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 INDUSDTRY 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 Meadow, 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.

## 2019 Analytics Reporting

SOURCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD	1570	1859	2386	4206								
Cashiers411.com Visits	TBD	372	462	842	1203								
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655								
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589								
Destination-Cashiers Pageviews	55	46	58	50	68								
FB Likes - Chamber	2096	2102	2112	2127	2184								
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049								
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035								
FB 28 Day Total Reach	59089	23513	76424	64322	78827								
FB Likes - Tour De Cashiers	905	909	912	933	934								
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762								
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619								
FBTour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200								
Mountainlovers.com Referral	1	0	2	1	0								
MountainloversNC.com Referral	0	0	0	0	0								
JacksonNC.org Referral	0	0	0	0	0								
VisitNC.com Referral	2	1	3	6	9								
On-Site													
After Hours Information Pick Up	100	225	211	150	544								
Information Packets Mailed	14	8	9	11	7								
On Site Visitors	56	53	132	144	106								
Email Inquiry	12	7	11	8	7								
Phone Inquiry	58	92	81	80	106								
Play On Merchandise	0	0	0	0	0								
Mass Distribution													
Cashiers Visitor Guide	775	200	200	300	12150								
Cashiers Shopping & Dining Guide		N/A	30	100	10800								
JCTDA Visitor Guide	619	54	452	484	968								
JCTDA Waterfall Map	50	800	50	265	200								
Fly Fishing Guide	25	75	110	25	40								
Lifestyle & Living Map	50	50	25	75	25								
Cashiers Adventure Map	900	325	1025	200	140								
Mass Distribution Monthly Totals	2419	1504	1892	1449	24323								
JC TDA Visitor Guide (handouts)	66	54	108	96	76								