

DECEMBER 2019

### HIGHLIGHTS



**45<sup>th</sup> ANNUAL CASHIERS CHRISTMAS PARADE** – The traditional holiday parade produced by the Chamber was held on Saturday December 14<sup>th</sup>. The procession featured color commentary about the entries by public broadcast emcees and was live streamed on [www.wnclive.com](http://www.wnclive.com) and posted on YouTube for timeless internet viewing. Judges selected award winners from among the 60+ participants which included schools, marching band, non-profit organizations, commercial entries, fire engines and of course Santa! *Note: Severe weather conditions caused the last two years' parades to be cancelled although a 2018 "Parade Block Party" was held after the extraordinary snow event.*



**CASHIERS TO HIGHLANDS TRAIL PROJECT** – Cashiers Area stakeholders and Highlands representatives continue to discuss creating a walking trail across the Plateau. "Ground truthing," plotting topography and exploring feasible routes continue. The Chamber plans to convene local philanthropic organizations, Jackson County Parks & Recreation and Planning Departments, Summit Charter School and other groups in January to discuss multiple efforts and ensure pedestrian mobility efforts are coordinated. Details on usage, branding, maintenance and more have not yet been determined.

**CASHIERS WELCOMES JACKSON COUNTY COMMISSION** – The Board of Commissioners met at the Cashiers-Glenville Recreation Center on Thursday, December 12<sup>th</sup>, with an update on public input about expansion plans for the recreation center. The Chamber offered pre-meeting hospitality and holiday cheer.



**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 were 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 also coordinated 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.



**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. The economic development session will feature JCTDA and the tourism industry.

## **OTHER**

- Thanksgiving debrief: Nearly 600 people participated in the Village Green's second annual Gobble on the Green 5K Run/Walk & Kids Fun Run on Thanksgiving morning, Village Lights and Cashiers Christmas Tree Lighting with Santa and Mrs. Claus was held on Friday 11/29 and featured late closings by many Crossroads retailers.
- New Chamber board directors installed at the November Annual Meeting & Celebration include Dr. Don Tomas, Southwestern Community College; Thomas Taulbee, Highlands Cashiers Board of Realtors; and Eduardo Cruz, Eduardo's Painting.
- Cleaned and refreshed 3 kiosks with visitor displays on NC 107 S and US 64 E. Restocked all 8 Cashiers Area publication kiosks in preparation for holiday traffic. Arranged delivery of additional Play On guides for local distribution.
- 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. NO FURTHER INFORMATION HAS BEEN RECEIVED ON THIS PROJECT.

- Decorated the Cashiers Visitor Center with seasonal lighting, Fraser Fir wreath and other holiday items.
- Grated the gravel parking lot to eliminate significant weather- and traffic-related potholes.
- Seasonal landscape cleanup of visitor center grounds.
- Facilitated other hospitality business prospects with introductions to the area and referrals for data.
- 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
<b>Internet Analytics</b>													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD	1570	1859	2386	4206	6931	7570	4766	3608	3407	859		
Cashiers411.com Visits	TBD	372	462	842	1203	1641	2447	1635	1130	1214	1941		
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655	7932	8989	8529	6539	6408	3903		
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589	3451	4256	3860	3082	3202	2049		
Destination-Cashiers Pageviews	55	46	58	50	68	112	137	120	110	107	43		
FB Likes - Chamber	2096	2102	2112	2127	2184	2201	2256	2289	2300	2320	2341		
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049	11011	7734	5142	10893	9450	7511		
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035	46635	38702	21201	64075	46662	38780		
FB 28 Day Total Reach	59089	23513	76424	64322	78827	100609	149406	47557	290622	106240	99167		
FB Likes - Tour De Cashiers	905	909	912	933	934	936	970	1034	1041	1041	1041		
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762	932	4786	14260	2455	119	65		
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619	4918	17348	85814	20179	1218	440		
FB Tour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200	16542	26920	239004	142078	10752	2444		
Mountainlovers.com Referral	1	0	2	1	0	1	0	1	0	1	1		
MountainloversNC.com Referral	0	0	0	0	0	0	0	0	0	0	0		
JacksonNC.org Referral	0	0	0	0	0	0	0	0	0	0	0		
VisitNC.com Referral	2	1	3	6	9	3	4	0	0	0	0		
<b>On-Site</b>													
After Hours Information Pick Up	100	225	211	150	544	166	551	175	715	591	105		
Information Packets Mailed	14	8	9	11	7	57	13	13	12	10	9		
On Site Visitors	56	53	132	144	106	240	284	251	179	308	105		
Email Inquiry	12	7	11	8	7	12	8	13	9	12	11		
Phone Inquiry	58	92	81	80	106	155	149	130	82	112	77		
Play On Merchandise	0	0	0	0	0	0	10	0	0	0	0		
<b>Mass Distribution</b>													
Cashiers Visitor Guide	775	200	200	300	12150	1691	1785	1298	1493	585	725		
Cashiers Shopping & Dining Guide	N/A	N/A	30	100	10800	1750	1890	500	800	175	150		
JCTDA Visitor Guide	619	54	452	484	968	1015	852	705	1436	1142	357		
JCTDA Waterfall Map	50	800	50	265	200	100	295	300	500	500	2350		
Fly Fishing Guide	25	75	110	25	40	75	45	125	150	0	25		
Lifestyle & Living Map	50	50	25	75	25	75	150	50	25	100	50		
Cashiers Adventure Map	900	325	1025	200	140	4495	1490	2275	2400	500	1900		
<b>Mass Distribution Monthly Totals</b>	<b>2419</b>	<b>1504</b>	<b>1892</b>	<b>1449</b>	<b>24323</b>	<b>9201</b>	<b>6507</b>	<b>5253</b>	<b>6804</b>	<b>3002</b>	<b>5557</b>		
JC TDA Visitor Guide (handouts)	66	54	108	96	76	88	102	79	101	156	51		