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CBICC, CPCVB announce joint effort to proactively address key community issues

STATE COLLEGE, PA, Thursday, Nov. 8, 2018 – The leaders of the Chamber of Business & Industry of Centre County (CBICC) and the Central Pennsylvania Convention & Visitors Bureau (CPCVB) are working together to take a proactive approach to two key issues central to growing tourism and serving the economic needs in Centre County.

CBICC President and CEO Vern Squier and CPCVB Executive Director Fritz Smith said commercial air service and agri-tourism will be the focus of two newly formed committees. Both executives will serve as co-chairs of the respective groups.

Smith and Squier both feel the timing is right to undertake a concerted, collaborative effort to fully capitalize on the opportunities both issues present.

“Agri-tourism efforts will be focused on highlighting our proud agricultural heritage, including providing more unique opportunities to attract visitors,” Smith said. “It makes sense for our organizations to explore ways to solidify existing successful agri-tourism ventures like the Central Pennsylvania Tasting Trail, while searching for fresh approaches.”

Squier said retaining and promoting existing air service, in addition to working to add air travel options is another area in which there is mutual benefit to core constituencies.

“The ability to easily and efficiently travel to and from Centre County directly affects business, education, and tourism,” Squier said. “With the I-99/I-80 high-speed interchange ‘Drive *Forward*’ project, we’ve seen what can result from partnerships and collaboration. Adding a dedicated air service-focused committee to the transportation infrastructure conversation is a natural extension of this effort.”

Squier and Smith said they look forward to the forthcoming dialogue as the organizations work collectively to help craft a vision for both air service and agri-tourism in Centre County.

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