



The City of York Pennsylvania



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Mayor John S. Brenner

FOR IMMEDIATE RELEASE

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REDEDICATION OF DOWNTOWN VISITORS CENTER

WHO: Mayor John S. Brenner and Mark Platts, President of the Lancaster-York Heritage Region

WHAT: Rededication of Downtown Visitors Center

WHEN: Friday, January 30, 2009 at 1:30 p.m.

WHERE: 149 West Market Street

Mayor John S. Brenner and Mark Platts, President of the Lancaster-York Heritage Region are scheduled to celebrate the christening of the revitalized Downtown Visitors Center on **Friday, January 30 at 1:30 p.m.** at the Downtown Visitor's Center (DVC), located at 149 W. Market St. The event is also being held in conjunction with the anniversary of Lafayette's toast to George Washington.

The sculpture of Lafayette, which is adjacent the entrance to the Visitors Center was the initial installment of the Visitors Center renovations and now welcomes travelers along West Market Street. The life-size, bronze sculpture of the Marquis de Lafayette stands at 6'2", was created by local artist Lorann Jacobs. It portrays the famous "Toast to General Washington" given by the Marquis at the Gates House/Plough Tavern ending the purported Conway Cabal, according to the Pennsylvania Historic Museum Commission plaque standing there.

Step through the doorway into the Center and new renovations abound. Made possible by a Pennsylvania Heritage Area Grant secured by the Lancaster-York Heritage Region through the Pennsylvania Department of Conservation and Natural Resources, renovations were made to improve the aesthetics, graphics and overall visitor-friendliness of the Downtown Visitors Center. Guests are now welcomed by a new, visitor friendly orientation desk at the entrance to the Center. The desk, crafted locally in York County, better facilitates staff of the DVC and is more welcoming and accessible to guests upon entry. Under the desk and throughout the Center entryway, a once aged carpet was removed to expose the original terrazzo floors. The floors were cleaned and buffed to bring a shine to the Center at entrance.

To promote visitor “attraction and stickiness” of the DVC, new graphics and V-I-S-I-T-O-R center lettering was installed in the storefront windows and a new, brighter color scheme painted throughout. Additionally, a new Visitors Center Screening Room was designed and will be outfitted from what was formerly a storage closet. Here, guests will be able to view several welcome and educational York County videos, including the celebrated Lancaster-York Heritage Region’s “Stories of the Land.” The Screening Room and additional audio/visual components will be added during a second phase of improvements, slated to begin in 2009.

“The City of York is pleased to announce the renovations to the Downtown Visitors Center,” said Mayor John S. Brenner. “We want to take this opportunity to encourage schools, families and any member of the public to visit the Center and learn more about the rich history in our City. We know in these tough economic times that people are tightening their budgets. We want to encourage families to take vacations locally. The Downtown Visitors Center is a great place to start to see what local attractions, especially those in the City of York are available to the public.”

"The Downtown Visitors Center provides an important service to visitors," said YCCVB President Anne Druck. "When visitors arrive, they're greeted by friendly and welcoming YCCVB travel counselors who possess a wealth of knowledge on the many great sites in the area. Our travel counselors offer suggestions for dining, shopping, attractions and lodging, which lead to direct economic impact as visitors experience downtown York."

"We are fortunate that the City of York, with its deep historical roots, is a centerpiece of the Heritage Region. Providing an inviting and welcoming space for visitors to the City is important to connect them with the historical, cultural and outdoor heritage attractions of our region," said Mark Platts, President of the Lancaster-York Heritage Region.

Renovations to the Downtown Visitors Center were a collective public/private partnership. Partners in the process include the Lancaster-York Heritage Region, the York County Convention & Visitors Bureau, Kline Graphic Design, Murphy & Dittenhafer Architects, artist Lorann Jacobs, the PA Society of the Cincinnati and its Vice President Lowell Davis, and the City of York. The Downtown Visitors Center is open daily, Sunday through Saturday, 9:30 a.m. to 4:00 p.m.

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