

JUNE 2018



Photo Credit: Nick Breedlove

HIGHLIGHTS

VISITOR GUIDE DISTRIBUTION – An updated edition of the Cashiers Area Visitor Guide & Membership Directory has been released. 30K printed copies were produced in partnership with Smoky Mountain News and digital versions installed online. In preparation for the Memorial Day weekend, seven all-weather literature displays were installed and supplied with Play On and Cashiers Area guides, waterfall and hiking maps, and shopping and dining guides. These units will be maintained by the Chamber, tracked for usage and relocated as warranted in the future. In addition, permanent kiosks on US 64 and US 107 are maintained by the Chamber to promote the visitor center and tourism activities.

VILLAGE GREEN ANNOUCEMENT – Ann Self, Executive Director of the Village Green and JCTDA board member, hosted an announcement on 6/14 about plans for facility construction. (Details to follow.)

CASHIERS LAKE PROJECT – In response to a US Army Corps of Engineer solicitation for public comment, the Chamber submitted an endorsement of an application by the Canoe Club Development for Cashiers Lake improvements in preparation for a planned boutique hotel and residential complex. The lake is

adjacent to the Village Green and has been the subject of environmental decline for decades. It represents an important tourism asset for the village.

WORKFORCE DEVELOPMENT – www.CashiersAreaJobs.com continues to gain popularity with area employers and job seekers. The online resource was launched and is maintained by the Cashiers Area Chamber as part of its strategic initiative. Pursuing ProStart hospitality training program with the Jackson County Public School System and other mentoring activities through volunteerism.



DESTINATION BRANDING -- An incremental increase in community grant funding was requested from the Jackson County Commission for the earmarked purpose of installing “Glenville” and “Sapphire” welcome signs as part of a comprehensive placemaking effort. To date, the Chamber has provided more than \$14K in support for the project.



CASHIERS PLANNING COUNCIL/SMALL AREA PLAN PRESENTATION 6/5/18

JACKSON COUNTY SMALL AREA PLAN – <https://www.planning.jacksonnc.org/cashiers-small-area-plan> A community charette was hosted by the Cashiers Planning Council and Jackson County on June 4-6 at the Cashiers Glenville Recreation Center. Residents responded to proposals for transportation improvements, including 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. In the meantime, a new, high-profile sidewalk segment was installed at Randevu Restaurant and construction is underway on a connective segment at the Cashiers Community Library on Frank Allen Road.

CHAMBER'S 2018 COUNTY UPDATE WITH MANAGER DON ADAMS – The annual event drew a full house of 50 to the Mountaintop Golf & Lake Clubhouse luncheon presentation sponsored by Landmark Realty Group. Adams outlined the county's proposed budget and engaged in a lengthy Q&A on topics including crime, sidewalks, water resources, transportation, incorporation and the political dynamics of representative government.

CASHIERS AREA SEWER EXPANSION – The Chamber urged TWSA to create a transitional allocation transfer policy to allow developers poised for growth to proceed with construction (i.e. High Hampton Resort employee housing) and then served as a distribution point and liaison for new applications. According to Executive Director Dan Harbaugh, all pending new requests were accommodated including the Village Green, Cashiers Farmers Market and a new 107S housing complex. Additional restaurants may be developed as a result of this and future allocation increases.

UPCOMING EVENTS

Groovin' on the Green – Friday evening outdoor concerts at the Village Commons

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.

July 1st and July 4th – Independence Day fireworks and musical celebrations at Lake Glenville and Cashiers

July 25-August 5 – Cashiers Designer Showhouse

OTHER ACTIVITIES

- Working to establish Cashiers Area “Selfie Trail,” including Village Green outdoor sculpture, Whiteside Brewing Co. tank logo, oversize Adirondack chair at Zoller Hardware, and other “Instagrammable” photo venues
- Cashiers named #6 prettiest small town in the south by Southern Living; working with SL writer on demographic and community info
- “Cashiers Area: Yesterday, Today & Forever Book Reprint” – copywriting underway. Publication date tbd.
- Met with Deerfoot Lodge Blue Ridge executives regarding community engagement. Represents 600 camper family overnight visits during sessions.
- Building improvements to repair and refit the crawlspace access were completed to address rodent problem
- Transferred www.VisitCashiersValley.com domain from GCAMA to Chamber to serve as landing page with redirect to www.CashiersAreachamber.com

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

