



September 13, 2021

Dear Jackson County Tourism Development Authority Board Members:

As current/former JCTDA Board Members, Committee Members, Cashiers Area Chamber Officers and Directors and other stakeholders, we ask for your favorable consideration of the JCTDA grant application submitted by the Cashiers Area Chamber of Commerce to conduct a ULI Americas Advisory Services Panel in Cashiers, NC. We emphasize that this project has widespread community support as it brings national resources -- typically available only to towns, cities and large entities which can rely on major government or corporate funding -- to Western North Carolina.

Jackson County and specifically unincorporated Cashiers, have a timely and unique opportunity to be the subject of an Urban Land Institute (ULI) Americas Advisory Services Panel. This process brings together the best and brightest professional planners, market analysts, economists, architects, natural and built environmental specialists, land developers, public officials and more to offer practical solutions and objective growth management advice not available from any other source. The Chamber will serve as the project Sponsor, responsible as the contracted agency, and will manage administration and logistics.

We ask you to support this inclusive, transparent, unbiased and expert process to analyze critical Cashiers Area growth issues which are paramount to tourism industry success in our destination and our county at large.

These economic development issues include preservation of community character and heritage, local services including hospitality, accommodations, workforce housing, pedestrian mobility and safety, transportation management, infrastructure expansion, environmental conservation and scenic quality, public amenities and more.

We urge your approval of the Chamber's \$35,000 JCTDA grant request toward the \$135,000 total cost of the panel. More than \$50,000 has been raised from the community to date with additional commitments made and requests pending.

By offering JCTDA's pivotal financial support, you will help ensure a prosperous and robust regional tourism economy in the future. Thank you.

Sincerely,

Glenn Ubertino, President, Cashiers Area Chamber of Commerce, Cashiers Area Community Planning Council Member, Zoller Hardware

Ann Self, JCTDA Board, Vice Chair, The Village Green

Daniel Fletcher, JCTDA Board, Cashiers Area Chamber Board, Cashiers Area Community Planning Council Member, Hotel Cashiers

The Honorable Glenda Hood, ULI National Trustee, former Mayor of Orlando and Secretary of State of Florida (30+ year resident of Cashiers, NC)

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JCTDA/ULI Letter of Endorsement

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Stephanie Edwards, JCTDA Ex-Officio Board Member, Cashiers Area Chamber

Malice Grant, Cashiers Area Legacy Fund

Scott Greene, JCTDA Board, High Hampton

Ashton Harris, Cashiers Area Chamber Board, Country Club of Sapphire Valley

Ben Harris, Cashiers Area Chamber Board, Harris Custom Builders

Debby Hattler, JCTDA Board, Retired, Landmark Realty Group

Lec Hobbs, Cashiers Area Chamber Board, Highland Hiker

Sarah Jennings, JCTDA Board, Retired, Lonesome Valley

Mary Lanning, JCTDA Board, former Vice Chair, Cashiers Area Chamber Past-President,
Hampton Inn & Suites, Cashiers/Sapphire

Brandy Letson, Cashiers Area Chamber Board, Cashiers Valley Pharmacy

Wendy Lupas, Cashiers Area Chamber Board, Gracewear

Julie Spiro, JCTDA Ex-Officio Board Member, Jackson County Chamber of Commerce

Dr. Don Tomas, Cashiers Area Chamber Board, President Southwestern Community College