

MAY 2022

HIGHLIGHTS

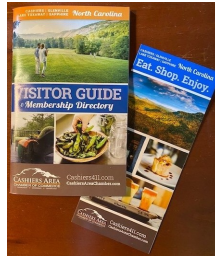


CASHIERS EVENT CALENDAR EXPANDS IN 2022 – Cashiers signature concert series, “Groovin’ on the Green,” and other special events are kicking into high gear for the 2022 season. Memorial Day will feature the opening Groovin’ on the Village Green lawn and other high-profile concerts including Concerts on the Slope in Sapphire will continue through the fall. Popular annual events such as the Cashiers Historical Society Designer Showhouse, Cashiers Valley Leaf Festival, Cashiers Benefit Antique Show (moved from Blue Ridge School to Village Green), Plein Air Festival, and others will resume pre-Covid formats to accommodate larger crowds. The Chamber maintains www.Cashiers411.com, an online community calendar for event information and timely updates.

ULI ADVISORY SERVICES PANEL ACTIVITIES – Update: The final report is in the editing stage at ULI. It is expected to be printed and shipped to the Chamber in the next two weeks. Following a strategic communications plan to announce the release, the report will be made available to stakeholders, financial supporters and the public in printed and digital formats. At its May 23rd meeting, the Cashiers Area Community Planning Council will consider the detailed recommendations to determine the group’s scope of authority, establish priorities and identify next steps.

As previously announced, the panel summarily 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. Of note, if pursued, would be the formation of the Cashiers Development Corporation, a 501(c)3 organization to manage housing efforts with emphasis on diversity and affordability, and to hire a “convener” to coordinate multiple lead organizations assigned to the other priorities.

Thank you again 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” – Update: Smoky Mountain News has completed its editorial and the guide is in print production. Record-advertising sales were achieved. Delivery is expected in early May and full distribution to local outlets will occur immediately on receipt.

Background: Both publications are 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.



LEADERSHIP DEVELOPMENT PROGRAM HOSTS 2022 RETREAT – Leadership Cashiers will host nearly 30 participants at its upcoming retreat at The Country Club of Sapphire Valley. Launched in 2019 as a Community Engagement Initiative of the Cashiers Area Chamber of Commerce, the program will graduate its fourth class in 2022. The program mission is to “inform, connect, and engage” individuals by studying civic issues, building strong working relationships, and motivating participants to provide enlightened, dynamic community leadership. Participants represent business, community, nonprofit and government sectors and generous sponsors provide financial support. The curriculum includes Issues orientation, discussion and personal leadership skills development. Sessions

feature community, business, government and nonprofit leadership presentations, special appearances by regional, state and national experts, case studies and field trips. Issues highlighted include Economic Development, Natural & Cultural Resources, Planning & Infrastructure, Government, Education, and Health & Well-being. For more information, visit www.LeadershipCashiers.org.

OTHER

- 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.
- 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, The Fix, Crossroads Custard & Cold Brew, and an anticipated F&B venture at the former Gamekeeper property in Sapphire.
- 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.

05/05/2022