

June 2019

HIGHLIGHTS

JACKSON COUNTY COMMISSIONER GAYLE WOODY CASHIERS VISIT 5/16/19

The Chamber welcomed Jackson County Commissioner Gayle Woody to the Cashiers Area in May and provided an introductory tour of the area including a hard-hat tour of the Village Green meeting house and behind-the-scenes look at High Hampton Resort construction conducted by JCTDA board member Brad Herman.



NC REP. JOE SAM QUEEN FEATURED AT CHAMBER'S ANNUAL LEGISLATIVE UPDATE 5/17/19

The Jackson, Swain and Haywood state representative updated chamber membership and guests on universal connectivity legislation, Medicaid reformation and other state efforts that impact western North Carolina. JCTDA Chair Ann Self attended and was recognized.

CAMP INDUSTRY ECONOMIC IMPACT STUDY – In coordination with the Retail Roundtable “Welcome Cashiers” effort, the Chamber is launching a “Welcome Campers & Families” campaign next week, starting with a high-profile banner at the Crossroads. This fall, an updated report on the economic impact of the western NC camp industry will be released. 2010 report results identified “millions of dollars in economic impact to the state and region. An average of \$2,096 was spent by each of 53,238 camper families with an average stay of 4 nights. Activities include shopping, dining, hiking and touring area attractions. Camps in the region employed nearly 5,500 staff with an average annual payroll of \$640,000. Key findings: \$218M direct annual spending, \$260M induced economic impact; \$33M new annual tax revenues and more than 10K FTE jobs created.



GLENVILLE DESTINATION SIGN REQUEST – Former JCTDA Vice Chair Mary Lanning of Hampton Inn & Suites Cashiers/Sapphire and president of the chamber board appeared before the Board of Commissioners to request \$5,000 incremental community grant funding for replacement of the northernmost Glenville destination sign on NC 107 North (near the High Falls North Trailhead). She shared the JCTDA endorsement letter, broad business support and its importance to effective JCTDA destination marketing.

OTHER

- Presented to the Rotary Club of Cashiers Valley, highlighting Chamber's partnership and service to JCTDA
- Met with area club general managers, including JCTDA board member Brad Herman, regarding cap relief for H-2B workers, which is severely and adversely impacting Plateau workforce issues. Submitted a letter to US Congressman Mark Meadows, US Senators Thom Tillis and Richard Burr in support of Committee on Appropriations action to raise labor visa quotas
- Contacted Mountainwest Partnership and Land of Sky regarding workforce development efforts
- Continued to explore workforce housing diversity including outreach to Blowing Rock/Boone leadership
- Quarry site – discussion continues with Highlands Cashiers Land Trust on US 64 West property that could possibly serve as an alternative/supplement to the Bear Shadow tourist pull off and congestion
- Community Events: Kick-off Groovin' on the Green concert series
- Leadership Cashiers June session to feature elected and government leaders presentation in Sylva
- Working to obtain third estimate for visitor center parking lot paving.
- Continuing to work with Vision Cashiers community volunteers in promotion of apprentice programs in hospitality and construction trades.
- Cashiers Crossroads banner stand repaired and painted
- Cashiers Carolina Smokehouse restaurant reopened by Clinton O'Brien on an 11 to 4 schedule
- Adding lighting to Cashiers destination signs on US 64 West and NC 107 South
- Monitoring guardrail damage and repair at popular visitor overlook at the Jackson/Macon County line on US 64 W.
- Facilitated other hospitality business prospects with introductions to the area and referrals for data.
- 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.

