

April 2019

HIGHLIGHTS



VILLAGE GREEN ARTS & CULTURE CENTER – Construction is underway for the new year-round, multi-purpose community facility to add greatly needed, weather independent space for civic, spiritual, cultural and educational activities. (JCTDA Chair Ann Self to provide details.)



RETAILER & RESTAURANT ROUNDTABLE – Chamber ad hoc committee members are continuing cooperative efforts to enhance the local retail shopping experience and increase area business sales. They endorsed the design above which will be used for rubber scraper welcome mats at boutiques and restaurants. The program will be in place by Memorial Day. A representative of WeHangChristmasLights.com presented a proposal to hang holiday lighting on Crossroads buildings. The Chamber has surveyed owners to determine days and hours of operations and further efforts will be made to promote consistency and availability. The Cashiers 1833 custom flag was endorsed and a holiday flag program in partnership with the Boys & Girls Club of the Plateau will be explored.



CASHIERS AREA NOSH MOBS -- The event series is designed to promote the many local restaurants which are open twelve months a year but may have a slower pace when the temperatures drop during the Plateau's "secret season." The Chamber encourages its members to congregate as a "Nosh Mob" on what would typically be a slower night for the eateries as a gesture of appreciation for their ongoing hospitality to the community. "Nosh Mobs" are a derivative of the nationwide, dancing "Flash Mobs" which spurned "Cash Mobs," similar spontaneous-like gatherings to support local retailers and are now locally organized to promote Chamber business members.

HIGHLANDS CASHIERS HEALTH FOUNDATION – The approximately \$1.5 billion in proceeds from the HCA Healthcare acquisition of Mission Health System have been transferred to the newly-formed, regional Dogwood Health Trust. It is estimated that \$75 million each year will be invested in the 18 western NC counties by the Trust to support nonprofit and governmental programs that promote the health and wellbeing of the communities. Sam Lupas of Cashiers serves as a trustee on behalf of the six most western NC counties. Also resulting from the ownership change, the Highlands Cashiers Health Foundation reformed as a public charity to serve Jackson and Macon Counties, and others in partnerships, with a focus on the Plateau. Stephanie Edwards of the Cashiers Area Chamber was appointed Chair of the Program & Grants Committee which is responsible for developing a framework for multi-million dollar funding deployment into local communities. Programs that address social determinants of health including access, nutrition, education, social cohesion, structure and environment, poverty, workforce development and more will be considered for financial support.

OTHER

- Leadership Cashiers Planning & Infrastructure session included discussion of visitor needs and access as well as economic development to support the hospitality industry.
- Working with community volunteers in promotion of apprentice programs in hospitality and trades.
- Chamber board discussion with Southwestern Community College President Don Tomas about tourism studies and career development.
- Adair Brothers restaurant has closed and the Chamber has encouraged potential restaurateurs and provided support during their due diligence.
- Facilitated other hospitality business prospects with introductions to the area and referrals for data.
- J Gabriel, a new home and gift boutique, opened this month on NC 107 South
- Continuing production of the 2019 Cashiers Area Shopping & Dining Guide and the Cashiers Area Visitor Guide. Publication is planned for early May.
- Continued planning for Glenville welcome sign on NC 107 North
- 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.

2019 Analytics Reporting

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