

September 2017



UPCOMING EVENTS

September 16 – Baldaroo Music/Food/Fireworks at Fairfield Lake

October 6-8 – Cashiers Leaf Festival on The Village Green

Ongoing SAPPHIRE VALLEY CONCERTS ON THE SLOPES, VILLAGE NATURE SERIES, SAPPHIRE VALLEY ARTS & CRAFTS SHOWS

HIGHLIGHTS

BRUNCH BILL – Working with the North Carolina Restaurant & Lodging Association to support local passage of the “brunch” ordinance which will allow local restaurants and retailers to serve and sell alcohol starting at 10:00 on Sundays. More than 100 municipalities across NC have already acted on the measure. Average ticket Sunday sales at destinations such as the historical Cornucopia Restaurant in Cashiers are expected to increase significantly. The Chamber will present to the Jackson County Board of Commissioners at its October work session.

TRAFFIC COUNTS – Chamber-owned devices were put in place during solar eclipse visitation and data are being analyzed to determine traffic volumes. Counts will be conducted by the Chamber on a monthly basis whenever possible to provide baselines and as a supplement/comparison to the NCDOT periodic counts. The Chamber equipment is available for rent for use at special events, property owners association and for other suitable circumstances. Contact Stephanie Edwards at 828-743-5191.

VISITOR CENTER FACILITY IMPROVEMENTS – Balsam West fiber installation in progress. Major chimney repair complete and bids out for additional wood replacement, exterior cleaning and painting. Received \$1,625 donation from the Valley Garden Club to improve visitor center landscaping. Morris Communications removing final lines from utility pole in front of the Center to allow for Duke removal and aesthetic improvement.



VISITOR INFORMATION

DISPLAY – The Cashiers Area Chamber has purchased an all-weather literature display to feature the Play On Discover Jackson NC and Cashiers Area Visitor Guides. The Visitor Center and website addresses are applied to the side of this made-to-order unit. It is recommended that JCTDA purchase several of these at a cost of approximately \$350 each for installation with permission at high-traffic sites across the area (i.e. Buck's, BP/Shell stations, Village Green) for maximum exposure.

OTHER

- Met with Whiteside Brewery owner Bob Dews and JCTDA board member Kathy Korb regarding plans for brewery launch next spring.
- Requested NCDOT repair median at intersection of NC 107 South and Frank Allen Road (complete).
- Provided Play On Mountain Guides and Cashiers Area Shopping & Dining Guides to the Cashiers Historical Society for Designer Showhouse attendees (estimated 4,100)
- Updated local visitor information kiosks on NC 107 and US 64, featuring Play On DiscoverJacksonNC.com guide with solar eclipse information
- Managing requests for accommodations/hospitality information
- Participated in executive committee teleconference, marketing and board meetings
- Participated in regular conference calls with TDA marketing firms
- Submitted new member information for JCTDA website
- Circulated various JCTDA-generated, earned media mentions to cited tourism related businesses

- Shared advertising and marketing opportunities with contracted agencies and other interested stakeholders
- Responded to various public relations inquiries in coordination with JCTDA staff, including Carolina Living photo opportunity
- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients)
- Greeted walk in visitors, responded to inquiries and provided destination information
- Fulfilled telephone, email and written destination information requests (individual, weddings and other groups)
- Reviewed and submitted TDA invoices for payment
- Distributed Play On NC Mountains and Cashiers Area visitor guides on request

For more information, contact Stephanie Edwards, Executive Director, Cashiers Area Chamber of Commerce & Jackson County Visitor Center at Cashiers, stephanie@CashiersAreaChamber or info@DestinationCashiers.com 828.743.5191