

MARCH 2018

HIGHLIGHTS



WORKFORCE DEVELOPMENT REGIONAL SUMMIT – In partnership with JCTDA, the Chamber hosted a workforce housing and recruitment summit with regional stakeholders on March 1st at High Hampton Resort. JCTDA board member and HHR GM Tom Garcia welcomed twenty eight representatives of Cashiers businesses and resource organizations (Western Carolina University, Southwestern Community College, NCWorks, Land of Sky, and others) participated in the 4 hour session. Very positive feedback was received and opportunities will be pursued among the group.

ANNUAL TOUR DE CASHIERS MOUNTAIN CYCLING EXPERIENCE – This annual event, now in its 26th year, is being rescheduled from April/May to September 15th under the direction of Peak Racing of Atlanta in partnership with the Cashiers Area Chamber of Commerce. This intentional “soft” shoulder-season date will ensure better weather conditions, eliminate sporting event conflicts and allow for improved marketing and program development. Plans are to expand the Tour to include a 5K run in Cashiers and increase family-friendly appeal to encourage overnight stays. Tony Hammett, principal of Peak Racing, has been working with Jekyll Island for four years to successfully launch a weekend riding event.

JACKSON COUNTY SMALL AREA PLAN/PEDESTRIAN MOBILITY & SAFETY –

<https://www.planning.jacksonnc.org/cashiers-small-area-plan> A community charette is tentatively planned for June 4-6 at Cashiers Glenville Recreation Center. The Chamber is in detailed discussions with county officials, Plan consultants, and stakeholders about near-term sidewalk construction. Increasing the area’s walkability will enhance the visitor experience and promote tourism economic development. The Plan is expected to be completed by early fall.



Sign the Petition! NC Brunch Bill

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 3/19/18 in the Sylva Area and 4/16/18 in the Cashiers Area. Public comment is invited. Highlands, Sylva, Brevard, Franklin, Asheville, Hendersonville, Laurel Park, Maggie Valley, Waynesville and other surrounding tourism destinations have approved the measure as have more than 100 NC municipalities. The Chamber is coordinating industry and public comment and has launched an online petition to document supporters.

WAYFINDING SIGNAGE – The Glenville/Cashiers welcome sign, funded by the Chamber, will be installed this month on NC Hwy 107 North at Laure Knob Road. Staff is working with JCTDA on Shopping/Dining/Parking/ Attraction signage in the Cashiers Area and has contacted Highlands and Sylva re: sign design and production. The proposed NCDOT 20”x36” “Visitor Information” blue and white highway signs were discussed with Cashiers Planning Council and the consensus was that the size and aesthetic were not appropriate for the Crossroads. Additional funding sources through Appalachian Regional Commission will be explored.



The Cashiers Job Fair is April 14!

2ND ANNUAL PLATEAU JOB FAIR/APRIL 14th – The Chamber will host a job fair, featuring employers from Cashiers, Glenville, Sapphire, Lake Toxaway and Highlands, from 10 to 1 on Saturday, April 14th at the Albert Carlton Cashiers Community Library. Advertising and promotion are extended to Sylva, Cullowhee, Brevard, Frankling, Clayton GA, Seneca/Clemson SC and elsewhere promoting the Cashiers Area as an awesome destination to work and play.

CASHIERS AREA SEWER ALLOCATION TRANSFER POLICY/RESTAURANT

DEVELOPMENT – A TWSA work session was held 2/13 to discuss creation of a transitional allocation transfer policy to allow developers poised for growth to proceed with construction. Indications are that NCDNR will allow incremental release of the current plant reserve. Continued progress on the plant will promote restaurant development by businesses who have been waiting for allocation release.

UPCOMING EVENTS

April 14th – Cashiers Area Jobs Fair (Albert Carlton Cashiers Community Library)

April 16th – Jackson County Commission Public Brunch Bill Hearing (Library)

May 30th – CACOC Annual Legislative Update with County Manager Don Adams (Mountaintop)

June 14th – Kickoff Business After Hours hosted by TJ Baileys for Men + Women

June 28th – Business After Hours Showcase & Reception hosted by Whiteside Brewing Co.

OTHER

- Facilitated recruitment of **Andrew Harlfinger of The Lodges at Trillium/Blue Green Vacation Rentals** for the **JCTDA board position** vacated by Gareth Daley. Ken Perry, formerly of Cornucopia has taken Daley's role at Landmark Vacation Rentals. Blue Green is a global fractional ownership destination with 68 keys and 100% year-round occupancy in Cashiers. Engaging them in JCTDA will promote alignment of destination marketing messages
- Met with John Sims, new COO of Sapphire Resort Enterprises, regarding expansion of the **Sapphire Brewing Company facility and future site development** plans which will further expand dining and golfing opportunities
- CACOC hosted another meeting of the ad hoc task force to promote the Cashiers Area as a **mountain biking destination**. The Stump Trail in South Carolina and Fire Mountain in Cherokee have opened to great acclaim and are reporting overnight visitors from out of state
- Received 7 **literature displays** for placement in Cashiers, Glenville and Sapphire (see unit on Chamber porch) as part of a cooperative purchase with JCTDA
- **Lake Glenville/Cashiers Designer Showhouse** was featured in Atlanta Business Chronicle with CACOC quote regarding lifestyle and area's natural beauty
- Outreach to restaurant members for inclusion of photos on VisitNC website
- **Cashiers Area waterfall map** in production by JCTDA, with significant edits by CACOC to improve accuracy.
- 2018 **Cashiers Area Visitor Guide** in production with 3/16 advertising deadline and 4/15 release date (30K printed copies plus online)
- 2018 **Cashiers Area Shopping & Dining Guide** to be produced reflecting new members with 5/1 release date
- Agreed to serve on **JCTDA grant review committee**

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

2018 Analytics Reporting

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