

November 2017

UPCOMING EVENTS

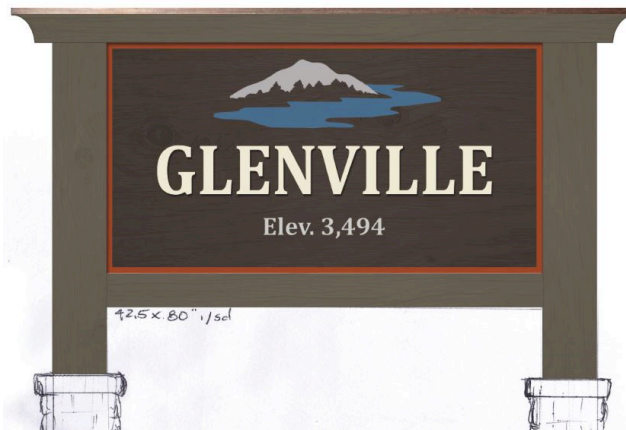
November 9 --11 – Highlands Food & Wine Festival featuring Cashiers Area Restaurants

November 24 – Santa on the Green and Christmas Tree Lighting (Village Green)

December 9 – 44th Annual Cashiers Christmas Parade

HIGHLIGHTS

BRUNCH BILL – In October, Cashiers Area Chamber executive director Stephanie Edwards spoke before the Jackson County Commission re: passage of the opt-in ordinance to allow for Sunday 10:00 am alcohol sales. The board did not take action on the item and instead agreed to hold a public hearing. The Chamber has formally requested that a hearing be held in the spring in the Cashiers Area so that stakeholders will have a more convenient opportunity to provide valuable input. A recent Crossroads Chronicle poll showed 84% of respondents in favor of the measure.



DESTINATION SIGNAGE – A second Cashiers destination sign was installed on NC 107 South north of the High Hampton Inn entrance (shown). A Glenville/Cashiers dual sign is in production and will soon be installed at the intersection of NC 107 North and Laurel Knob Road. High Hampton Inn and Mountaintop Golf & Lake Club generously donated the sites and the Cashiers Area Chamber has funded these through generous corporate and community contributions. Until the fourth remaining permanent Cashiers sign, on US 64 East, is in place, a temporary billboard has been erected. Note: The JCTDA provided \$2,500 in grant monies toward the construction of the inaugural sign. Total cost for the project will be in excess of \$15,000.

PEDESTRIAN MOBILITY & SAFETY – Expansion and marker upgrades were announced for community pathways system around the Cashiers Crossroads. TDA board members Ann Self and Stephanie Edwards serve on the volunteer committee to promote The Village Ramble, which is prominently featured in The Village Green central park. Edwards also recently updated the Cashiers Planning Council on the Chamber’s efforts to promote pedestrian mobility through public works funding and awareness campaign.

VISITOR CENTER FACILITY IMPROVEMENTS – Balsam West fiber installation is in progress and training and final set will occur week of 11/21. 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. Utility pole removed from front bed to promote visibility.

OTHER

- Responded to numerous “Leaf Season” inquiries re: Shadow of the Bear, peak foliage schedule, prime viewing site, etc.
- Coordinated community updates regarding temporary closure of US 64 West to repair road washout from severe weather. Responded to numerous visitor inquiries and provided digital and onsite detour maps as well as detour information signage
- Managed requests for accommodations/hospitality information
- Submitted additional letter of support to USFS re: Terrapin Wilderness Area
- Participated in executive committee teleconference, marketing and board meetings
- Participated in conference calls with TDA marketing firms
- Submitted new member information for JCTDA website
- Circulated various JCTDA-generated, earned media mentions to tourism related businesses and provided public relations support to contracted agencies (Birmingham Mountain Brook Magazine, blogs, posts and editorial input)
- Shared advertising and marketing opportunities with contracted agencies and other interested stakeholders
- Responded to various public relations inquiries in coordination with JCTDA staff
- 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