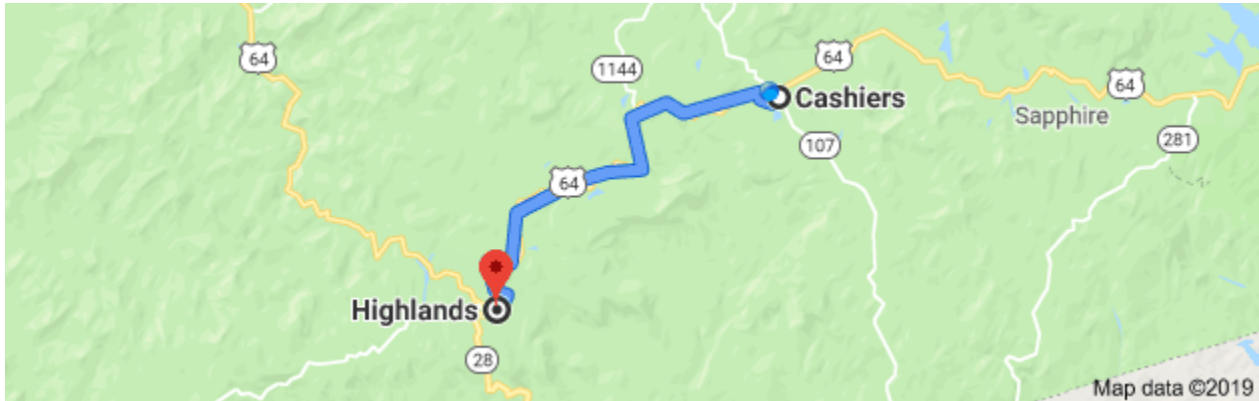


AUGUST 2019

HIGHLIGHTS



CASHIERS TO HIGHLANDS TRAIL PROJECT – In partnership with the Town of Highlands, the Cashiers Area Chamber invited JCTDA to participate in a meeting with the Mayor, and representatives of Highlands Cashiers Land Trust and Leadership Cashiers, and other stakeholders to discuss establishing a walking trail across the Plateau. Tony Austin, a Chamber Board Member, is researching a similar connection between Lake Toxaway and Cashiers. Next steps include geo-mapping to determine topography and accessibility on either northern or southern routes. Historical Indian trails are also being studied. Details on usage, branding, maintenance and more have not yet been determined.



BEAR VALLEY FARM OPENS RED CABOOSE OFFICE – The Chamber hosted a Red Ribbon New Member Celebration at Bear Valley Farm's new red caboose office located at the corner of NC 107 South and Bee Tree Road. The Christmas tree farm will host choose & cut activities, hay rides and ultimately open a wedding and special events venue, The Chamber will work closely with owners to distribute visitor information through their high-profile reception center.



CASHIERS AREA TRAFFIC SAFETY CONCERNS – The Chamber recently met with NCDOT officials, Jack Debnam of NC Board of Transportation (and former Jackson County Commission Chair), and subsequently with Major Shannon Queen of the Jackson County Sheriff’s Office, to discuss ongoing traffic safety concerns around the Cashiers Crossroads and particularly on NC 107 South. Discussion included crosswalk visibility, pedestrian safety, intersection design, road congestion, flagrant speeding, school access, driver vulnerability and more. The group which included representatives of High Hampton Resort, Church of the Good Shepherd, major landowners and developers agreed to submit a request to NCDOT for a traffic study. Further, the Chamber will submit a formal request to NCDOT for repainting of the village core crosswalks and installation of central barriers if possible.



JULY 4TH HOLIDAY – The summer camp economic impact story was featured on the July 4th week edition of the Crossroads Chronicle, highlighting the value of visitation related to outdoor recreation. The Chamber also made special efforts to stock brochure kiosks and other high traffic outlets during the holiday period. Community updates and visitor publications were provided for summer POA annual meetings. Opinions suggest the holiday traffic was higher than usual. Congestion again was experienced on US 64 E and NC 107 S leading into town. Ann Self, of JCTDA, was successful in convincing Northland Communications to delay its July 4th week highway shoulder wire repair. The traditional concert and fireworks were a crowd favorite and the weather held for a timely display.

OTHER

- Highlands Cashiers Health Foundation awarded \$1,3M in grants to address social determinants of health, many of which directly impact visitors
- Cashiers Village Inn is under new ownership; met with new general manager
- Raised safety and congestion concerns about the Silver Run waterfall parking area on NC 107 South
- Assisted JCTDA with the production of the wedding resource guide
- US 64 West Shadow of the Bear overlook guardrail repair is now complete
- Continued parking lot paving bid solicitations of paving companies
- Closely monitoring prescribed burn proposal and schedule at Panthertown
- Closely monitoring highway construction proposals for NC 107 North between Tuckaseegee and Hanging Rock Road (near climbing lane on east side of Lake Glenville)

- Continued efforts to reach property owner for installation of new Glenville community sign on NC 107 North
- Worked with JCTDA to stop unauthorized usage of Play On logo and JCTDA affiliation on for-profit website
- Provided letter of support to Southern Highlands Reserve for Red Spruce restoration project grant application
- Laurel Magazine featured full page article on Chamber's visitor Welcome doormat campaign
- Leadership Cashiers program continued with visit with county commission and sheriff
- Continuing to work with Vision Cashiers community volunteers in promotion of apprentice programs in hospitality and construction trades.
- 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	OCT	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD	1570	1859	2386	4206	6931	7570						
Cashiers411.com Visits	TBD	372	462	842	1203	1641	2447						
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655	7932	8989						
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589	3451	4256						
Destination-Cashiers Pageviews	55	46	58	50	68	112	137						
FB Likes - Chamber	2096	2102	2112	2127	2184	2201	2256						
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049	11011	7734						
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035	46635	38702						
FB 28 Day Total Reach	59089	23513	76424	64322	78827	100609	149406						
FB Likes - Tour De Cashiers	905	909	912	933	934	936	970						
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762	932	4786						
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619	4918	17348						
FB Tour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200	16542	26920						
Mountainlovers.com Referral	1	0	2	1	0	1	0						
MountainloversNC.com Referral	0	0	0	0	0	0	0						
JacksonNC.org Referral	0	0	0	0	0	0	0						
VisitNC.com Referral	2	1	3	6	9	3	4						
On-Site													
After Hours Information Pick Up	100	225	211	150	544	166	551						
Information Packets Mailed	14	8	9	11	7	57	13						
On Site Visitors	56	53	132	144	106	240	284						
Email Inquiry	12	7	11	8	7	12	8						
Phone Inquiry	58	92	81	80	106	155	149						
Play On Merchandise	0	0	0	0	0	0	10						
Mass Distribution													
Cashiers Visitor Guide	775	200	200	300	12150	1691	1785						
Cashiers Shopping & Dining Guide	N/A	N/A	30	100	10800	1750	1890						
JCTDA Visitor Guide	619	54	452	484	968	1015	852						
JCTDA Waterfall Map	50	800	50	265	200	100	295						
Fly Fishing Guide	25	75	110	25	40	75	45						
Lifestyle & Living Map	50	50	25	75	25	75	150						
Cashiers Adventure Map	900	325	1025	200	140	4495	1490						
Mass Distribution Monthly Totals	2419	1504	1892	1449	24323	9201	6507						