

JULY 2018

HIGHLIGHTS



CASHIERS AREA PEDESTRIAN MOBILITY & SAFETY CAMPAIGN – The Cashiers Area Chamber has launched a public relations campaign to promote walkability and safety around the Crossroads. This corresponds to continuing efforts by the Chamber to expand sidewalks and pathways through the accommodations, retail and restaurant corridor. The Chamber works in partnership with the Cashiers Planning Council, Jackson County Planning Department, NCDOT and other stakeholders in support of related infrastructure improvements.

CASHIERS AREA OLYMPIC-STYLE HOSPITALITY TRAINING CAMPUS – Created a white paper for a hospitality-focused, experiential-learning program and Olympic-style campus, with housing and other amenities, to provide year-round labor for the Plateau's tourism industry. Concept includes on-the-job training at Cashiers-Highlands area hotels, clubs and restaurants in the curriculum with student rotation through positions, from dishwashing to front-of-house, as a program requirement thereby serving as a continuing supply of workers for local employers. The program would be marketed as a pedigreed training opportunity at upscale/luxury resorts, hotels and private clubs in a mountain destination with unique outdoor recreation and living conditions. It would offer extraordinary career placement and networking benefits through reciprocal relationships and contacts and be represented by a brand that would be recognized for its credibility and highly-skilled graduates.

Potential partners include James Beard Foundation, Johnson & Wales University Culinary Program, Culinary Institute of America, Cordon Bleu or other similar organizations. Benefactors may include second-homeowners representing related businesses (i.e. food, wine, hospitality, alumni, etc.). Next steps are to convene a small group of industry executives to consider the concept in more detail identifying local resources, stakeholders and liaisons with national programs. A project timeline will outline responsibilities for research, outreach, public/community relations and other related tasks. Identify benchmarks for project development.



2018 TOUR DE CASHIERS MOUNTAIN CYCLING & 5K RUN EXPERIENCE – The 26th annual mountain cycling event will be held on September 15th. Notably Peak Racing Events will direct the ride, a new logo has been introduced, the date has been changed to the fall and a 5K run has been added to the agenda. Partnerships with Whiteside Brewing Company and Baldaroo will incentivize participants to stay overnight.



CASHIERS AREA MAP – The recently-produced Cashiers map featuring Plateau waterfalls, attractions, flora and fauna have been promoted via social media and the Chamber website and were placed in the seven all-weather literature displays across the area and Chamber staff made deliveries to resorts, hotels and other high traffic visitor locations. (Details in August analytics submitted for September meeting.)

WORKFORCE DEVELOPMENT – Distributed WNC Works survey to area employers for “State of Our Workforce: Western NC,” an analysis launched by the Asheville Chamber of Commerce in collaboration with the North Carolina Chamber Foundation, Economic Development Partnership of NC, and Mountain Area Workforce Development Board. This new expanded program will help local stakeholders -- including businesses, educators, and community leaders -- better understand workforce challenges through area-specific data.

OTHER ACTIVITIES

- Arrangements made to extend October visitor center hours from 10 to 2 on Saturdays
- Partnered with the Highlands Chamber to advertise in the Chronicle/Highlander newspapers' printed events calendar to promote Cashiers411.com
- Helped organize and financially support improvement of the traffic triangle flower beds at the Cashiers Crossroads
- Issued Public Service Announcement and Notices re: July 4th change of event plans; contacted NCDOT re: traffic signal sequencing. Contacted Sheriff Chip Hall re: NCHP traffic enforcement support during peak holiday hours
- Jackson County Commission denied request for additional \$5K for Glenville destination signage

- Former JCTDA Vice Chair and incoming President of the Chamber Board Mary Lanning, of Hampton Inn & Suites, has been nominated for the next Jackson County Citizens Academy
- Cashiers Valley Garden Club has upgraded the visitor center landscaping, adding mulch, relocating and adding plants, and maintaining all beds. They are exploring underwriting replacement fencing for the parking lot and pathways entrance onsite.
- Attended Balsam West launch for new communications facility (fiber provider to the visitor center)
- Met with Highlands Chamber executives and board members to discuss tourism and economic development issues and marketing and training opportunities
- Proactively distributed Play On guides to area accommodations and high volume distribution sites
- Followed up on the Library sidewalk segment construction by county (currently trenching the site for cabling and sewer for new Village Green complex)
- “Cashiers Area: Yesterday, Today & Forever Book Reprint” – copywriting still underway. Publication date tbd.
- Met with Deerfoot Lodge Blue Ridge executives regarding community engagement and also discussed continued coordination with Camp Merrie-Wood regarding session intake and impact of parents’ visitation for the 140 attendees.

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

SOURCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews	29215	36761											
Cashiers411.com Pageviews	1601	661	2570										
Cashiers411.com Visits	653	180	889										
CashiersAreaChamber.com Pageviews	4967	4727	6024	4406	5713	7243	9350						
CashiersAreaChamber.com Visits	1544	1303	2170	1737	3078	2731	4130						
Destination-Cashiers Pageviews	83	138	506	939	1127	705	224						
FB Likes - Chamber	1863	1875	n/a	n/a	1946	1961	1971						
FB CACOC Daily Total Reach	2488	6600	21930	13924	3797	5183	3912						
FB CACOC Weekly Total Reach	9344	29768	104675	85188	19740	26017	23401						
FB 28 Day Total Reach	40741	68021	200131	332242	75173	76419	72908						
FB Likes - Tour De Cashiers	602	605	n/a	n/a	675	700	734						
FB Tour De Cashiers Daily Total Reach	75	80	59	34	1081	5124	6236						
FB Tour De Cashiers Weekly Total Reach	463	476	447	252	6079	27791	35330						
FB Tour De Cashiers 28 Day Total Reach	1417	1530	1825	1127	7768	49472	147485						
Mountainlovers.com Referral	2	3	3	5	4	0	6						
MountainloversNC.com Referral	0	0	0	0	0	0	0						
JacksonNC.org Referral	0	0	0	0	0	0	0						
VisitNC.com Referral	0	0	0	3	2	9	2						
On-Site													
After Hours Information Pick Up	50	160	150	220	200	210	492						
Information Packets Mailed	8	16	15	20	150	6	14						
On Site Visitors	76	46	150	150	150	232	326						
Email Inquiry	7	10	10	15	15	12	7						
Phone Inquiry	120	78	140	140	140	145	244						
Play On Merchandise	0	0	0	0	0	0	0						
Mass Distribution													
Cashiers Visitor Guide	139	474	900	2500	13500	1870	2320						
Cashiers Shopping & Dining Guide	755	274	500	1250	500	1675	560						
JCTDA Visitor Guide	161	90	1000	1500	500	713	1661						
JCTDA Waterfall Map	405	162	700	1700	500	1370	980						
Fly Fishing Guide	40	50	200	350	50	165	400						
Lifestyle & Living Map	n/a	n/a	n/a	n/a	n/a	n/a	370						
Cashiers Adventure Map	n/a	n/a	n/a	n/a	n/a	n/a	n/a						
Mass Distribution Monthly Totals	1500	1050	3300	7300	15050	5793	6291						
JC TDA Visitor Guide (handouts)	48	42	75	100	100	75	110						