

SEPTEMBER 2019

HIGHLIGHTS



27TH Annual Tour de Cashiers Mountain Cycling Experience & 5K Run – The mountain cycling and run experience took place under beautiful skies on Saturday, September 7th. Nearly 250 riders departed the Cashiers Glenville Recreation Center early morning for 25, 62 and 100 mile routes across Jackson, Transylvania and Macon Counties. Runners then raced their approximate 3-mile route out and back. The event received broad publicity across the southeast. The chamber, which sponsors the event as a fund raiser, and producer Peak Racing, responsible for all registration and logistics, continue to explore opportunities to extend visitation and marketing coverage of the ride/run. Producer Tony Hammett has been successful in doing so for the Jekyll Island Turtle Crawl.



CASHIERS CROSSWALKS GET A FACELIFT – Cashiers Area Chamber President Mary Lanning and 15 Board Directors recently sent a formal letter to the NCDOT asking the agency to update all Cashiers local crosswalks saying they "pose a pedestrian safety risk as the lines are worn away and the reflective pain is significantly dulled." NCDOT crews were busy during several days the week of September 9th repainting Cashiers Crossroads Area crosswalks. Pedestrian Mobility & Safety is one of the Chamber's strategic initiatives to support responsible economic and community development. As part of the organization's continuing efforts, it conducts a crosswalk public awareness campaign --

"Slow Down & Stop ... Stay Alert ... We're Walkin' Here!" to remind drivers that when pedestrians are present in crosswalks, NC law requires them to stop. The Chamber also works closely with NCDOT, Jackson County Sheriff's Office, and community stakeholders on other "traffic calming" techniques to slow cars and trucks on NC 107 and US 64 to protect residents and visitors and enhance the Cashiers Area experience. The NCDOT crew updated striping at the Crossroads intersection and on arterial crosswalks on the highway approaches.



CHAMBER'S RETAIL ROUNDTABLE LAUNCHES HOLIDAY AND YEAR-ROUND LIGHT INITIATIVE – In an effort to create visual statements of hospitality and welcome to visitors, Chamber retail leadership has developed “Village Lights,” a coordinated LED light display by businesses around the Cashiers Crossroads. The kickoff begins on November 29th as an extension of the Village Green’s annual Christmas tree lighting festivities. Other suitable occasions during the year will be considered for additional display.



CHAMBER PARTNERS WITH JACKSON COUNTY TO PROMOTE ANTI-LITTER CAMPAIGN – The Chamber has partnered with the Jackson County Board of Commissioners on its recently-launched “Clean & Green” public awareness campaign by issuing public service announcements to members, offering trash bag and other pickup supplies and posting social media messaging. This promotion is a follow up to the Chamber-funded local US Highway 64 cleanup efforts that occur each spring, Businesses or individuals who donate \$100 toward the county’s effort will receive a commemorative decal. Funding will support public relations, printing costs of posters and stickers. Donations can be made to the Jackson County Department of Public Works.



2019 LEADERSHIP CASHIERS GRADUATION – The inaugural class of the Chamber’s community leadership program completed its nine-month program in September. The term culminated with a capstone session, evaluation, personal commitments, and a graduation ceremony. Applications will be accepted for the 2020 class starting in October. The mission of the program is to inform, connect and engage leaders by looking intensively at the issues affecting the Cashiers Area and by building strong working relationships to prepare and motivate participants to provide enlightened, dynamic leadership. intended to develop a cadre of well-informed and connected, dynamic community leaders to ensure the sustainability and quality of life in the Cashiers Area.

CASHIERS TO HIGHLANDS TRAIL PROJECT – The Town of Highlands has created a database using GPS software to allow Plateau volunteers to upload information about terrain and elevation across the Whiteside Mountain and Cashiers Valley land expanse. This is the first step toward developing a Cashiers to Highlands walking trail. Details on usage, branding, maintenance and more have not yet been determined.

OTHER

- The Village Green’s new arts and culture facility will conduct “sneak peek” tours of the building the week of September 23rd.
- Plans are underway for the upcoming Annual Cashiers Valley Leaf Festival, to be held on the Village Green Friday through Sunday, October 11-13th. This popular and free event welcomes 100 artisans and merchants to the park. Visitors will find unique handcrafted wood, pottery, jewelry and much more on display and for purchase throughout the weekend. Food, drink, live music and a juried art show add to the festive spirit.
- Successfully obtained private property owner approval for the installation of the Glenville destination sign to be seen by visitors driving southbound on NC 107 North towards south Jackson County.
- Continued parking lot paving bid solicitations of paving companies with goal to complete work before asphalt plant closes in December.
- Closely monitoring highway construction proposals for NC 107 North between Tuckaseegee and Hanging Rock Road (near climbing lane on east side of Lake Glenville).
- Scheduling annual major landscape maintenance for the visitor center grounds.
- Continuing to work with Vision Cashiers community volunteers in promotion of apprentice programs in hospitality and construction trades.
- Facilitated other hospitality business prospects with introductions to the area and referrals for data.
- Shared advertising and marketing opportunities with contracted agencies and other interested stakeholders.
- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients).
- Greeted walk in 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.
- Distributed Play On NC Mountains and Cashiers Area visitor guides.

2019 Analytics Reporting

SOURCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD	1570	1859	2386	4206	6931	7570	4766					
Cashiers411.com Visits	TBD	372	462	842	1203	1641	2447	1635					
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655	7932	8989	8529					
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589	3451	4256	3860					
Destination-Cashiers Pageviews	55	46	58	50	68	112	137	120					
FB Likes - Chamber	2096	2102	2112	2127	2184	2201	2256	2289					
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049	11011	7734	5142					
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035	46635	38702	21201					
FB 28 Day Total Reach	59089	23513	76424	64322	78827	100609	149406	47557					
FB Likes - Tour De Cashiers	905	909	912	933	934	936	970	1034					
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762	932	4786	14260					
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619	4918	17348	85814					
FB Tour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200	16542	26920	239004					
Mountainlovers.com Referral	1	0	2	1	0	1	0	1					
MountainloversNC.com Referral	0	0	0	0	0	0	0	0					
JacksonNC.org Referral	0	0	0	0	0	0	0	0					
VisitNC.com Referral	2	1	3	6	9	3	4	0					
On-Site													
After Hours Information Pick Up	100	225	211	150	544	166	551	175					
Information Packets Mailed	14	8	9	11	7	57	13	13					
On Site Visitors	56	53	132	144	106	240	284	251					
Email Inquiry	12	7	11	8	7	12	8	13					
Phone Inquiry	58	92	81	80	106	155	149	130					
Play On Merchandise	0	0	0	0	0	0	10	0					
Mass Distribution													
Cashiers Visitor Guide	775	200	200	300	12150	1691	1785	1298					
Cashiers Shopping & Dining Guide	N/A	N/A	30	100	10800	1750	1890	500					
JCTDA Visitor Guide	619	54	452	484	968	1015	852	705					
JCTDA Waterfall Map	50	800	50	265	200	100	295	300					
Fly Fishing Guide	25	75	110	25	40	75	45	125					
Lifestyle & Living Map	50	50	25	75	25	75	150	50					
Cashiers Adventure Map	900	325	1025	200	140	4495	1490	2275					
Mass Distribution Monthly Totals	2419	1504	1892	1449	24323	9201	6507	5253					
JC TDA Visitor Guide (handouts)	66	54	108	96	76	88	102	79					