

NOVEMBER 2019**HIGHLIGHTS**

ANNUAL CASHIERS VALLEY LEAF FESTIVAL – The popular event took place under mostly dry skies on October 11-13, 2019, across the nearly 13-acre park setting of Cashiers central Village Green. Arts and crafts vendors, various entertainment, and food and beverage were enjoyed by the daily crowd. The festival was recognized by the Southeast Tourism Society as one of the “Top 20 Events in the southeastern US.” Construction on the Village Green’s community meeting house/arts and culture building is expected to be completed in the near future. It will serve as a year-round, all-weather facility for public and private group events.

CASHIERS TO HIGHLANDS TRAIL PROJECT – Discussions continued with Highlands Mayor Pat Taylor and GIS staff and other local stakeholders to create a walking trail across the Plateau. Initial efforts to plot topography and determine most feasible routes are underway. Details on usage, branding, maintenance and more have not yet been determined.



CASHIERS AREA ANTI-LITTER CAMPAIGN – In October, Cashiers Area volunteers picked up litter along secondary roads leading into popular visitor destinations including Panther Town Valley and Lonesome Valley. The Chamber partnered with Jackson County to promote its “Clean & Green” public awareness campaign by issuing public service announcements to members, offering trash bag and other pickup supplies and posting social media messaging.



CHAMBER'S RETAIL ROUNDTABLE BEAUTIFIES WITH DAFFODILS – To continue its effort to create visual statements of hospitality and welcome to visitors, the Chamber organized the wholesale purchase of 1,500 daffodil bulbs for distribution to village core businesses. Bulbs will be planted in November, some as a community service activity by students, and will bloom in late March as a cue that spring is forthcoming. In November, the roundtable members will coordinate an LED light display around the Crossroads as an extension of the Village Green's annual Christmas tree lighting festivities. Other occasions during the year will be considered for additional light display.



OLD EDWARDS HOSPITALITY GROUP OPENS GLEN COVE AGRIHOOD -- OEI is developing the former "Burt Farm" 175+ acre tract on Norton Road in Jackson County with an emphasis on an active and healthful lifestyle. Residential models around a 12-hole golf course are marketed as "lock and leave" with the added convenience of pooled short-term vacation home rentals by Highlands Cove Realty. The Chamber recently celebrated the project's launch with a red ribbon cutting by owners Art and Angela Williams, family and executive team.



2020 LEADERSHIP CASHIERS RECRUITMENT – The Chamber's community engagement initiative is now accepting applications for its second class which will begin in February. The **Mission** of **Leadership Cashiers** is to **inform, connect and engage** individuals by studying civic issues, building strong working relationships, and motivating participants to provide enlightened, dynamic community leadership.

OTHER

- Upcoming events: Gobble on the Green 5K Run/Walk & Kids Fun Run 11/28, Village Lights and Cashiers Christmas Tree Lighting with Santa and Mrs. Claus on the Village Green 11/29, Cashiers Christmas Parade 12/14 produced by the Cashiers Area Chamber.
- According to Vision Cashiers, their proposed “free community wifi network” will be installed by Skyrunner and paid for by the non-profit community group. Yet to be determined are management of Cashiers branding and messaging to visitors who use the system.
- Decorated the Cashiers Visitor Center with seasonal pumpkins, corn husks, welcome “Leaf Peepers” greetings and more.
- Selected Bryson Paving for parking lot paving project with a goal to complete work before the end of the fiscal year.
- Successfully obtained private property owner approval for the installation of the Glenville destination sign to be seen by visitors driving southbound on NC 107 North towards south Jackson County.
- Scheduling annual major landscape maintenance for the visitor center grounds.
- 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	4766	3608	3407			
Cashiers411.com Visits	TBD	372	462	842	1203	1641	2447	1635	1130	1214			
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655	7932	8989	8529	6539	6408			
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589	3451	4256	3860	3082	3202			
Destination-Cashiers Pageviews	55	46	58	50	68	112	137	120	110	107			
FB Likes - Chamber	2096	2102	2112	2127	2184	2201	2256	2289	2300	2320			
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049	11011	7734	5142	10893	9450			
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035	46635	38702	21201	64075	46662			
FB 28 Day Total Reach	59089	23513	76424	64322	78827	100609	149406	47557	290622	106240			
FB Likes - Tour De Cashiers	905	909	912	933	934	936	970	1034	1041	1041			
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762	932	4786	14260	2455	119			
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619	4918	17348	85814	20179	1218			
FB Tour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200	16542	26920	239004	142078	10752			
Mountainlovers.com Referral	1	0	2	1	0	1	0	1	0	1			
MountainloversNC.com Referral	0	0	0	0	0	0	0	0	0	0			
JacksonNC.org Referral	0	0	0	0	0	0	0	0	0	0			
VisitNC.com Referral	2	1	3	6	9	3	4	0	0	0			
On-Site													
After Hours Information Pick Up	100	225	211	150	544	166	551	175	715	591			
Information Packets Mailed	14	8	9	11	7	57	13	13	12	10			
On Site Visitors	56	53	132	144	106	240	284	251	179	308			
Email Inquiry	12	7	11	8	7	12	8	13	9	12			
Phone Inquiry	58	92	81	80	106	155	149	130	82	112			
Play On Merchandise	0	0	0	0	0	0	10	0	0	0			
Mass Distribution													
Cashiers Visitor Guide	775	200	200	300	12150	1691	1785	1298	1493	585			
Cashiers Shopping & Dining Guide	N/A	N/A	30	100	10800	1750	1890	500	800	175			
JCTDA Visitor Guide	619	54	452	484	968	1015	852	705	1436	1142			
JCTDA Waterfall Map	50	800	50	265	200	100	295	300	500	500			
Fly Fishing Guide	25	75	110	25	40	75	45	125	150	0			
Lifestyle & Living Map	50	50	25	75	25	75	150	50	25	100			
Cashiers Adventure Map	900	325	1025	200	140	4495	1490	2275	2400	500			
Mass Distribution Monthly Totals	2419	1504	1892	1449	24323	9201	6507	5253	6804	3002			