

# 1. \$35,000

Updated at Sep 10, 2021

Submission Date

Sep 9, 2021

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Name of Initiative

ULI Americas Advisory Services Panel

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Contact Person

Stephanie Edwards

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Title

Executive Director

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Address

202 US 64W/PO Box 238

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City

Cashiers

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State

NC

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Zip Code

28717

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Primary Phone Number

828-743-5191

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Email

sedwards@cashiersareachamber.com

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Organization Type

Non-Profit

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Organization Tax ID

59-1481723

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## Time of Year of Initiative

Off Peak (Dec - March) preferred

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Describe the timing of the initiative in as much detail as possible (please list key project dates, m...

Contract execution - October 2021

Briefing Book & Query Submission - October 2021

Interview selection - October 2021

Onsite Panel - November 2021

Preliminary Analysis Presentation - November 2021

Comprehensive Report - January 2022

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## Describe your initiative

Cashiers has a timely and unique opportunity to be the subject of an Urban Land Institute (ULI) Americas Advisory Services Panel. The project will follow an inclusive, transparent, unbiased and expert process to expand collective knowledge about critical Cashiers Area growth issues and ensure continued destination appeal and sustainability. The ULI process brings together the best and brightest professional planners, market analysts, economists, architects, natural and built environmental specialists, developers, public officials and more to offer practical solutions and objective growth management advice not available from any other source. The ULI Panel will focus on specific issues of local concern, review advance briefing materials, and travel to Cashiers to tour and confidentially interview 80 or more stakeholders. They will discuss land economics and develop recommendations to be shared in a preliminary onsite presentation, followed by a detailed written actionable report approximately 60 days later. This information will be publicly available. The Cashiers Area Chamber of Commerce will serve as the Sponsor and contracted agency for this initiative. It will raise funds from varying sources -- all of whom will be acknowledged in the published study -- for the \$135,000 total fee. It will also manage logistics for the panel visit and other activities as necessary.

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Describe what previous experience applicant has in successful execution of similar endeavors

The Urban Land Institute, founded 1936, is an independent global nonprofit and the oldest and largest network of cross-disciplinary real estate and land use experts in the world. The Americas Panel Advisory Service program was established in 1947, embodying the ULI founding principle of sharing by providing interdisciplinary panels of ULI members—all of whom donate their time—to help communities address land use and real estate development issues. ULI Advisory Services has successfully conducted more than 600 panels in 47 states, 12 countries and 4 continents.

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## Website

[www.CashiersAreaChamber.com](http://www.CashiersAreaChamber.com)

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Social Media Channels - paste URLs below

<https://www.facebook.com/CashiersAreaChamber> , <https://www.instagram.com/cashiersareach...>

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Amount of Funds Requested?

\$35,000

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Date Funds Needed

Sep 30, 2021

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Give a narrative description of how this project will increase tourism and visitation in Jackson Co...

The data derived from this analysis of Cashiers growth opportunities will be used by policy decision makers and other stakeholders to ensure a sustainable and prosperous destination in the future. The local tourism experience and related resources must be intentionally managed for continued success.

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If this initiative has occurred before, what is new that differentiates it from prior years?

No ULI panel has been conducted in our market before. Previous economic and community development studies, such as the Cashiers Small Area Plan and Mountain Landscape Initiative, will be referenced by the panel. Effective JCTDA target marketing and publicity and the recent international health crisis, have resulted in enhanced mountain and rural destination appeal. Cashiers' significantly-expanding tourism and residential market is increasing demands on the local hospitality industry, public infrastructure, transportation systems, natural and recreational resources and other factors which directly impact the tourism experience.

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What is your advertising and marketing plan for your initiative?

Ongoing eblast updates and solicitations to stakeholders, donors and other interested parties, website articles, personal outreach by chamber directors and others, earned and social media outlets, banner and sign displays, posters, business countertop holders for contribution cards, Everydoor direct mail (if possible), and more.

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Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases o...

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Total anticipated cost of initiative

135,000

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Total funds your organization will provide toward total cost?

100,000

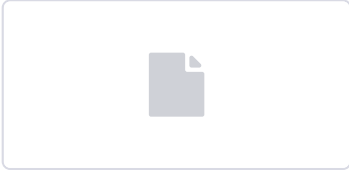
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Detail funds requested from other sources and note commitments or anticipated receipt of fund...

We are in the earliest stages of fundraising but have \$15,500 in hand from individuals who support the effort. We have commitments of \$35,000 to be received imminently. We have identified individuals, businesses, nonprofit organizations, interest groups and others to solicit financial support.

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Please upload your detailed budget, including event or initiative expenses and revenue. You can ...



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Anticipated Attendees from Jackson County:

N/A

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Anticipated Attendees from outside Jackson County:

N/A

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Anticipated overnight stays generated:

N/A\*

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How did you determine audience/attendance numbers and where do they come from?

\* Panelist and staff overnight stays will be generated by the initiative.

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How will you measure success of your initiative?

Extensive community engagement for an inclusive and transparent panel process and future consideration by public policy decision makers and other stakeholders of the data derived and panel recommendations in matters of growth management, economic expansion, and sustainability.

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Upload any supporting documentation for your application here:

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Is there anything else you'd like to add?

Thank you. We value our partnership with JCTDA and would appreciate your pivotal financial support of this critical project which will help ensure Cashiers and south Jackson County enjoys a prosperous and robust tourism economy in the future.

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Signature:

*Stidus*