



**JACKSON COUNTY TOURISM
DEVELOPMENT AUTHORITY**

May 15, 2019

Jackson County Board of Commissioners
401 Grindstaff Cove Road
Sylva, NC 28779

Dear Jackson County Commissioners,

On behalf of the Jackson County Tourism Development Authority, please accept this letter to support to request for signage funding that is before you from the Cashiers Area Chamber and Visitor Center.

The Jackson County TDA mission is to promote the growth of tourism opportunities that benefit the Jackson County economy. Once visitors arrive at our destination, they often need help finding their way around. Signage in rural destinations is crucial both in wayfinding and representing the image of a community to visitors and residents alike.

The aging signs in place now present a disorganized, uncoordinated, and potentially confusing experience for residents and visitors. The new proposed signage will promote a strong sense of identity for the Cashiers plateau, complement built structures in the Cashiers area, and indirectly provide a positive experience of the community. In addition, funding this proposal will aid efficient navigation by visitors through a rural area in the county. Mrs. Stephanie Edwards has provided excellent leadership to install signs that present a cleaner, more aesthetically pleasing appearance throughout the Cashiers plateau with a uniform design and community brand. This sign for Glenville is the last sign needed for this project.

We commend Mrs. Edwards and the Cashiers Area Chamber of Commerce for their efforts to replace all the deteriorating signage welcoming people into the Cashiers and Glenville communities. Through innovative funding partnerships, like that with the County, and donation of in-kind services, they can complete these projects at a fraction of the cost of engaging a private contractor to install signage.

We stand in full support of the request to replace the Glenville signage and ask that your Board of Commissioners also support the application in front of you.

Sincerely,

Ann Self
Chair, Jackson County TDA