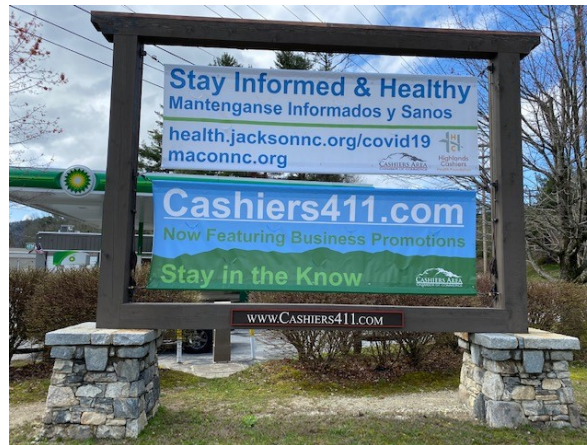


APRIL 2020



COVID19-RELATED ACTIVITIES:

- Under direction of JCTDA, closed visitor center walk-in operations and redirected all calls, emails, US mail and deliveries for seamless and prompt responses. Maintaining outdoor signage changes, package deliveries, administrative duties and more during office closure
- Providing timely and numerous database, business and operational updates to JCTDA for posting on LoveJacksonNC.com
- Ongoing communications with JCTDA staff and leadership re: industry impact and opportunities
- Working closely with Western NC Chamber Executives on best practices and collaborative opportunities to support tourism industry, membership and local community
- Working closely with Jackson County Chamber on regional and local programming to support the tourism industry, membership and local community
- Providing complimentary high-speed internet access via the visitor center's network and promoting other public network access for visitors and students
- Participating in numerous industry-related webinars, weekly calls and other exchanges re: contingencies, projections, marketing and other related issues
- Maintaining frequent contact with local media and stakeholders to promote consistent, relevant and timely information to the community, businesses and visitors
- Launched Small Business Support Campaign – Chamber's focused member and public relations efforts to assist small business members with transitional emergency financial aid and ensure successful economic recovery in the future
- Launched Support ♥ Small Business Campaign – Chamber's consumer-oriented messaging to promote revenue generating member support (i.e. online sales, virtual classes, curbside/delivery, product and service availability, etc.)
- Working with Highlands Cashiers Health Foundation, a partner of Dogwood Health Trust, to deploy immediate supplemental funds and to develop a long-term economic support program for businesses and workers
- Reformatted Cashiers411.com to provide high-profile placement of business-oriented activities on the comprehensive community calendar

- Custom banner display related to public health information and resources, \$small Business \$upport, Cashiers411.com and more
- Working with county officials and agencies on local response activities in response to the virus outbreak
- Participating in weekly Cashiers Readiness Committee teleconference for updates on healthcare facility preparedness, various efforts to ensure food security, internet access, educational programming, effective communications to stakeholders and more
- Contacted US Senators representing NC urging legislative action to grant eligibility for federal and state emergency aid to 501(c)6 and (c)7 social and recreational clubs and chambers of commerce.

2020 CASHIERS AREA VISITOR GUIDE – The annual visitor guide published by the Chamber is in production with an estimated delivery date of May 1. 20,000 copies will be available for distribution via the visitor center, on demand calls/emails/letters, seven all-weather kiosks across south Jackson County and via digital format and links with chamber partners.

CASHIERS AREA SHOPPING & DINING GUIDE – Delayed production pending alignment with destination marketing timelines and possible JCTDA budget reconsideration Plan to reduce 20,000 annual print volume (amount tbd).

HISPANIC COMMUNITY ENGAGEMENT – The Chamber adopted a 2020 strategic initiative to focus on Hispanic-owned and operated business support and development. Special efforts have been made to provide Spanish translation of communications, particularly those issued during the ensuing health crisis.

LEADERSHIP CASHIERS/VIRTUAL PROGRAMMING – Working with program director, task force and alumni network to revise 2020 programming to ensure a complete and enriching experience for current class. LC was recognized by the national Association of Leadership Programs for being among, if not the first program to promptly pivot to a virtual format when Stay in Place mandates were being considered.

CLEANING UP THE MOUNTAINS – Queued up promotion for the April litter pickup effort led by Jackson County. (Suspended until further notice.) Contacted NCDOT regarding clean up of US 64 West (Cashiers to Highlands) which was not included in the state schedule. The local NCDOT director committed to providing maintenance crew to address this segment, citing safety concerns when volunteers are utilized.

CASHIERS TO HIGHLANDS TRAIL – Outreach to the SCC Outdoor Leadership Team and other stakeholders regarding continuing efforts to develop a hiking trail across Cashiers Valley.

OTHER – Administrative reporting and processing and other activities as required.