

Timewalker Tours
331 E Water Street
Carlisle, PA
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www.timewalkertours.com



Cumberland County

Industries: Tourism

Founded: August 2018

SBDC Assistance:
Business Planning,
Financial Projections
Start up assistance
Participation in Dickson
College Marketing Project

“Robin has been so great!
She was supportive of the
idea from the beginning
and also kept me realistic.

-Jennifer Oswald

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For the Love of History

Timewalker Tours was created by Jennifer Oswald and Courtney Cauthon both having an entrepreneurial spirit and a passion for history. Residing in the surrounding areas of Carlisle, they knew an opportunity was on the horizon.

When asked why did you choose to become an entrepreneur Jennifer said, “I love Carlisle and I always have ideas! I wanted to bring something special to Carlisle, so other people would come and see how awesome it is!” In response to the reason for becoming an entrepreneur Courtney said “I have run my own business to some extent for 10 years, so it seemed natural to pick this up and run with it. There was a need-so we filled it.”



Jennifer began meeting with businesses and home owners downtown to ask them about any strange happenings at their locations. Courtney and Jennifer spent time digging deeper into the town’s history. To create awareness, they would dress in costume and walk around town talking to people about the business and promoting their tours. Jennifer and Courtney pride themselves on spending a great deal of time collecting the historical information to be used in the tours. Their motto is history first.

The next step was to meet with the Downtown Carlisle Association and they were encouraged to speak with Robin Burtner, with the Shippensburg University, SBDC. In reference to working with the SBDC Jennifer said, “The SBDC was helpful in making sure I had a solid business plan and making sure I had all my ducks in a row. I think the most valuable assistance was advice, such as different ways to divide sales profits and different options to try when negotiating a lease agreement. The SBDC was a great resource for advice and guidance. If I ever had a question I knew I could reach out and they would help. It’s been great to have an ally who knows what needs to be done!”



Jennifer and Courtney have a mission of bringing local pride to the Carlisle community. They include several businesses around town on their tours and make a point to encourage their guests to visit the shops. On August 24, 2018 they had their first tour. They now offer 8 different tours and hope to soon expand to 11 tours. They want people to realize Carlisle is impressive and its history is significant not just for its inhabitants, but to the formation of our country.