

JUNE 2021

HIGHLIGHTS

2021 CASHIERS AREA VISITOR GUIDE & MEMBERSHIP DIRECTORY AND SHOPPING & DINING GUIDE “EAT. SHOP. ENJOY” – Both publications are now in circulation. Distribution includes 6 dedicated all-weather kiosks placed in high traffic areas, all hotels and rental agencies, retailers, restaurants, the Village Green and other visitor venues. In addition, posters promoting the visitor center and JCTDA collateral (see above right) have been produced for 3 high profile info cases placed along the Village Ramble Greenway. 25,000 copies of each guide were printed and are also available 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.



DRAFT GRAPHIC FOR REPRESENTATIONAL PURPOSES ONLY

NEW PROMOTIONAL “UMBRELLA BRAND” FOR SPECIAL EVENTS -- The Cashiers Area Chamber has commissioned graphic artwork for “Village Crawl,” which will serve as a new “umbrella” brand for Cashiers Area events and activities. It will be launched in mid-July in concert with the Joy Garden Tour organized by the Village Green. On July 16th, the Chamber’s Retail Roundtable members are coordinating late shopping hours and garden-themed premium customer giveaways while live

music, wine tasting, food trucks and more will be featured in the nearby park. In the future, the brand may be used for Retail & Restaurant promotions, wine or craft beer sampling, music vignettes, and other yet-to-be-determined activities. The Chamber's "Village Lights" brand was developed three years ago to promote holiday activities in the village core, including tree lighting, drive-through decoration displays, Santa's visit, and extended shopping hours.

CASHIERS AREA ECONOMIC DEVELOPMENT – The Cashiers Area Community Planning Council is continuing deliberations on local ordinance changes related to growth and infrastructure. Under consideration is adoption of Conditional Zoning in the Cashiers Village Core and Commercial Districts to eliminate the need for regimented, quasi-judicial hearings for variances and/or construction of structures larger than 1,500 square feet. In the meantime, the Chamber is exploring the possibility of pursuing an Urban Land Institute Advisory Series project in which an unbiased panel of national economic development experts intensely studies the community and then makes recommendations on issues including transportation, infrastructure, growth and location priorities, and other critical factors.

TRANSPORTATION IMPROVEMENTS – The Chamber is working closely with Jackson County Commissioner Mark Jones to pursue funding opportunities for major highway improvements in the village core, including the US 64 and NC 107 intersection and arterial roads.

OTHER

- The 4' lighted "CSZ" letters, funded in part by the JCTDA, will be on display on the Village Green from July 4th thru October to promote the new Concerts on the Commons events. They are a popular backdrop for selfies and other tourist photography.
- The Visitor Center parking lot paving is scheduled to begin the week of June 21 and be completed no later than June 30, the end of the fiscal year.
- With emphasis on the relaxing COVID restrictions, working with area non-profits to post and update community events and activities to Cashiers411.com, the online calendar launched and managed by the Chamber.
- Managing CashiersAreaJobs.com to post area employment opportunities and exploring public transit scheduled service options for a route between Cullowhee (WCU) and/or Sylva to the Cashiers Crossroads as a means of attracting workers.
- Continued planning efforts to create a Cashiers-Highlands hiking trail and received a \$50K financial pledge to support the project.
- New chamber members include a number of recreational businesses, reflecting the increasing interest and demand for services in the area. New restaurants include the Village Tavern and Crossroads Custard & Cold Brew (opening soon).
- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients) and visitor welcome messaging. Featuring "Shop. Dine. Play. Stay" and "Welcome Campers & Families" (Camp Merriewood and Deerfoot Blue Ridge). 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.