

# *Make It* **YORK COUNTY**

ESTD  1785

Welcome to the unveiling of **Make It York County**, a transformative initiative designed to elevate our region's visibility and impact. This brand partnership marks an exciting new chapter for York County, South Carolina, and we're thrilled to have you here to share in this milestone.

In 2023, **Visit York County, York County Regional Chamber, and York County Economic Development** began collaborating to create a bold, unified approach to promoting our region in ways that resonate with visitors, residents, and businesses alike. By aligning our strategic marketing priorities of each organization, we've maximized resources and created a platform that amplifies the unique appeal of York County.

While each organization has a unique mission, our shared vision is clear: to position York County as the premier destination for living, working, and visiting. This initiative supports business growth, promotes tourism, and drives efforts that improve workforce development, infrastructure, and overall quality of life. Together, we're telling a cohesive story of what makes York County a truly extraordinary place to call home.

We invite you to partner with us in shaping the future of our community in this exciting journey. Thank you for your dedication and commitment to making York County the remarkable place it is today.

Warm regards,



Andy Clinton  
President & CEO  
YYC



Dean Faile  
President & CEO  
YCRC



Mitch Miller  
Director  
YCED

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## **FREQUENTLY ASKED QUESTIONS**

### **1. What is Make It York County?**

Make It York County is a collaborative marketing initiative between Visit York County, the York County Regional Chamber, and York County Economic Development. This partnership enhances our ability to promote York County as a premier destination for visitors, residents, and businesses by aligning strategic messaging and maximizing resources.

### **2. Does this mean the three organizations are merging?**

No, Visit York County, the York County Regional Chamber, and York County Economic Development remain separate entities, each with its own leadership, mission, and responsibilities. Make It York County is strictly a shared marketing effort that unifies branding and storytelling to strengthen our region's visibility and impact.

### **3. How does this partnership benefit York County?**

By working together, we can more effectively market York County's strengths in tourism, business growth, workforce development, and quality of life. This partnership ensures a cohesive message, increases brand recognition, and makes better use of resources to drive economic success and community engagement.

### **4. How can I get involved with Make It York County?**

You can support this initiative by sharing our message, engaging with our content, and participating in events and programs that showcase the best of York County. Whether you're a business owner, resident, or community leader, your involvement helps strengthen our collective impact.

### **5. What is the timeline for Make It York County?**

Make It York County is an evolving initiative that will grow with community support. Rather than a one-time launch, it's a continuous effort fueled by collaboration, with its success driven by active participation. Together, we can create a lasting impact that showcases all York County has to offer.