



2009 COOPERATIVE FUNDING PARTNERSHIP BRINGS Added Tourism Strength to York County, PA!

FOR IMMEDIATE RELEASE

Contact: Alison Smith, (717) 852-9675 (ext. 103) or asmith@yorkpa.org

YORK, PA – For more than 8 years, the York County Convention & Visitors Bureau (YCCVB) has actively supported the efforts of the Susquehanna Gateway Heritage Area (SGHA), formerly the Lancaster-York Heritage Region, through annual funding assistance. This partnership supports heritage programs and projects that preserve and showcase local and regional heritage resources, including many heritage products to benefit residents, visitors and the local economy.

The YCCVB is proud to announce an expansion of this partnership through a SGHA sub-grant to help fund a Travel and Tourism Research Study of York County. Funding assistance is provided through a 2005 Heritage Areas Program grant to the SGHA from the Pennsylvania Department of Conservation and Natural Resources (DCNR). Projects throughout York and Lancaster Counties have received funding through this grant, including improvements to the Downtown York Visitors Information Center.

“The SGHA approached us with an opportunity to expand our partnership,” said Anne Druck, president of the YCCVB. “These sub-grant funds will enable the YCCVB to invest in the development of our tourism product by shaping and evaluating our efforts.” The development of a Travel & Tourism Research Study benefits the entire York County community through the economic impact tourism generates. “In a continuation of our partnership, we are pleased to support this study to learn more about the value of tourism to our region,” said Mark Platts, president of the SGHA. The YCCVB and the SGHA will continue to partner on projects that benefit everyone who lives, works, stays and plays in York County, PA!

The York County Convention and Visitors Bureau (YCCVB) is the official tourism promotion agency for York County. The YCCVB exists to positively impact economic development in York County through promotion of all forms of visitation. York County is ranked sixth in the state in economic impact from tourism expenditures. Visitors spend approximately \$1.2 billion in York County annually. For more information on the York County Convention and Visitors Bureau, call 1-888-858-9675 or visit www.yorkpa.org.

The Susquehanna Gateway Heritage Area helps raise awareness and appreciation of the cultural and economic value of the Susquehanna Gateway region, and preserves, enhances and celebrates its most significant heritage assets as economically vital attractions for visitors and residents alike. For more information call 717-252-0229 or visit www.SusquehannaHeritage.org.

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