

**Franklin County  
Visitors Bureau  
& 11/30 Visitors Center  
2023 & 2024**

The  
**ROAD** less  
traveled  
has made all the  
difference.

**More to Explore!** in  
**Franklin County**

- 70 sites recognized by the Pennsylvania Historic Museum Commission
- National Register of Historic Places historic districts in downtown Chambersburg, Greencastle, Mercersburg, Shippensburg, and Waynesboro
- Three National Park Service Network to Freedom sites
- Appalachian Trail Community in Waynesboro
- More than 18,900 acres of preserved farmland
- More than 40 farmers markets, farm stands, farm stores, creameries, and honey spots
- Franklin County is #2 in PA production of vegetables; #2 in milk production, and always in the top 4 counties for apple and peach crops

- Three active arts alliances, two ceramic centers, and three art co-ops
- Four performing art venues
- Two Community Theatre Groups
- One Community Concert
- One School of Music
- One Community Band
- Hundreds of Artists and Artisans in residence
- More than 48 Community Festivals and Holiday Events throughout Franklin County

President  
Bonnie Shockey  
*Allison Antrim Museum*

Vice President  
Melodie Anderson-Smith

Treasurer/Assistant Secretary  
Paul Luka

Secretary/Assistant Treasurer  
Patti Nitterhouse  
*White Rock, Inc.*

Michael Ross  
*Franklin County Area  
Development Corporation*

Beth Thoresen  
*The Capitol Theatre*

Amy Hicks  
*United Way of Franklin  
County*

Scott Brown  
*Shippensburg Chamber  
of Commerce*

Jackie Mowen,  
*Executive Director  
Greater Waynesboro  
Chamber of Commerce*

John Flannery  
*County Commissioner*

Casey Phebus  
*Rough Edges Brewing*

Debby Cunningham  
*Greencastle-Antrim  
Chamber of Commerce*

Jamie Stoner  
*Stoner Dairy Farm*

*Executive Director  
Tuscarora Area Chamber  
of Commerce*

Steve Christian  
*Greater Chambersburg  
Chamber of Commerce*



***More than 850 Tourism Partners in the  
Do, Dine & Stay of Franklin County PA***

# Sharing The Do, Dine Stay of Franklin County

Franklin County Visitors Bureau promotes, advertises, and educates the public about the natural, historic, recreational, cultural, and hospitality value of Franklin County PA and builds collaboration within the county's tourism industry.

**140,000**  
Online  
Visitors

**455,640**  
Social Reach:  
Facebook &  
Instagram  
Combined

Annually half  
a million people  
visit Franklin County  
and spend nearly  
**\$350,000**

**10,981**

Twitter media outlets  
shares and pick-up  
on NY Times Food  
Beverage Online for  
Pour Trail release

**2,400**  
Visitors from  
Great Room  
rentals

**\$28.5 Million**

County lodging revenue,  
doubled from 2003  
revenue of \$12.6 million\*  
Based on room tax  
revenues from  
December 2022 to  
November 2023

**42** Press Releases

**12** PR Web with

**7,827** Views with Tree of Life  
and Quilt Show.

**30** Local Releases with consisten  
pick-ups by Franklin County Free  
Press, local news 1, Penn Live,  
Shippensburg News Chronicle,  
Newsbreak, ABC-27  
and Fox 43

**42**

Press  
Releases

**TOTAL:  
38,500**

Local Distribution of  
64 Publications &  
Brochures from 11/30  
Visitors Center

**43,000**

Visitors Guides.  
Distributed at PA Welcome  
Centers, three Turnpike  
locations, two I-80 locations,  
PA on Display kiosks  
throughout the state, and  
high traffic areas around  
Lancaster PA

**14,000**

In Person  
Visitors  
to 11/30  
Center

**\$30,000**

Sponsorships to  
organizations,  
events, and  
tourism  
partners.



**NEW**  
**in 2024**

**FCVB-TV**

**Premieres March 27, 8:30 AM,  
on [ExploreFranklinCountyPA.com](http://ExploreFranklinCountyPA.com)**

## **11/30 Visitors Center Upcoming in 2024**

**April 5** – Spring Into History: History Happened Here Lunch & Learn

**April 11** – Get To Planting Lunch & Learn

**May 4** – Harriet Lane Tea, 11/30 Visitors Center Great Room 11:30 AM – 1:30 PM



**June 8** – Pour Trail Bus Tour, 10-4:30 PM  
– Screaming Bambino, Hidden Key, B-Street Pints & Pies, Michaux, Rough Edges

**June 29** – A Cappella & Unplugged Round 1 @ Capitol Theatre

**July 20** – Ransoming, Burning & Rebirth of Chambersburg

**August 15** – Gardeners, Bring Your Best Lunch & Learn, 11:30 AM – 1PM

**August 17** – John Brown & Frederick Douglass Bus Tour, 9:30 AM – 4:30 PM

**September 17** – Look to the Sky: Fall Flight Lunch & Learn, 11:30 AM – 1 PM

**September 20** – CTA Murder Mystery

**Nov. 23-Dec. 7** – Festival of Trees @ 11/30 Visitors Center

