



Destination Carlisle

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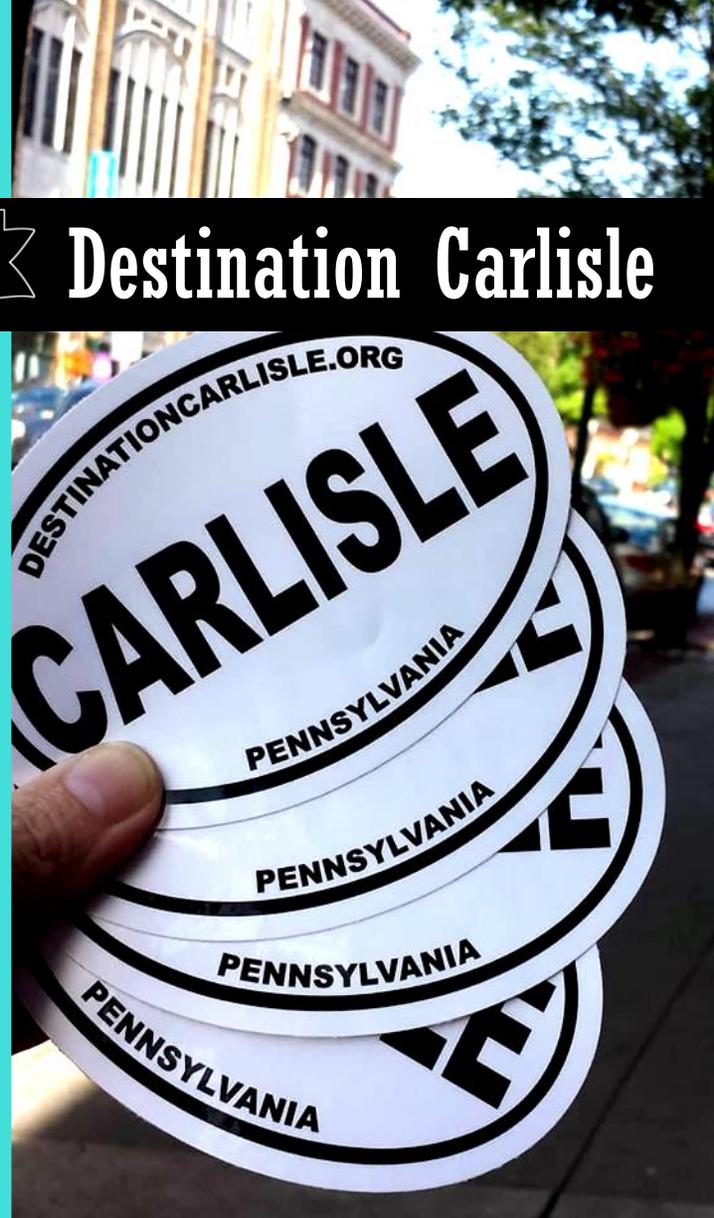
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Carlisle Financial

Advisory Council

Erin Paup
Carlisle Financial

Duane Miller
Executive Chef, Cafe Bruges

Leslie Miller
Front of House, Cafe Bruges



Destination Carlisle, Inc.

56 West High Street

Carlisle, PA 17013

(717) 243-1002

<http://www.destinationcarlisle.org>

F: [facebook.com/destinationcarlisle](https://www.facebook.com/destinationcarlisle)

I: [@destinationcarlisle](https://www.instagram.com/destinationcarlisle)

Let our downtown

be your downtown.

Who is Destination Carlisle?

Destination Carlisle, Inc., is an organization of owners, employees, and representatives of small businesses and organizations with a physical location in the downtown Carlisle, Pennsylvania, business district. There is no formal application process to belong to or any membership fees associated with Destination Carlisle at this time.

We are incorporated as a domestic nonprofit corporation in the State of Pennsylvania as Destination Carlisle, Inc., and will soon be an approved nonprofit through the United States Internal Revenue Service.

Why We're Needed

The first and most important thing that sets us apart from other business organizations in downtown Carlisle is that we are merchant-led and merchant-focused. What this means is instead of relying on others who aren't directly at risk if our businesses are not successful to advocate for us, improve our downtown, and increase our business district's viability, we will take a direct hand in doing these things ourselves.

We believe that some of the best people to know how to grow and support our downtown are the small business owners, employees, and organization members who serve the community on the front lines of downtown every day. We are all about creating new and different opportunities for people to get to know the downtown that our businesses, restaurants, and organizations work so hard to build each day. We want to encourage more people, both local and non-local, to discover what makes our downtown community so unique, honoring Carlisle's history while looking forward to where Carlisle is headed.

In essence, our motto says it all, "Let our downtown be your downtown." We invite all of you to come downtown and join us on our quest.

How We Help

Destination Carlisle relies on the expertise, cooperation, and input of our fellow small businesses as well as our customers and neighbors to formulate goals on how to improve downtown Carlisle for those who live and visit here. Even though we are a young organization, we are already working on our goals, such as:

- Conducted two public surveys, one for locals and the other for Dickinson College students, on how often and in what ways they interact with downtown Carlisle.
- Studied the attitudes towards and suitability of allowing mobile food vendors in the downtown business district, using interviews, surveys, discussions, and other resources, from which a 32-page report was generated and submitted for Borough consideration.
- Created the Destination Carlisle Downtown Summer Bucket List and supporting website, using the "staycation" concept to highlight 58 activities and 60+ businesses in downtown Carlisle.
- Developing an easy-to-use, mobile-friendly downtown website using geo-location technology.
- Creating a comprehensive business directory to goods and services offered in downtown Carlisle businesses.
- Continuing social media marketing of downtown Carlisle on facebook, instagram, and twitter.
- Keeping merchants up-to-date and connected on opportunities to grow downtown.
- Planning the expansion of the annual "Spooky Saturday" event into a broader downtown event.