2020. The Explore York team looks forward to the days ahead when we can resume this beneficial program.



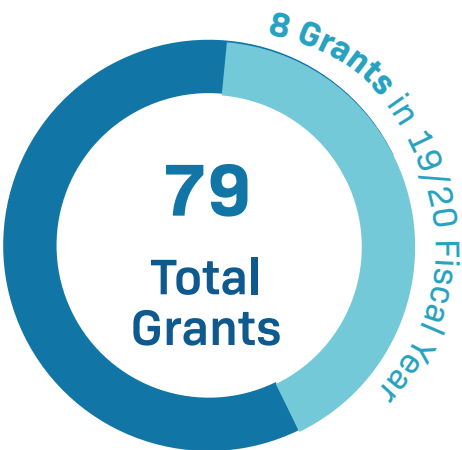
Supporting our Community Partners

In a continued effort to support our community partners, six organizations receive dedicated funding from the York County Tourism Grant Program.

Legacy Tourism Partners

- Susquehanna National Heritage Area/Zimmerman Center for Heritage, \$54,995
- York County Rail Trail Authority, \$46,662
- Hanover Chamber of Commerce, \$19,998
- York County History Center, \$53,328
- MA & PA Railroad, \$20,000

The York Expo Center receives 14 percent of total room tax, \$450,898 in 2019-2020.



BAPS Motor Speedway Racing Xtravaganza

In Dollar Amount

Total Grants Awarded

\$2,488,560.25

\$81,420.00

Awarded in 18/19 Fiscal Year



York County Rail Trail Authority - Photo credit: Federal Highway Administration



Ma & Pa Railroad Preservation Society



York County Rail Trail Authority



Zimmerman Center for Heritage

York County Tourism Grant Recipients

From July 1, 2019 to June 30, 2020 the York County Tourism Grant Program provided \$81,420 in grant funding to 8 projects.

- **Bailey Coach:** \$9,220 for York County Promotional Motorcoach Wrap featured on one of their buses.
- **Borough of Hanover:** \$10,000 to produce a Have it Made in Hanover promotional video
- **County of York:** \$10,000 to develop an SEO digital social media campaign to promote the York County Rail Trail.
- **Downtown Inc:** \$10,000 for a targeted social media campaign marketing Downtown York.
- **P.A. Coroners' Association:** \$2,500 to offer York experiences to the attendees of the P.A. Coroners' Association 2020 Annual Conference in York County.
- **Racing Xtravaganza:** \$10,000 to host the eSports iRacing United States Championship.
- **York County Rail Trail Authority:** \$5,000 to refresh YCRTA's promotional, marketing, and outreach materials.
- **Tyrant Wrestling:** \$24,700 to host the Tyrant Bison Duals tournament.



York County History Center Heritage Library



BAPS Motor Speedway Racing Xtravaganza



Bailey Coach



York Expo Center



Ma & Pa Railroad Preservation Society



Statement of Activities

Revenues	Operating Fund	Grants Fund	Total (Memorandum Only)	
			June 30 2020	June 30 2019
Room tax revenue	\$ 1,740,299	\$ 909,053	\$ 2,649,352	\$ 3,371,669
Housing rebate	\$ 99,736	-	\$ 99,736	\$ 59,544
Unutilized, previously awarded grants	-	\$ 173,019	\$ 173,019	\$ 80,403
Member fees	\$ 75,780	-	\$ 75,780	\$ 77,560
Publications	\$ 74,866	-	\$ 74,866	\$ 68,115
Ticket sales	-	-	-	\$ 2,072
Brochure distribution service	\$ 22,420	-	\$ 22,420	\$ 21,491
Advertising	\$ 19,998	-	\$ 19,998	\$ 19,325
Grants	\$ 109,032	-	\$ 109,032	\$ 8,877
Other revenue	\$ 3,911	\$ 5,304	\$ 9,215	\$ 4,437
Sponsorship	\$ 3,500	-	\$ 3,500	\$ 4,250
Program fees	\$ 3,331	-	\$ 3,331	\$ 3,363
Gain on disposal of fixed assets	\$ 6,278	-	\$ 6,278	-
Total revenues	\$ 2,159,151	\$ 1,087,376	\$ 3,246,527	\$ 3,721,106

Expenses	Operating Fund	Grants Fund	Total (Memorandum Only)	
			June 30 2020	June 30 2019
Program services	\$ 1,659,274	\$ 837,301	\$ 2,496,575	\$ 3,294,764
Supporting services: Management and General Fundraising	\$ 243,711	\$ 69,288	\$ 312,999	\$ 272,460
Total expenses	\$ 1,902,985	\$ 906,589	\$ 2,809,574	\$ 3,567,224
Change in net assets (deficit)	\$ 256,166	\$ 180,787	\$ 436,953	\$ 153,882

Net Assets	Operating Fund	Grants Fund	Total (Memorandum Only)	
			June 30 2020	June 30 2019
Beginning of Year	\$ 836,758	\$ (71,565)	\$ 765,193	\$ 611,311
End of Year	\$ 1,092,924	\$ 109,222	\$ 1,202,146	\$ 765,193

York County Convention & Visitor's Bureau is doing business as Explore York.



Explore York
60 East North Street, York, PA 17401
1-888-858-YORK (9675) | www.yorkpa.org

have it made here SM

Pennsylvania
pursue your happiness