



2023 ANNUAL REPORT



Cumberland Valley Business Alliance

Proud CVBA Partners:



A joint partnership between the Chambersburg and Greencastle-Antrim Chambers of Commerce.

2023 NOTABLE NUMBERS



Welcomed 87 new members

for 820 total members in our regional network.



Representing members in 53 cities & 19 counties

across these states: PA, VA, MD, WV & NC.



Printed 35,000 new Alliance Cards

with 37 participating member businesses

66K

Online business directory views

145K

Event Calendar views this year

5K

Newsletters distributed

1.1K

Member event listings at CVBAlliance.org

EVENT STATS

204 EVENTS & PROGRAMS



- 42 Ribbon cuttings
- 34 Special events & programs
- 41 Ambassador meetings
- 15 Civil War Seminar events
- 13 CVBA mixers

33 Chamber Foundation events

27 Downtown Chambersburg Inc. events



Awards Breakfast

- 230 attendees, 6 awards

Economic Development Breakfast

- 200 attendees, 6 awards

Franklin Co. Education Summit

- 150 attendees, 5 panelists

Legislative Breakfast

- 275 attendees, 3 panelists

Annual Meeting

- 260 attendees, 2 awards

Women's Conference

- 150 attendees, 3 speakers

Young Professional Awards

- 110 attendees, 7 awards

Young Professionals Conference

- 60 attendees, 3 speakers



2023 AWARD WINNERS

ATHENA Young Professional Award: Jess Brindle, Boys & Girls Club of Chambersburg and Shippensburg

Educator of the Year: Stephanie Barnhart, Shippensburg Area Middle School

Young Professional Employer of the Year: LaunchUX

Entrepreneur of the Year: Mike and Sarah Gardner, Edge Fiber Solutions

Nonprofit Young Professional of the Year: Katie Shank, Wilson College

Volunteer of the Year: Grace Waller, Chambersburg and Shippensburg Neighbors

Business Person of the Year: Dr. Annette Searfoss, First Start Partnerships for Children & Families

Ambassador of the Year: Michelle Rebok, CrossCountry Mortgage

Rising Star Award: Morgan Landman, SEK, CPAs & Advisors
Spirit of the Community Award: Adam Donius, Chick-fil-A Chambersburg

Innovator of the Year: Anne Schoenhofen, The Butcher Shoppe
Nonprofit of the Year: First Start Partnerships for Children & Families

Event of the Year: Old Home Week - Greencastle

Employer of the Year: Franklin County Library System

Emerging Business Leader: Amber Baskin, Providence Place Senior Living

Property Improvement up to \$150K: Rough Edges Brewing
Property Improvement \$150K - \$500K: Main Street Investments

Property Improvement \$1M - \$5M: Corpus Christi Roman Catholic Church

Property Improvement \$5M - \$10M: Heritage Retirement Community

Property Improvement \$10M+: F&M Trust



Historic Preservation: Chambersburg Borough

2023 SOCIAL SNAPSHOT



FACEBOOK

THE LARGEST
SOCIAL MEDIA
PLATFORM

 **72%**
WOMEN
& **28%** MEN
FOLLOWING
THE CVBA! 

28,207 
REEL VIEWS

THIS
YEAR **2023**

-4K- 
TOTAL VIDEO VIEWS

171,570
PAGE REACH

FACEBOOK.COM/
CVBALLIANCE



1,781
PEOPLE
ACTIVELY
FOLLOWING
CVBA



INSTAGRAM

REACHING
FOLLOWERS
THRU 

 STORIES,
PICTURES
AND COOL REELS

16,271
REEL
VIEWS 

 **- 135 -**
POSTS

ACHIEVED
1,500+ PLAYS
ON ONE
REEL 



2,312
ACTIVE
INSTAGRAM
FOLLOWERS
@CVBALLIANCE



LINKEDIN

BUSINESS
AND CAREER
ORIENTED
SOCIAL
NETWORK



258 NEW
FOLLOWERS
IN 2023 

PUBLISHED
180 POSTS W/
- 1,795 -
REACTIONS &
92 REPOSTS 

900+ 
PAGE VIEWS

474 
UNIQUE
VISITORS

CONNECTING
WITH LOCAL
EMPLOYEES &
BUSINESSES 

LINKEDIN.COM/
COMPANY/CVBALLIANCE/



602
ACTIVE



GREENCASTLE ANTRIM

Chamber of COMMERCE

Promoting economic prosperity and community vitality since 1955

4,000 people participated in Greencastle's Heritage Christmas festivities:



Heritage Christmas in the Square



Lights of Love



Horse & Wagon Rides



Photos with Santa



Light It Up Contest



Heritage Christmas Home Tour



Small Business Saturday

1K Attended Sidewalk Days in downtown Greencastle



140 Vendors participate

130 golfers & volunteers participated in the 35th Annual Golf Tournament



1,000 FESTIVAL GOERS

ATTENDED FIRST GRUB & PUB FESTIVAL

500 people at Craft Beer, Wine & Spirits Festival

APPROX. 5,500 local and visiting customers patronize downtown Greencastle vendors and businesses annually from G-ACC events



Exec. Dir. Debby Cunningham - info@greencastlepachamber.org - GreencastlePaChamber.org



GREATER CHAMBERSBURG CHAMBER OF COMMERCE

Helping our members prosper and supporting our community since 1911

APPROX. 70 Pickleball players attended 2nd Annual Tournament

\$2K of proceeds



Donated to the Chambersburg Memorial YMCA in 2023

128 golfers

at the sold-out 28th Annual Chamber Golf Tournament



28 RESTAURANTS PARTICIPATE IN

ChambersFest Restaurant Week

THOUSANDS attend the weeklong ChambersFest activities in 2023



APPROX. \$4,100 RAISED

by Chambersburg Civil War Seminars & Tours for historic preservation.

\$2,500 donated to local nonprofits in 2023 related to the Civil War.



\$1,200 donated to Chambersburg Area Education Foundation for scholarships from Tim & Susan Cook Memorial Race.



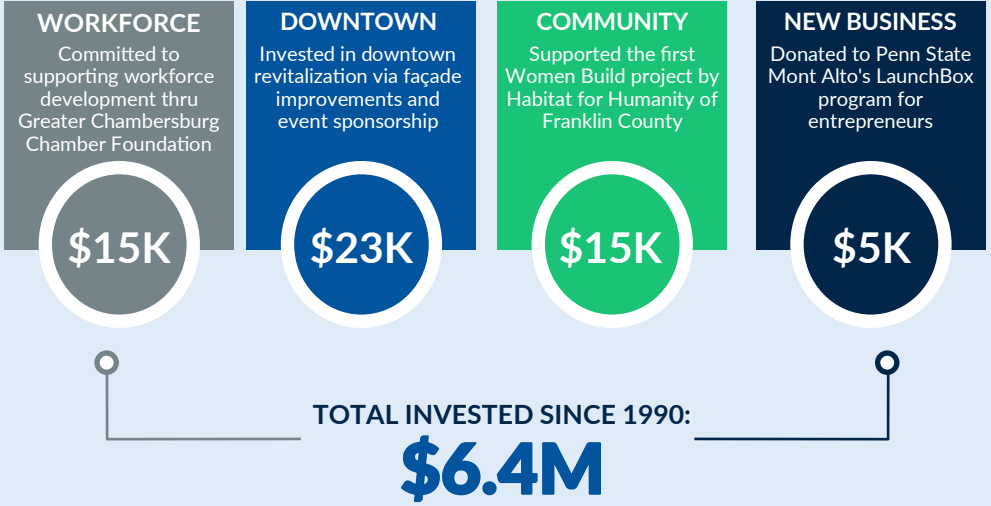
Chambersburg Chamber Affiliates

Chambersburg Area Development Corp.
Greater Chambersburg Chamber Foundation

Downtown Chambersburg Inc.
Cumberland Valley Regional Development Corp.

Pres. Stephen Christian - chamber@chambersburg.org - Chambersburg.org

2022/2023 COMMUNITY INVESTMENT



Supporting the greater Franklin County business community by promoting leadership, citizenship and workforce development.

604 Leadership Community Grads Since 1987

321 Leadership Youth Grads Since 2010

43 new grads in 2023

79 core community volunteers assisting with 33 events and programs in 2023

900 ICE CREAM LOVERS

ATTEND SCOOP-A-PALOOZA

\$9K raised

\$34K AWARDED to Franklin County educators for Technology Innovation Projects

Run Your ICE 5K Off

349 RUNNERS & WALKERS

\$8,500 raised For leadership scholarships, American Cancer Society/ Relay For Life & IceFest

Exec. Dir. Virginia Harriger - gharriger@chambersburg.org - Chambersburg.org/Leadership



Driving downtown development and increasing economic vitality to benefit the Chambersburg community.

20+ DOWNTOWN EVENTS

like Small Business Saturday, Sip & Stroll, Food Truck Fest

75 food trucks and **THOUSANDS** of festival goers

7 new businesses join the downtown merchant community

\$12,500 invested by community members for five new benches in the downtown core

\$879K in grant funding for Spring St. Amphitheater project. \$420k used to purchase 0.4 acres of land along Spring Street.

\$46K AWARDED in matching funds for façade improvements on downtown buildings

DCI Pres. Sam Thrush - sthrush@chambersburg.org - DowntownCburg.com

THANK YOU

to these businesses for their support!

Stakeholder Members



Visionary Members



— Champion Members —

1ST ED CREDIT UNION CHAMBERSBURG
AMERICAN PRINT CONSULTANTS
BWISE MANUFACTURING, LLC
CUMBERLAND VALLEY TREE SERVICE -
LANDSCAPING
DAVID H. MARTIN EXCAVATING, INC.
GIANT FOOD STORES, INC.
HERBRUCK'S OF PA
INGRAM BOOK GROUP, INC.
KEYSTONE HEALTH
KNOUSE FOODS COOPERATIVE, INC.
LCSI LEHMAN CONSTRUCTION SERVICES, INC.
LSA ENTERPRISES, LLC DBA GREENCASTLE
COFFEE ROASTERS
MARTIN'S FAMOUS PASTRY SHOPPE, INC.
MERITUS HEALTH
NEW ENTERPRISE STONE & LIME CO., INC.
PARAMOUNT SENIOR LIVING AT
CHAMBERSBURG ROAD
PENN STATE MONT ALTO
PROVIDENCE PLACE SENIOR LIVING
RE:CYCLE REVERSE LOGISTICS

SHAFER EQUIPMENT COMPANY
SHEETZ, INC. #392
SHIPPENSBURG UNIVERSITY OF
PENNSYLVANIA
SHOEMAKERS INSURANCE & FINANCIAL
SPIRITRUST LUTHERAN
STACY MELLOTT GROUP / REMAX 1ST
ADVANTAGE, THE
STAPLES FULFILLMENT CENTER
TARGET DISTRIBUTION CENTER
TB WOOD'S
TEFLON ROOFING
THE BUTCHER SHOPPE
THE ORCHARDS
THE YORK WATER COMPANY
TOMMY'S EXPRESS CAR WASH
TRACTUS LEADERSHIP SOLUTIONS
TRU BY HILTON
ULTA INC.
WEST PENN POWER - A FIRSTENERGY CO.
WILSON COLLEGE