

20110365



YORK COUNTY COMMUNITY FOUNDATION

PART I GRANT APPLICATION SUMMARY FORM

APPLICANT INFORMATION

Organization: York County Rail Trail Authority

EIN #23-2625950

Address: PO Box 335

City: Seven Valleys

State: PA

ZIP Code: 17360

Phone: 717-428-0999

E-mail: info@yorkcountytrails.org

Fax: 717-428-0998

Date Received 501(c)3 Status: na

Total Operating Budget: \$90,000.00

Major Sources of Operating Funds (%): County of York and York Co Convention & Visitors Agreement: Hotel Use Tax (60%)

Contact Person's Name & Title: Gwen Loose, Executive Director

Mission and Purpose of Organization: To enrich York County communities and countryside through the development of a network of public trails.

PROJECT INFORMATION

Type of Application: Competitive Grants Program; Other (Describe)

Project Description (25 words or less):

To conduct a York County recreational tourism promotion of our county parks, trails, and outdoor attractions.

Anticipated Project Timetable (month/year format):

Start Date: January 2012

End Date: December 2012

Client Group to be Served by Project: York County residents and visitors to our area.

Geographical Area to be Served by Project:

- York City All York County Northern York County Eastern York County Western York County
- Southwestern York County Southern York County Southeastern York County

List Goals & Objectives Addressed by Project:

1. Goal: Promote York County's outdoor recreational assets
 - Objective: Increase regional, public awareness of York County's outdoor recreational opportunities.
2. Goal: Broaden and strengthen York County's tourism industry by increasing the marketing of our outdoor recreational facilities
 - Objective: Create a partnership among County Visitor Bureau, County Parks, and County Rail Trail Authority to advance and sustain a marketing strategy based upon the recreational assets within the County.

PROJECT FUNDING

A. COMMITTED To Date From:

York Co Rail Trail Authority (In-kind)	\$1,000.00
York Co Parks Department (In-kind)	\$ 800.00
York Co Convention & Visitor Bureau (In-kind)	\$ 200.00
Yorktowne Hotel, Heritage Hills, Blair Mt B&B (In-kind)	\$ 375.00

B. Additional Funding SOUGHT From:

4 th Site (Possible location: Guthrie Memorial Library)	\$ 125.00
	\$
A. TOTAL COMMITTED:	\$2375.00
B. TOTAL ADDITIONAL FUNDS SOUGHT:	\$ 125.00

C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:

\$3,500.00

D. TOTAL PROJECT COST:

A+B+C=D \$6,000.00

SIGNATURES

Staff Officer Signature:

Date:

8/31/11

Printed Name: Gwenyth L. Loose, Executive Director

Board Officer Signature:

Date:

8/31/11

Printed Name: Dennis Flickinger, Treasurer

Continue on next page

PART II – PROPOSAL NARRATIVE

Introduction. Describe the mission(s) and population(s) served by the applicant organization. Describe the project purpose and rationale – addressing its importance for York County and/or its potential to advance the missions of participating organizations. Describe how a grant from the Foundation may leverage additional funds for the project.

Response:

The mission of the York County Rail Trail Authority is to enrich York County communities and countryside through the development of a network of public trails.

The population served by the York County Rail Trail Authority is residents of York County. We serve the needs of young and old and all ability levels for safe, off-road public trails for health & fitness, recreation, nature study, non-motorized transportation, and experiencing the scenic beauty of York County.

The project is to conduct a one-year pilot project promoting York County's recreational assets through a tourism strategy called "Stay and Play in York, PA." The project's purpose or rationale is to expand upon the marketing themes currently being used to attract visitors to the County by adding the element of recreation.

The project includes: (1) developing 4 professionally designed and fabricated, free-standing displays that characterizes the recreational opportunities in the County (2) installing the displays at four sites identified by the County Visitor Bureau as current high traffic points for dispersing York County tourism literature and (3) monitoring & evaluating the success each display has for encouraging visitors to visit York County's recreational assets. Literature will be selected from a variety of existing sources such as state parks, county parks, trails, and other recreational facilities and incorporated into the display.

A grant from the Community Foundation will leverage additional funds in the form of in-kind contributions from York County Convention & Visitors Bureau, York County Parks, York County Rail Trail Authority, and the four host sites. The grant will in turn strengthen the partnership among these agencies and businesses, to the benefit of York County's tourism industry. A grant has the potential to provide a long-term return by increasing recreational tourism; that is, revenue from lodging, restaurants, shops, etc.

Need/Opportunity. Describe the needs or problems the project addresses. Cite plans, research, statistics or recommendations that support the proposed project.

Response:

The project addresses the need to more actively promote the recreational assets of York County. Lancaster is widely known for the farmlands of the Amish and entertainment of Hershey Park; Gettysburg is a national Civil War attraction. For decades, York has been the "place in-between." Our tourism engine is centered on the theme "Made in York" and features a wide, and interesting array of factory tours, the most notable being Harley Davidson's

motorcycles. However, the 2011 Visitors Guide includes but one page entitled, "Get out & play in York County, PA..." – recognizing that York County does offer attractions for the outdoor recreationalist. This project builds upon this brief mention. Our need is to determine through a test project the additional tourism business that can be generated by marketing our parks, trails, and other recreational assets.

"Stay and Play in York, PA" is a tourism promotion that gives a fresh, energetic look to our County. York County boasts one of the best county park systems in the state with the regionally recognized Heritage Rail Trail; three state parks; a ski resort; numerous lakes and stream; the Susquehanna River; and a myriad of heritage sites to attract outdoor enthusiasts. Recreational tourism may indeed be the County's most untapped tourism resource, and this project aims to tap the resource.

This project will create four professionally designed, free-standing displays incorporating literature that invites visitors to "get active" in York County. It also enticed – even tantalizes – them to extend their visits and to re-visit the County to explore our recreational places. Extended and repeated visits will bring more overnight stays into the region, contributing to a growing and sustainable County tourism economy.

The Authority's Strategic Plan: 2011-2015 supports the project and lists the goal to, "Carry out the pilot project to promote the York County trails through hotels by placing displays and informational materials to promote the theme of 'Stay and Play'."

Project Activities. Describe key project activities along for a timeline for completion.

Response:

Phase 1: Planning

January 2012: Solicit three quotes for design and fabrication of display. Select firm and enter into contract. Confirm four host sites and enter into agreements. Conduct a media promotion inviting the public to submit logo designs for "Stay and Play in York, PA."

Phase 2: Design and Fabrication

February – March 2012: Stage a media event to select logo and launch project. Design and fabricate displays. Select and assemble literature.

Phase 3: Installation

April 2012: Deliver displays & literature to four host sites and set up.

Phase 4: Monitoring

April – October 2012: Resupply literature at the four host sites as needed. Track number of pieces of literature leaving each site. Continue media promotion especially around National Trails Day and Get Outdoors Day, both in June.

Phase 5: Evaluation & Project Close-Out

November – December 2012: Pick up displays; collect data on number of pieces of literature distributed from each site; collect project evaluation from each site. Conduct analysis of project's success and prepare final report; share results with York County

Board of Commissioners, York County Parks Department, and York County Convention & Visitors Bureau. Explore with the Visitors Bureau the merits of incorporating "Stay and Play in York, PA" into the County's tourism marketing plan.

Anticipated Results and Assessment. List **specific** outcomes anticipated and the corresponding indicators of success for each anticipated outcome and how you will measure the results.

Response:

1. Outcome: Visitor awareness of York County's outdoor places increases
Proposed Indicator: Inventory of literature leaving each site. Minimum average of 25 pieces of each type of literature per month.
2. Outcome: Four sites become recognized distribution points for information on York County's outdoor places
Proposed Indicator: Increase in visitor inquiries at the site for additional information on recreational opportunities. Minimum average of 10 per month at each site.

Leadership. Describe the roles of staff, consultants, and/or volunteers providing project leadership. Indicate experience or credentials these leaders bring to the project.

Response:

York County Rail Trail Authority Executive Director Gwen Loose and Chairman Carl Knoch will lead the project and coordinate the efforts of all partners. Ms. Loose has served the Rail Trail Authority since 1997, earning the Pennsylvania Recreation & Parks Society's status as a Certified Park & Recreation Professional in 2003. Mr. Knoch has been chairman since 2001. In 2010, the Pennsylvania Tourism Office awarded Mr. Knoch the Keystone Society's *Tourism Inspirational Award* for advancing the Commonwealth's tourism industry through the promotion of the Heritage Rail Trail County Park as a significant destination. The Rail Trail Authority will coordinate with York County Parks and Visitor Bureau to select and contract with a design firm; complete agreements with 4 host sites; fabrication and installation of displays; select , stock and restock literature; evaluations at each site; and preparation of a project report to share with all partners.

Tammy Klunk, Director of York County Parks, will coordinate the efforts of her department to provide literature for the displays, review and comment on the design of the displays, and provide transportation of the displays and literature to and from the sites. Ms. Klunk has over 25 years experience with the County Parks Department, serving as its Assistant Director for over fifteen years and as its Director since 2010.

Christina Smith, Manager of Visitor Services at the York County Convention & Visitors Bureau, will coordinate the efforts of the Visitor Bureau staff to review and comment on the design of the displays, recommend and approve selection of the host sites, and provide literature for the sites.

Each host site will donate public space for the display, care for the display, restock and track literature, and complete a survey at the conclusion of the project.

Collaborations. Describe how you will collaborate with other organizations on this project and how it is different from other organizations providing similar services.

Response:

To date there have been no coordinated efforts to engage partners in promoting our County’s recreational assets. This is the first concerted effort. The three partners are each extremely well qualified and experienced in their individual fields. Bringing their individual expertise and passions together will create a new synergy for York County tourism.

County Commissioner Steve Chronister first proposed the “Stay and Play” idea with the query, “Why haven’t we promoted what we have here in York? – great parkland, the rail trail, an environmental center, historic train stations – all superb outdoor attractions.” From a County Commissioner’s perspective not only do we have exceptional recreational facilities in the County worthy of a professionally orchestrated tourism promotion, but also the investment of public dollars in our County’s public recreational spaces warrants a return.

The Rail Trail Authority will partner closely with York County Department of Parks & Recreation and York County Convention & Visitors Bureau to create an outdoor promotion that is professional, appealing, and full of recreational “energy.” The promotion will appeal to business and leisure travelers to extend their stay or return to York to play in our outdoor areas. The free-standing display, featuring a new “Stay and Play” logo and inspiring photographs, will draw visitors to the display, where literature will be available for them to pick up and learn about the County’s parks, trails, lakes, streams, etc. This project offers a new facet to York County tourism.

PART III – PROPOSAL BUDGET

Itemize all anticipated project expenditures and sources and amounts of support. For each source other than York County Community Foundation, indicate amounts received, committed, requested, and/or to be requested.

In-kind <u>Committed</u> by York County Rail Trail Authority	\$1,000.00
Media Promotion	
Conduct Public Contest to Design “Stay & Play” Logo	
Solicit Quotes for Design of Displays	
Contract with Design Firm	
Complete Written Agreements with 4 Sites	
Coordinate Design of Free-Standing Display	
Coordinate the Selection of Literature to Incorporate into each Display	
Coordinate Fabrication & Installation of Displays	
Coordinate Maintenance of Displays & Restocking of Literature	
Administer all Project Funding	
Administer Close-out Surveys at each Site	
Prepare Project Summary Report & Distribute to Partners	
 In-kind <u>Committed</u> by York County Parks	 \$ 800.00

Assist in Design Reviews & Selection of Literature
Provide Literature
Transport Displays

In-kind Committed by York County Convention & Visitors Bureau..... \$ 200.00
Assist in Selection of Logo
Assist in Design Reviews & Selection of Literature
Provide Literature
Assist in Selection of Sites & Communications to Sites Managers/Owners

In-kind Committed by 3 Sites \$ 375.00
Provide Public Space
Care for Displays
Track & Restock Literature
Complete Final Evaluation Form

In-kind to be requested from 4th Site \$ 125.00
Same as above

Project Expenditures for Grant Funds

Design Free-Standing Display \$ 500.00
Fabricate Free-Standing Displays (4) \$2,500.00
Installation and Maintenance of Displays \$ 500.00

TOTAL PROJECT BUDGET \$6,000.00

PART IV – ORGANIZATION’S GOVERNING BOARD – Attached.

PART V – CORRESPONDENCE FROM PARTNER ORGANIZATIONS – Attached.

PART VI – ATTACHMENTS

- Copy of organization’s most recent year-end financial statements (audited)
- Copy of organization’s most recent strategic plan (draft)



York County Department of Parks and Recreation

Administrative Headquarters: 400 Mundis Race Road, York, PA 17406-9721

Phone: 717-840-7440
Fax: 717-840-7403
E-mail: parks@york-county.org
Website: www.yorkcountyparks.org

Nixon County Park Nature Center
5922 Nixon Drive
York, PA 17403-9677
717-428-1961

August 30, 2011

York County Rail Trail Authority
45 Cherry Street
Seven Valleys, PA 17360

Dear Rail Trail Authority:

This letter is to express York County Department of Parks and Recreation's commitment to lend support for the "Stay and Play" project proposed by the York County Rail Trail Authority.

We understand that the "Stay and Play" project is a one-year pilot project designed to expand recreational tourism in York County. The project includes: (1) developing a professionally designed and fabricated, freestanding display that characterizes the recreational opportunities in York County (2) incorporating literature into the display such as tri-fold brochures on York County's state parks, county parks, trails, and other recreational facilities (3) installing the displays at 3-4 hotel or bed & breakfast locations and (4) resupplying and tracking the literature at each site.

York County Department of Parks and Recreation will assist the project by providing the following:

- * York County Parks and Heritage Rail Trail County Park brochures for the displays
- * Transport and pick up the displays at the 3 -4 hotel or bed & breakfast locations.

We estimate the value of these donated goods and/or services to be \$400.00 in materials and \$400.00 in time for a total of \$800.00.

Lastly, we offer our wholehearted support of the York County Rail Trail Authority's application to seek funding from the York County Community Foundation's Competitive Grants Program for the "Stay and Play" pilot project.

We look forward to collaborating with the Rail Trail Authority and the Community Foundation to advance recreational tourism in our region.

Sincerely,

Tammy Klunk
Director

APOLLO · RAIL/TRAIL · JOHN RUDY · ROCKY RIDGE · SPRING VALLEY · P. JOSEPH RAAB
WILLIAM H. KAIN · RICHARD M. NIXON · WALLACE CROSS MILL · HIGHPOINT · NATIVE LANDS

YOU'VE GOT IT MADE IN



FACTORY TOUR CAPITAL OF THE WORLD

August 31, 2011

Gwen Loose
Executive Director
York County Rail Trail Authority
PO Box 335
Seven Valleys, PA 17360

Dear Ms. Loose:

This letter is to express the York County Convention & Visitors Bureau's commitment to lend support for the "Stay and Play" project proposed by the York County Rail Trail Authority.

We understand that the "Stay and Play" project is a one-year pilot project designed to expand recreational tourism in York County. The project includes: (1) developing a professionally designed and fabricated, free-standing display that characterizes the recreational opportunities in York County (2) incorporating literature into the display such as tri-fold brochures on York County's state parks, county parks, trails, and other recreational facilities (3) installing the displays at 3-4 hotel or bed & breakfast locations and (4) resupplying and tracking the literature at each site.

York County Convention & Visitors Bureau will assist the project by providing a supply of 200 Official York County Visitor Guides to launch the program. We will provide additional Official York County Visitor Guides as the York County Rail Trail Authority needs to replenish the supply in the "Stay and Play" literature displays. We estimate the value of these donated goods for the program launch to be \$100 in materials and \$100 in staff time.

Lastly, we offer our wholehearted support of the York County Rail Trail Authority's application to seek funding for the "Stay and Play" pilot project.

We look forward to collaborating with the Rail Trail Authority to advance recreational tourism in our region.

Sincerely,

A handwritten signature in black ink that reads "Anne R. Druck".

Anne R. Druck
President
York County Convention & Visitors Bureau