

# 2024 ANNUAL REPORT



**CUMBERLAND VALLEY**  
PENNSYLVANIA

Cumberland Area  
Economic Development  
Corporation

# A MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIRMAN

## Dear Supporters, Partners, and Community:

It is our pleasure to present the 2024 Annual Report. As we reflect on the past year, we are proud to share the incredible progress and impact we have achieved together. CAEDC remains committed to promoting and advancing the overall economic health of Cumberland County, and this year has been a testament to the power of dedication and resilience.

## A Year of Growth and Accomplishment

Over the past year, we have evaluated our approach and strengthened our programs to better serve Cumberland County. Highlights of our achievements include:

- a new Tourism and Organization Brand to keep up with market trends and to increase awareness of CAEDC and its mission for tourism and economic development.
- awarded/granted funding for Tourism and Economic Development projects in Cumberland County providing an investment of \$16,465,211 and leveraging \$38,753,393.
- CAEDC mentioned in nearly 150 articles, which equated to over \$6 million in earned media coverage.
- Negotiated a sales agreement for the former Tyco site for a housing development and a purchase agreement for the former Frog Switch site to clean the site for private sector development.
- Destination Sales efforts produced 4,600 room nights including Big 33, PIAA and PA Gospel Festival.

These milestones would not have been possible without the dedication of our staff, volunteers, donors, and partners. Your unwavering support fuels our mission and empowers us to make a lasting difference.

## Looking Ahead

While we celebrate our successes, we also recognize the challenges and opportunities ahead. In the coming year, we aim to:

- Invest an additional \$1.4 million of CAEDC Funds on Tourism Grants and Economic Development Loans and Grants.
- Increase brand recognition through joint events and marketing.
- Strengthen community engagement and stakeholder outreach.
- Market organization successes inside and outside of Cumberland County.

With your continued support, we are confident that we can build on our momentum and create even greater positive change.

## Gratitude and Commitment

On behalf of the entire CAEDC team, we extend our deepest gratitude to each of you. Your belief in our mission is the foundation of our success, and we are honored to have you as part of our journey.

Thank you for your generosity, dedication, and commitment. Together, we are shaping a brighter future for Cumberland County.

With gratitude,


**Jonathan Cox**  
Board Chairman  
CAEDC


**Janet Anderson**  
Executive Director  
CAEDC



## ABOUT US

Cumberland Area Economic Development Corporation (CAEDC), a 501(c)3 non-profit corporation, was founded in 2005 by the Cumberland County Board of Commissioners. CAEDC is the County's authorized agency charged with leveraging and promoting Cumberland Valley's economic development and tourism assets to drive growth, create jobs, and improve the quality of life.

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 [CumberlandBusiness.com](http://CumberlandBusiness.com)

 [VisitCumberlandValley.com](http://VisitCumberlandValley.com)

## MISSION STATEMENT

Promote and advance the overall economic health of Cumberland County.

## VISION STATEMENT

Businesses, residents, and tourists choose Cumberland County to work, live, play, and learn.

## 2024 STAFF

- Janet Anderson, Executive Director
- Patrick Bourque, Destination Sales Manager
- Stacey Cornman, Content Marketing Manager
- Doreen Edwards, Executive Assistant
- Rafael Hernandez, Advertising & Brand Manager
- Lauren Hostetter, Marketing & Engagement Manager
- Aaron Jumper, Communications Manager
- Julie Koranda, Human Resources/Finance Manager
- Ashley Kurtz, Tourism Development Manager
- Griffin Means, Economic Development Specialist
- Romina Altez-Nunez, Economic Development Specialist
- Kristina Rowe, Director of Tourism & Marketing
- Matthew Simmons, Marketing Coordinator
- Greg Welker, Economic Development Director

## 2024 BOARD

CAEDC is led by an Executive Director who reports to a Board of Directors. Members of the Board of Directors are appointed by the Cumberland County Board of Commissioners.

- Chair – Jon Cox, Eckert Seamans
- Vice-Chairman – Kenneth Tuckey, Tuckey Companies
- Treasurer – Harold Brandt, Carlisle Events
- Secretary – John Rampulla, Deloitte
- Carol Kilko, Retired, Officer, Economic Development Professional
- Todd Campbell, Retired CTO Farm Credit
- Patrick Dennis, Landmark Homes
- Lauren Isch, Volvo Construction Equipment
- Don Kibler, New Cumberland Borough Council
- Deb Pierson, Pierson Computing Connection, Inc.
- Morgan Rector, M&T Bank
- Ray Wolfe, Jr., Wolfe & Company Realtors
- Kyle Miller, Cushman & Wakefield
- Curtis Voelker, Central Penn College

## 2024 CAEDC MEMBERS BOARD

- County Commissioner Kelly Neiderer, Chairman
- County Commissioner Jean Foschi, Vice Chairman
- County Commissioner Gary Eichelberger, Secretary

# TOURISM & MARKETING

The Cumberland Valley Visitors Bureau seeks to serve as a regional leader in destination marketing and product development and to position Cumberland Valley as a premier weekend getaway destination.

## GOALS AND OBJECTIVES

1. Increase Visitation
2. Enhance Visitor Experience
3. Grow Engagement
4. Economic Impact
5. Community Engagement



### Hotel Performance (Year-over-Year from CoStar\*)

Occupancy	ADR
-0.7%	-0.2%
RevPAR	Rooms Available
-0.9%	+1.8%

\*CoStar is a leading provider of hospitality data analytics and marketplace insights.

### Total Visitor Guides Distributed

72,418 (+4%)

### Tourism Grants

Total Grants Awarded

2 DESTINATION SALES GRANTS

8 TOURISM RECOVERY GRANTS

8 TOURISM PRODUCT DEVELOPMENT GRANTS

Total Award Amount

\$826,807.50

\$709,604.28 ADDITIONAL FUNDS LEVERAGED

NOTE: The percentage increase or decrease shown in parentheses is based on a year-over-year (YOY) comparison from 2023 unless otherwise noted.

### Destination Sales

Room Nights	Sales Trips
4,600	2
Estimated Economic Impact	
\$3.7 MILLION	

Room nights reflect the total number of group room nights generated for our hotel partners attributable to CAEDC's assistance with group tours or meeting planners. The Estimated Economic Impact for these room nights is calculated using Destination International's EEI calculator.

### 2023 Economic Impact of Tourism in Cumberland County\*

Visitor Spending

\$955.6 MILLION (+8%)

State & Local Revenue Generated

\$46.7 MILLION (+6%)

Jobs Supported

6,474 (+6%)

\*Information for Cumberland County provided from the 2023 Economic Impact of Visitors in Pennsylvania Report, prepared by Tourism Economics for the Pennsylvania Office of Tourism, released March 2025.

## Social Media Metrics

### Tourism & Economic Development

Social media platforms include Facebook, Instagram, X, Threads, TikTok & LinkedIn.

Followers  
**64,750**  
(+10%)

New Followers  
**6,150**  
(+93%)

Link Clicks from Linktree on Facebook and Instagram to VisitCumberlandValley.com

**3,500**

## Social Media Engagement

Social Media Engagements

**230,500**  
(+54%)

Social Media Impressions

**3.6 MILLION**  
(+38%)

## Newsletter Open Rate

Bi-Weekly Partner

**55%**  
(+15%)

Monthly Visitor

**53%**  
(+4%)

Monthly Beer Trail

**5%**  
(-3%)

## Public Relations/Earned Media

Earned Media Coverage

**\$6,630,949**

Tourism Stories Published

**92** (+188%)

Travel Writers/Influencers Hosted

**27** (+575%)

Tourism Stories Circulation

**527,777,017** (+196%)

Economic Development Stories Published

**57** (+212%)

Economic Development Stories Circulation

**181,525,925**  
(+1,439%)

## Website Engagement

### VisitCumberlandValley.com

Sessions

**1,476,980**  
(+12%)

Views

**2,591,390**  
(+8%)

Active Users

**1,211,002**  
(+14%)

Engaged Sessions

**800,847**  
(+2%)

### CumberlandBusiness.com

(Redesigned site launched in September 2024 to improve functionality and update content)

Sessions

**181,033**  
(+27%)

Views

**204,959**  
(+30%)

Active Users

**11,558**  
(+34%)

Engaged Sessions

**30,148**  
(-5%)

## Advertising

Our 2024 Media strategy focused on targeting visitors based on refined behavioral, preference, and geographic data. We promoted Cumberland Valley's outdoor recreation, shopping, events, and leisure getaways to both family and adventure-seeking audiences focusing on Pittsburgh, Philadelphia, Washington, D.C. and Baltimore markets.

Our advertising mix included paid social media, Expedia/Hotels.com, VisitPA eNewsletters, ads in and on Pittsburgh public buses, wrapped Uber and Lyft cars, outdoor billboards and mobile retargeting ads.

Impressions Served

**85 MILLION**  
(+133%)

Ad Clicks

**536,000**  
(+112%)

Expedia.com/Hotels.com Tracked that Advertising Generated

**\$487,000** IN REVENUE FROM  
**3,988** ROOM BOOKINGS  
(+220% REVENUE AND +207% ROOM BOOKING)



# SPECIAL PROJECTS

## Consumer Perception Study

A Consumer Perception Study was launched in 2023 with results compiled in 2024. Compared to the last Consumer Perception Study in 2015:

- An increase in overnight trips vs. daytrips; 51% of respondents reported spending the night in 2015, increasing to 69% in 2023.
- Other key metrics include that 92% of visitors were satisfied with their trip to Cumberland Valley; 69% were likely to return; and visitors still feel the top attribute of Cumberland Valley is the friendliness of its residents.

## Cumberland Valley Brand

Launched a new Cumberland Valley brand including a new logo, new brand colors and updated personas. The new logo is shaped to maximize usage across a variety of outlets, with an expanded color palette that can be coordinated with the season. The last brand was developed in 2010.

## Brand Sentiment Study

Launched a Brand Sentiment Study for CAEDC to identify how our business community perceives our organization and our ability to help their business. An area of opportunity is to more-heavily promote our full range of services.

## CAEDC Brand

Updated the CAEDC logo to complement to the Cumberland Valley logo.

## Meal Madness

Cumberland Valley Meal Madness is a celebration of our dining scene in Cumberland County with a 64–restaurant tournament to determine the most popular restaurant in the county. Restaurants are selected by TripAdvisor rankings and our own website data, and users vote for their favorite throughout the month of March. In the first three years of Meal Madness, we’ve received over 100,000 votes. 2024’s winner was Black N Bleu in Mechanicsburg, joining past winners The Hamilton Restaurant (2023) in Carlisle and Valley Bistro (2022) in Enola.

## 12 Days of Cumberland Valley Giveaways

Our annual holiday promotion featured a chance for our social media users on Facebook and Instagram to win a selection of thoughtfully curated gifts from Cumberland Valley’s local businesses. Winners were required to pick up their prizes from the local shop where the gift was purchased, offering a fun way for them to explore new businesses and support small shops in Cumberland Valley.

# EXPERIENCE TRAILS

## Beer Trail

This gamified passport featured 31 breweries, wineries, cideries, and distilleries in Cumberland Valley and the surrounding region. The trail's theme was 80s hairbands and featured a Spotify playlist that included music from this era.



**April 4, 2024– March 11, 2025**  
**Sign Ups (April–Dec): 2,338**  
**Check-Ins (April–Dec): 5,627**

### Top 3 locations:

- Ever Grain Brewing Co.
- Molly Pitcher Brewing Co.
- Back Porch Brewing

## Coffee & Chocolate Trail

The Coffee & Chocolate Trail highlighted 19 coffee and chocolate shops in Cumberland Valley. Passholders could check in on their digital passport and start earning prizes after 3 visits.



**February 1, 2024– May 12, 2024**  
**Sign Ups: 1,617**  
**Check-Ins: 1,493**

### Top 3 locations:

- Cornerstone Coffeehouse
- The Cracked Pot Coffee Shop
- Down to Earth Café

## Ice Cream Trail

This trail featured 19 ice cream shops in Cumberland Valley. Passholders earned points for each location they visited. Those points could be redeemed to win prizes such as stickers, drawstring bags, and bucket hats.



**May 23, 2024– September 3, 2024**  
**Sign Ups: 2,274**  
**Check-Ins: 3,329**

### Top 3 locations:

- Urban Churn Mechanicsburg
- Massey's Frozen Custard
- Leo's Homemade Ice Cream

## Foodie Flavor Trail

The Foodie Flavor Trail highlighted stores that had an emphasis on locally grown produce, and specialty ingredients used to cook or bake. There were 14 participating locations on the trail.



**June 6, 2024– November 25, 2024**  
**Sign Ups: 1,359**  
**Check-Ins: 1,236**

### Top 3 locations:

- Oak Grove Farms
- Destiny Dairy Bar
- Talking Breads

## Family Adventure Trail

The Family Adventure Trail is a gamified digital passport that includes 17 family-friendly attractions. The locations on the trail emphasize hands on fun and education.



**July 5, 2024– May 30, 2025**  
**Sign Ups: 332**  
**Check-Ins: 195**

### Top 3 locations:

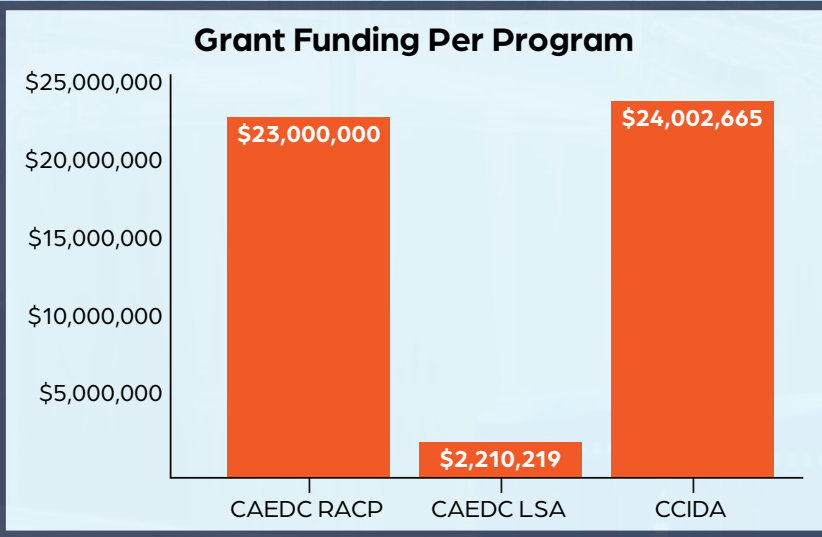
- Destiny Dairy Bar
- Cumberland County Historical Society
- Carlisle Sports Emporium

# ECONOMIC DEVELOPMENT

## GRANTS AND LOANS 2024

As Cumberland County's lead economic development organization, CAEDC utilizes public financing tools to support investment from the private sector and drive business retention, expansion, and attraction activities.

In 2024, CAEDC secured over \$15.6 million in grant funds for projects in Cumberland County, attracting over \$38 million in additional investment, leveraging \$2.44 for every \$1 secured by CAEDC. In all, staff is administering over \$49.3 million, including \$24 million on behalf of the Cumberland County Industrial Development Authority (CCIDA).



### Grant Programs Utilized

**RACP** – Redevelopment Assistance Capital Program

**LSA** – Local Share Account (Statewide and Category 4)

#### CCIDA Grants

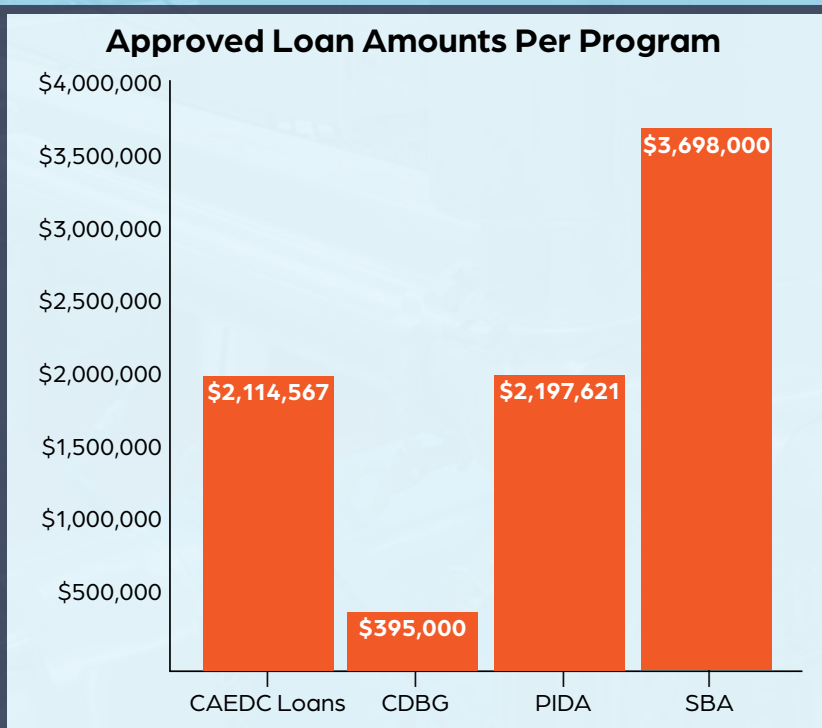
**CMTF** – CFA Multimodal Transportation Fund

**PMTF** – PennDOT Multimodal Transportation Fund

**RACP** – Redevelopment Assistance Capital Program

**TIIF** – Transportation Infrastructure Investment Funds

CAEDC's loan **portfolio** consists of 35 loans, 25 of which are fully serviced by CAEDC. The \$8.4 million in active loans have leveraged \$33.1 million in private funds and supported 152 jobs in Cumberland County. In 2024, CAEDC collected \$219,741 that was invested back into our revolving loan programs.



### Loan Programs Utilized

#### CAEDC Loans

**CRELF** – Cumberland Revolving Energy Loan Fund

**CSBF** – Cumberland Small Business Fund

**SSBCI** – State Small Business Credit Initiative

**TILF** – Tourism Infrastructure Loan Fund

**USDA** – United States Department of Agriculture Rural Microentrepreneurial Assistance Program

**CDBG** – Community Development Block Grant (through CCHRA)

**PIDA** – Pennsylvania Industrial Development Authority Loan

**SBA** – Small Business Administration 504 Loan



# CUMBERLAND YORK AREA LOCAL DEFENSE GROUP

The CYALDG was reconvened on September 12, 2024 for their first meeting since 2021. Participants included representatives from the military installations, state legislators and their staff, Commissioner Kelly Neiderer, the municipalities that host the installations, the Pennsylvania Military Community Enhancement Commission, the Carlisle and West Shore Chambers of Commerce, and other key stakeholders and volunteers with ties to the installations.

The group had a robust discussion covering topics such as ongoing projects, ways to increase engagement and awareness between the installations and their surrounding communities, and how to better connect businesses with opportunities to participate in contracting opportunities through the Department of Defense. CAEDC is working to create and/or promote events that will better connect the installations and the surrounding communities and businesses.

# REAL ESTATE COLLABORATIVE, LLC

The Real Estate Collaborative (REC), LLC operates as a subsidiary real estate development company of CAEDC, for the purposes of developing and managing select mixed use, office, medical, industrial, tourism and land development projects on behalf of CAEDC, joint venture partners, and third party real estate investors and owners.

In April 2024, REC signed a sales agreement for the former Tyco property in Carlisle. The redevelopment of the site will include two housing projects.

In August 2024, REC signed a sales agreement to acquire the Frog and Switch Manufacturing site on High Street in Carlisle. The nearly 27 acres property is currently in the due diligence and equipment removal phase, with closing currently set for May 2025.

# TOURISM INFRASTRUCTURE LOAN FUND

The underutilized Tourism Infrastructure Loan Fund (TILF) was retooled, offering tourism businesses low-interest financing for land and building acquisition, machinery and equipment, site preparation, new construction, and renovation.

# ECONOMIC DEVELOPMENT STRATEGY SEMINAR

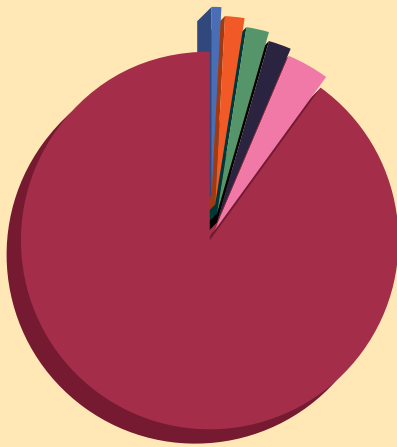
CAEDC hosted DCED Secretary Rick Siger in November to discuss the Commonwealth's Economic Development Strategy and how 2024 budget investments will create growth. Secretary Siger also highlighted some of the most impactful investments from the budget and how those will aid in the continued economic growth of Cumberland County.

Following his presentation a funding panel shared insights from the applicant's perspective on how to leverage various sources of public funding to implement and achieve their vision. The panel, moderated by Greg Welker, consisted of Coleen Terry, President of ECON Partners, Dominique Bernardo, CEO of Variety, Sara Gligora, PA Department of Agriculture, and Chris Dezzi, The Dezzi Group.



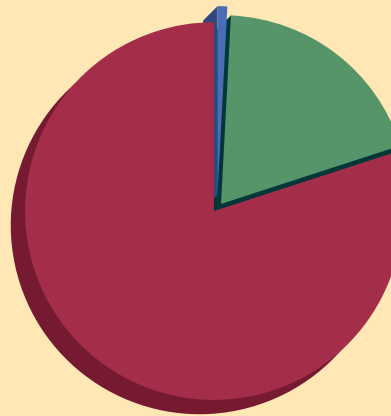
# AUDITED FINANCIALS

## 2024 REVENUE



- Grant Revenue: \$49,389 (1%)
  - Loan Income: \$62,047 (1.5%)
  - Service Fees: \$90,308 (2%)
  - Donations: \$100,114 (2%)
  - Investment Earnings: \$157,966 (3.5%)
  - Hotel Tax: \$3,998,543 (90%)
- Total Revenue: \$4,458,367**

## 2024 EXPENSES



- IDA: \$28,686 (1%)
  - Economic Development: \$810,525 (19%)
  - Tourism: \$3,392,284 (80%)
- Total Expenses: \$4,231,495**

## LOOKING AHEAD

In 2025, CAEDC will actively pursue strategic initiatives to boost tourism and economic development marketing efforts, as well as strengthen business lending and connect resources. Key initiatives include:

### Invest an additional \$1.4 million in CAEDC funds.

- Promoting tourism grant programs and increasing CAEDC loan activity.

### Increase brand recognition through joint events and marketing.

- Host a variety of events focused on different audiences and topics, including an Annual Tourism Event, Annual Economic Development Event, Funding Seminar Series, Experience Trail Launches and more.
- Enhance Tourism promotion and advertising efforts by launching a refreshed VisitCumberlandValley.com with improved navigation and planning tools in Q4, and conducting a Brand Lift Study to measure brand recognition (results expected in Q1 2026).
- Enhance Economic Development promotion and advertising efforts by highlighting CAEDC services on CumberlandBusiness.com and developing a new strategy for paid search marketing.

### Strengthen community engagement and stakeholder outreach.

- Implement an industry-focused strategy for manufacturing, agribusiness, and hospitality sectors by engaging with businesses in targeted industries.
- Increasing CAEDC staff attendance, outreach, and engagement at regional events and meetings.

### Market organization successes inside and outside of Cumberland County.

- Marketing economic development and Real Estate Collaborative (REC) success stories.
- Publishing an Annual Report to be distributed to stakeholders.

# CUMBERLAND VALLEY ALLIANCE

The Cumberland Valley Alliance was formed in 2014 to provide stakeholders with the opportunity to directly impact our community's business health. Members of the Cumberland Valley Alliance demonstrate their commitment to support the economic growth of Cumberland Valley. We thank these 2024 members for their support.

## Diamond Level



## Platinum Level



## Gold Level

Belco Credit Union  
 BI Companies  
 Boyer & Ritter  
 Carlisle Sports Emporium  
 Comfort Suites–Downtown Carlisle  
 Conrad Siegel  
 F & M Trust  
 First National Bank  
 Frederick Seibert & Associates  
 Fulton Bank  
 High Hotels LTD  
 McConkey Insurance & Benefits  
 Members First  
 Mowery  
 Pyramid Construction Services  
 RGS Associates  
 Smith Elliott Kearns & Co.  
 Weidner Construction Services

## Silver Level

Areya Management  
 Brown Schultz Sheridan & Fritz  
 Campbell Commercial Partners, LLC  
 Harrisburg International Airport  
 JC Bar Properties  
 Jem Group, LLC  
 Pennsylvania American Water  
 Shippensburg Township

## Bronze Level

Carlisle Borough  
 Cumberland County Housing and  
 Redevelopment Authority  
 Diamond Wealth Advisors  
 Growth Navigator Solutions  
 Leadership Cumberland

For more information about investment options, visit  
[CumberlandBusiness.com/CV-Alliance/Overview](http://CumberlandBusiness.com/CV-Alliance/Overview)



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