

APRIL 2021

HIGHLIGHTS

CASHIERS AREA LITTER PICKUP – As part of the North Carolina Litter Sweep and in support of Jackson County's "Cleaning Up the Mountains" campaign, the Chamber paid for a crew to deep clean US 64 from the Crossroads to the Bear Shadow overlook at the Macon County line. They removed 104 bags of trash and a truckload of construction and other large debris. In addition, the chamber purchased grabbers and serves as a supply point for volunteer groups who manage more accessible locations including US 64 East, Cedar Creek Road, Slabtown Road, NC 107 North and South and other arterial roadways. These efforts are to enhance the visitor experience by highlighting our pristine natural resources and scenic byways. Earth Day on April 22nd will also be featured in the social media promotions about litter pickup.

2021 CASHIERS AREA VISITOR GUIDE & MEMBERSHIP DIRECTORY PLUS UPDATED SHOPPING & DINING GUIDE "EAT. SHOP. ENJOY" – Both publications are in production and expected to be distributed in early May. 25,000 copies of each will be printed and also publicized in digital format on the Chamber's and partner websites. The 2021 digest-sized Visitor Guide is supported by record-breaking advertising sales and features a directory which includes numerous new businesses which have opened in the last twelve months. The Cashiers Area Shopping & Dining Guide is a fold-out map-style reference produced with the financial support of JCTDA and displays a prominent "Play On" logo with website address www.DiscoverJacksonNC.com.



CHAMBER INVITES YOU TO DANCE WITH THE DAFFODILS -- The yellow splendor of thousands of daffodils livened the local landscape and signaled that despite sometimes chilly temps, the Cashiers community was OPEN FOR BUSINESS as part of the Cashiers Area Chamber's **HELLO SPRING!** campaign. For the past two years, the Cashiers Area Chamber Retail Roundtable has coordinated a bulk purchase of more than 2,000 bulbs to be planted in the fall. The business group

works to promote the local destination shopping experience and increase sales in the Cashiers Area by creating visual statements of coordinated efforts. These include "Fall Bundle," "Village Lights," and other decorations/lighting, custom Cashiers flag and doormat, events and publicity, both printed and digital editions of the Cashiers Area Shopping & Dining Guide, related contests and more. As a follow up, "Awards Winner" recognition is currently in place, the Crossroads Chronicle ran a front page story on the effort, and the campaign was highlighted in social media including #HelloSpringCashiers.



(Cashiers Area Visitor Center, 202 US 64 West, Cashiers, NC)



2021 LEADERSHIP CASHIERS CLASS – The Chamber's community engagement initiative will kick off its third class of participants with a 1 ½ day retreat in early May at the Country Club of Sapphire Valley. 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

- Received 2021 Play On guides to storage; in the process of pulling last year's edition and cleaning and fulfilling all area kiosks. Provided outdoor unit to Jackson County Chamber.
- Managing CashiersAreaJobs.com to post are employment opportunities; seeing very high activity level
- Working with Jackson County and employers to explore public transit scheduled service from Cullowhee/Sylva to Crossroads
- Continued distribution of hand sanitizer stations to new food and beverage concepts opening in area (The Village Tavern, Native Prime Provisions, Cashiers Custard & Cold Brew)
- Continued planning efforts to create a Cashiers-Highlands hiking trail and received a \$50K financial pledge to support the project.
- Working with area non-profits to post community events and activities to Cashiers411.com, the online calendar launched and managed by the Chamber
- Contacted the paving company for timely completion of the visitor center parking lot work. Bryson advised we are early on their calendar and they will schedule as soon as the asphalt plant is reopened.
- Continued to support economic growth evidenced by new business memberships (460+) and business development exploration
- 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) and visitor welcome messaging. Featured JCTDA “Secret Season” and related designs.
- Greeted 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.
- Other duties as required.

04/16/21