



FOR IMMEDIATE RELEASE
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Dauphin County Commissioners, Visit Hershey & Harrisburg Reach Agreement on Funding

Agreement solidifies a commitment to transparency and collaboration between Dauphin County and its destination marketing organization

Dauphin County, PA – Dauphin County Commissioners Justin Douglas, Mike Pries, and George P. Hartwick, III, (“County”) today approved a joint agreement with Visit Hershey & Harrisburg (“VHH”) which ensures the continued allocation of essential tourism funding and highlights the importance of transparency and collaboration.

VHH, under the new leadership of Sharon Myers, will continue to receive \$1 million from the County’s share of Hotel Tax revenue. The funds are used for targeted marketing efforts that promote Dauphin County’s many tourism assets to potential visitors. Key points in the revised agreement include regular meetings between VHH and County representatives to ensure mutual awareness of tourism activities and increased coordination for the appointment of the County’s VHH board representatives. As in previous agreements, the County may review VHH expenses monthly and access relevant audits related to the grant agreement funding. As the official Destination Marketing Organization for Dauphin County, VHH holds a fiduciary responsibility to generate economic impact through tourism and a commitment to the highest ethical standards.

“Visit Hershey & Harrisburg is honored to lead economic growth in Dauphin County by highlighting its incredible attractions, experiences, and workforce. We’re proud to have the support of our elected officials and local stakeholders in our continued, collaborative efforts to positively impact residents through the power of tourism,” said VHH President & CEO Sharon S. Myers. “Hotel tax revenue is the primary funding source for Destination Marketing Organizations like ours to execute a wide range of marketing activities designed to inspire travel to our region,” she continued.

“This agreement reflects a responsible investment in tourism and a commitment to transparency. With new leadership, Visit Hershey & Harrisburg is charting a path forward that emphasizes collaboration and accountability. I’m confident this partnership

will strengthen our local economy and help showcase all that Dauphin County has to offer,” said Commissioner Justin Douglas.

“This important tourism funding strengthens local investments, generates \$2.4 billion in economic impact, and helps sustain 28,000 jobs across Dauphin County every year,” said Commissioner Mike Pries.

“I’m confident that through transparency, collaboration, and shared commitment, we are poised to take Dauphin County tourism to unprecedented heights. Together, we will build the partnerships and momentum needed to elevate our region as a premier destination,” said Commissioner George P. Hartwick, III.

The revised agreement, which was agreed to during today’s Board of Commissioners meeting, would remain in effect through December 31, 2025.

About Visit Hershey & Harrisburg

Visit Hershey & Harrisburg (VHH) is the official non-profit 501(c)(6) partnership-based Destination Marketing Organization serving Dauphin and Perry Counties. Visit Hershey & Harrisburg (in conjunction with its dedicated Sports & Events and Capital City divisions - Hershey Harrisburg Sports & Events Authority and ExploreHBG) is responsible for developing and executing comprehensive sales, marketing, and communication programs to compete for leisure, business, group, and sporting event travel market segments among leading and national destinations.

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MEDIA CONTACT:

Vince Paese
Deputy Chief Clerk
Dauphin County
vpaese@dauphincounty.gov