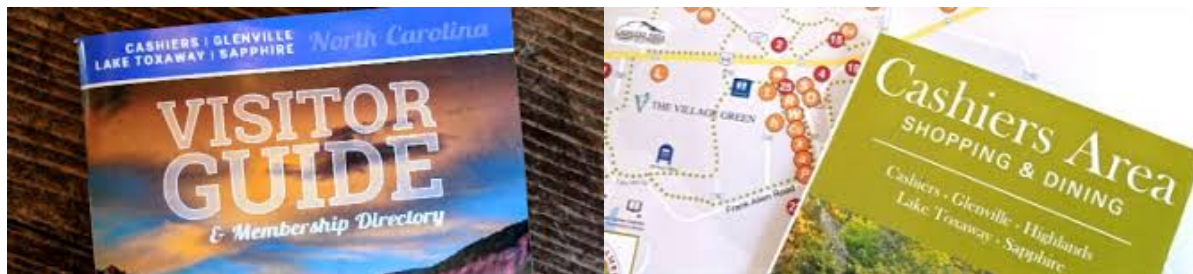


February 2019

**HIGHLIGHTS**



**SAPPHIRE VALLEY RESORT** -- Ski Sapphire Valley hosted the 2019 Outhouse Races on Saturday, February 16. The Southeast Tourism Society named the popular activity as one of the STS Top 20 Events in the Southeast for February. The Races have been heavily publicized by JCTDA and other outlets such as STS and weather permitting, a record crowd is expected to attend. The resort has snow making equipment actively in use.



**2019 CASHIERS AREA VISITOR PUBLICATIONS** – The 2019 Cashiers Area Visitor Guide is in production with 5/1 release date and the Cashiers Area Shopping & Dining Guide update is underway with a mid-April delivery date. These two popular and convenient publications are available at the Cashiers Visitor Center as well as in seven all-weather information kiosks located across the area and maintained by the Chamber.



## **LEADERSHIP CASHIERS TO INCLUDE TOURISM AND HOSPITALITY**

**DISCUSSION** – The Cashiers Area Chamber has launched a new community leadership development program designed to “*inform, connect and engage*” leaders by looking intensively at the issues affecting the area and by building strong working relationships to prepare and motivate participants to provide enlightened, dynamic leadership. The **Vision of Leadership Cashiers** is to build a cadre of area leaders with the necessary tools and connectivity for making a meaningful positive impact on our community, as well as insight on our future challenges. During the March 5<sup>th</sup> Economic Development Session JCTDA Chairman Ann Self and Executive Director Nick Breedlove will present a tourism update.

**CHAMBER CREATES RETAILER ROUNDTABLE** – An ad hoc committee of local retail owners recently met at the Chamber’s invitation to discuss how to improve retail experience and increase sales in the Cashiers Area, create a visual statement of coordinated effort and develop an effective communications network. They agreed to organize “Light Up Cashiers,” a November-December Christmas decoration promotion as well as institute a coordinated holiday flag displays. Volume discounts and purchases will be managed by Zoller Hardware and the Chamber.

## **OTHER**

- The Cashiers Area Chamber Board of Directors held its annual strategy session in January to establish and confirm initiative and program priorities. Mary Lanning, former JCTDA Vice Chair, is serving as President.
- The 25<sup>th</sup> edition of the “Cashiers Area: Yesterday, Today & Tomorrow” coffee table book is in reprint and expected to be available for purchase in June. JCTDA and tourism development will receive high profile placement and coverage.
- Worked with JCTDA to investigate January NC Traffic Counts on US 64. According to the Traffic Data Resource Engineer, the counts going on now are standard traffic monitoring counts by Traffic Survey. They will be picked up this week as they collect weekday counts. The Jackson County counts for the winter season for the PADT Factors update are scheduled for February when there will be 5-day counts including the weekend.
- Worked with Smoky Mountain News to address competing “Discover Jackson” advertising efforts in the area by Moxie Marketing. Agreed to responsive plan should confusion in the market develop.
- Worked with new member, MasterCorp, re: workforce/HB visa housekeepers in the Sapphire Area.
- Managing requests for accommodations/hospitality information.
- Working with JCTDA on member information updates.
- Circulated various JCTDA-generated, earned media mentions to cited tourism related businesses.
- Shared advertising and marketing opportunities with contracted agencies and other interested stakeholders.

- 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.

