

MARCH 2022

HIGHLIGHTS



ULI ADVISORY SERVICES PANEL ACTIVITIES – On Sunday, February 20th, the ULI Panel of 9 nationally-recognized experts in the fields of land use, real estate analysis, transportation, conservation, housing, and other disciplines, arrived in Cashiers for a week-long agenda of growth management analysis. They toured features in the village core as well as areas of influence including Sapphire, Glenville and Highlands.

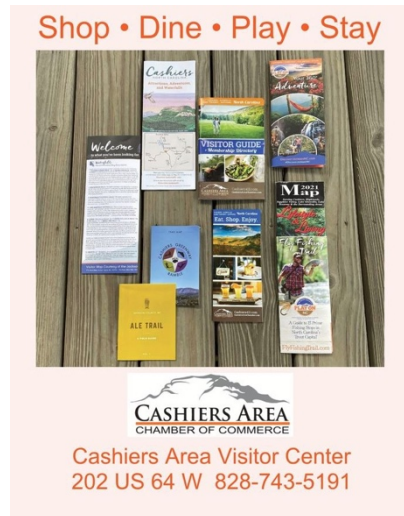
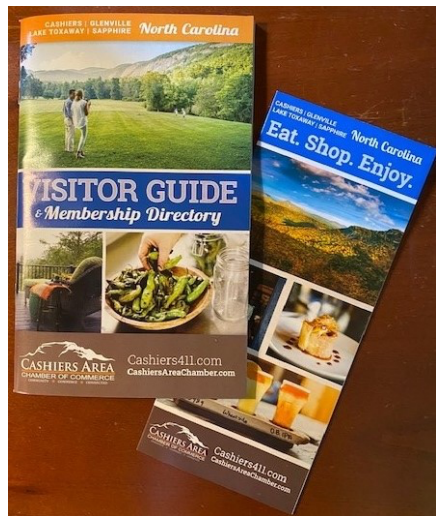
A public Introduction & Input Session was held on Monday, followed by “focus group-style” interviews with community representatives on Tuesday. Panelists conducted sessions with more than 130 individuals representing a broad range of demographics including age, gender, ethnicity, occupation, residency (location, full-/part-time), affiliations, and more. Included among those meeting with the panelists were Nick Breedlove and a number of Cashiers Area JCTDA board members representing tourism-related businesses as well as all members of the local Planning Council, some of the Jackson County Planning Board, County Commissioners, County Manager, planning staff, NCDOT and TWSA executives and others. Tourism marketing and management was among the discussions that occurred.

After extensive deliberations, the panel gave a preliminary report on Friday morning to a public and live-streamed audience. (All presentations were recorded and are available on the Chamber’s YouTube channel via links at www.CashiersAreaChamber.com.)

In summary, the panel identified five priorities: Long-range conservation plan; robust pedestrian mobility plan (pathways/sidewalks/ parking); aggressive pursuit of local, state, federal funding, earmarked and otherwise, to accelerate infrastructure development; housing diversity (workforce, affordable, long-term rentals); and coordinated and strategic development of major land tracts in the village core.

A detailed written report with more information on the Panel's actionable recommendations will be released in 30-60 days and shared publicly. The Cashiers Area Chamber, planning council, county staff and other major stakeholders will work to address identified growth management and economic issues in a coordinated and collaborative manner.

Thank you to the JCTDA for its generous financial contribution and project support as an enlightened major stakeholder in Cashiers future growth. JCTDA will be recognized accordingly in the final report.



2022 CASHIERS AREA VISITOR GUIDE & MEMBERSHIP DIRECTORY AND SHOPPING & DINING GUIDE “EAT. SHOP. ENJOY” – Both publications are now in production with an estimated delivery date of May 1. Distribution will include 6 dedicated all-weather kiosks placed in high traffic areas, all hotels and rental agencies, retailers, restaurants, the Village Green and other visitor venues. Posters promoting these and other JCTDA publications will be displayed will be produced for 3 high profile info cases placed along the Village Ramble Greenway. 25,000 copies of each guide will be printed and are also available in digital format on the Chamber's and partner websites.

The 2022 digest-sized Visitor Guide is supported by what is expected to be record-breaking advertising sales and features a directory which includes numerous new businesses. 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.



DAFFODIL DAYS ARE HERE! The results of continuing beautification efforts by the Chamber's Retail Roundtable are being realized this month with the blooming of 1,000s of daffodil bulbs in near the Cashiers Crossroads. Intended to create visual statements of hospitality and welcome to visitors, the Chamber organizes the annual wholesale purchase of bulbs for distribution to village core businesses.

OTHER

- Amid relaxing COVID restrictions, the Chamber is working with area non-profits to post and update the Cashiers411.com online calendar with renewed and new community events and activities.
- 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.
- New chamber members include a number of recreational businesses, reflecting the increasing interest and demand for services in the area.
- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients) and visitor welcome messaging. Featuring "Shop. Dine. Play. Stay."
- Spring cleaning at the visitor center.
- 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.

03/17/22