

**February 2018**

**HIGHLIGHTS**

**CRAFT BREWERY TO OPEN IN CASHIERS** – Whiteside Brewing Company, owned by former JCTDA Board Member Bob Dews and supported by current member Kathy Korb, both of Laurelwood Inn, is scheduled to open in May. Located adjacent to the inn and Zoller Hardware, the brewery will produce pilsner-based ales and offer casual fare and outdoor seating oriented to greenspace and The Village Ramble, the community's pathway system.

**SAPPHIRE VALLEY RESORT** – Ski Sapphire Valley will host the **11<sup>th</sup> Annual Outhouse Races on February 17<sup>th</sup>**. The event has been featured on North Carolina Weekend, UNC-TV North Carolina Public Media and numerous other outlets coordinated by Pineapple Public Relations.

**VISITOR CENTER MARKETING** – The Chamber is leasing a billboard on US Hwy 64 East to promote the Visitor Center until the permanent Cashiers destination signage can be funded and installed. The rental cost is \$225 per month and \$250 to change the plastic face. JCTDA is invited to utilize the space with the Play On graphics and promotional message. Requested ad graphics for display in visitor center reception area.

**VISITOR CENTER IMPROVEMENTS** – A contract to paint the building has been approved and will be done as soon as weather permits. The Visitor Information signage has been lowered for improved visibility. Discussions are underway for additional "Visitor Information" signage on the chimney of the building (westbound view from US Highway 64).

**TOURISM BUSINESS PROMOTION** – Cashiers Area Chamber/Jackson County Chamber Joint **Business After Hours** at Hampton Inn & Suites, Cashiers/Sapphire, on February 22<sup>nd</sup>.

**WORKFORCE DEVELOPMENT REGIONAL SUMMIT** – In partnership with JCTDA, the Chamber will host a workforce housing and recruitment summit with regional stakeholders on **March 1<sup>st</sup> at High Hampton Resort**. More than 20 stakeholders and resource leaders from Jackson County and western NC will discuss best practices and partnership opportunities. **Former JCTDA Vice Chair Mary Lanning, of Hampton Inn & Suites, Sapphire, and former Secretary Sarah Jennings, of Lonesome Valley**, will participate on the employer panel presentation.

**BRUNCH BILL** – The Jackson County Commission has scheduled two public hearings on the "Brunch Bill" opt-in legislation to allow alcohol sales in unincorporated areas to begin at 10:00 a.m. on Sundays. **Meetings will be held on March 19<sup>th</sup> in the Sylva Area and at 5:30 p.m. on April 16<sup>th</sup> (location to be determined) in the Cashiers Area**. Public comment is invited. Highlands, Sylva, Brevard, Franklin, Asheville, Hendersonville, Laurel Park, Waynesville and other surrounding tourism destinations have approved the measure as have more than 100 NC municipalities. The Cashiers Area Chamber has issued **an online petition** ([www.CashiersAreaChamber.com](http://www.CashiersAreaChamber.com) see featured news to digitally sign) in support of the measure and is working closely with the tourism industry to promote attendance at the hearing as well as researching other legislative options to enhance its passage.

**JACKSON COUNTY SMALL AREA PLAN** – The Cashiers Planning Council held a public meeting on Monday, January 22<sup>nd</sup>, to introduce the county-funded small area community development plan. A full house of stakeholders, including tourism industry representatives, attended and many subsequently met to discuss related interests and concerns for inclusion in the plan. **JCTDA Board Member Ann Self, of The Village Green, and ex-officio Board Member Stephanie Edwards, of the Cashiers Area Chamber**, participated in a small group discussion.

**CASHIERS AREA SEWER EXPANSION** – Financing for the Horsepastor Wastewater Treatment Project was approved by the TWSA Board on Tuesday, January 16<sup>th</sup> and USDA funds were disbursed on February 5<sup>th</sup>. This will provide allocation for longstanding applications by businesses and residents for service which will create more jobs and generate taxes. Pending requests include new restaurants and hospitality-related businesses. **Next steps: Approval of a transitional allocation transfer policy to allow developers poised for new construction to move forward in a timely manner rather than build private systems and forego becoming TWSA's future customers.**

### **UPCOMING EVENTS**

**February 17<sup>th</sup>** – 2018 Sapphire Valley Ski Resort's 11<sup>th</sup> Annual Outhouse Races

**February 22<sup>nd</sup>** – Cashiers Area Chamber/Jackson County Chamber Joint Business After Hours at Hampton Inn & Suites Cashiers/Sapphire hosted by retired JCTDA Vice Chair Mary Lanning

**March 1<sup>st</sup>** – JCTDA/Cashiers Area Chamber Regional Summit on Workforce Development hosted by High Hampton Resort (tourism-focused)

### **OTHER**

- Promoted the 2018 JCTDA Grant Application via the Chamber's website and Facebook page; serving on the grant application review committee
- Worked with Nick on graphics and details of the Cashiers Area waterfall map
- 2018 Cashiers Area Visitor Guide in production with 4/15 release date
- 2018 Cashiers Area Shopping & Dining Guide in production with 5/1 release date
- Managing requests for accommodations/hospitality information
- Submitted updated ember information for JCTDA website and guide
- 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
- 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.com](mailto:stephanie@CashiersAreaChamber.com) or [info@DestinationCashiers.com](mailto:info@DestinationCashiers.com) 828.743.5191*

## 2018 Analytics Reporting

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