

JANUARY 2020

HIGHLIGHTS

**SAPPHIRE VALLEY SKI RESORT OUTHOUSE RACES** – The 2020 annual Outhouse Races (named as one of Southeast Tourism Society's Top 20 events in the Southeast) will be held on Saturday, February 15<sup>TH</sup> on the ski slopes of Sapphire Valley Resort. The resort has snow-making machinery to support Mother Nature's winter dressing. The popular event draws hundreds of spectators and visitors to the Plateau during the "Secret Season."



**NC HIGHWAY 107 TRAFFIC STUDY** – At the request of the Cashiers Area Chamber and area businesses, the NCDOT recently conducted a traffic study on NC Highway 107 South near the Crossroads. The Chamber will host a meeting with DOT officials on January 16<sup>th</sup> to discuss the results, including methodology, crash and speed data and recommended traffic-calming actions. In addition, the Chamber periodically notifies the state road maintenance crew of directional and destination signage damage in need of repair and promotes litter cleanup.



**2020 LEADERSHIP CASHIERS CLASS** – The Chamber's community engagement initiative will kick off its second class of 25 participants with a 1 ½ day retreat in early February. The **Mission** of **Leadership Cashiers** is to **inform, connect and engage** individuals by studying civic issues,

building strong working relationships, and motivating participants to provide enlightened, dynamic community leadership. The economic development session will feature JCTDA and the tourism industry.



**CHAMBER BOARD HOSTS STRATEGIC PLANNING SESSION** – The 2020 Cashiers Area Chamber directors held a retreat in January to discuss priorities and programming for the coming year. With exceptional participation, the group considered additional strategic initiatives including Tourism, to align with its long-standing core mission to serve as a “Conduit for building destination awareness,” engagement and support of the Hispanic business community, and Health & Wellness. Efforts will continue to “move the needle” on Workforce Development, Pedestrian Mobility & Safety, Infrastructure Development, Broadband connectivity, Community Engagement/Leadership Cashiers, and more.

**TWSA TAKES MAJOR STEP TOWARD CONSTRUCTION OF NEW CASHIERS SEWER FACILITY** – The Horsepasture River Wastewater Treatment Plant construction moves ahead with the recent core drilling needed to develop site plans. According to interim TWSA director Dan Schaeffer, the geologists’ report should be complete on the borings by the end of January. McGill will then design the footings and complete the plans by June/July. The project should go to bid by August/September with an estimated completion date of Spring 2022. The system expansion will accommodate historical, unmet demand for allocation from many tourism-related businesses such as accommodations and eateries.

#### **OTHER**

- Continued planning efforts to create a Cashiers-Highlands hiking trail in coordination with Town of Highlands and Highlands Chamber of Commerce. Also exploring Cashiers-Lake Toxaway segment to be declared across Panthertown Valley in coordination with the Lake Toxaway community.
- According to Vision Cashiers, their proposed “free community wifi network” will be installed by Skyrunner and paid for by the non-profit community group in the “next 90 days.” Yet to be determined are management of Cashiers branding and messaging to visitors who use the system.
- Grated the gravel parking lot to eliminate significant weather- and traffic-related potholes and preparing for asphalt paving as early as possible in the spring.
- Facilitated other hospitality business prospects with introductions to the area and referrals for data.
- 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
<b>Internet Analytics</b>													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD	1570	1859	2386	4206	6931	7570	4766	3608	3407	859	1927	39089
Cashiers411.com Visits	TBD	372	462	842	1203	1641	2447	1635	1130	1214	1941	917	13804
CashiersAreaChamber.com Pageviews	4210	4873	5809	5262	6655	7932	8989	8529	6539	6408	3903	2722	71831
CashiersAreaChamber.com Visits	1665	1869	2101	1950	2589	3451	4256	3860	3082	3202	2049	1425	31499
Destination-Cashiers Pageviews	55	46	58	50	68	112	137	120	110	107	43	36	942
FB Likes - Chamber	2096	2102	2112	2127	2184	2201	2256	2289	2300	2320	2341	2374	26702
FB CACOC Daily Total Reach	1797	2878	5172	4450	6049	11011	7734	5142	10893	9450	7511	7091	79178
FB CACOC Weekly Total Reach	10419	10275	30571	29191	26035	46635	38702	21201	64075	46662	38780	42565	405111
FB 28 Day Total Reach	59089	23513	76424	64322	78827	100609	149406	47557	290622	106240	99167	152723	1248499
FB Likes - Tour De Cashiers	905	909	912	933	934	936	970	1034	1041	1041	1041	1042	11698
FB Tour De Cashiers Daily Total Reach	3555	514	34	2193	1762	932	4786	14260	2455	119	65	91	30766
FB Tour De Cashiers Weekly Total Reach	22385	3826	266	12607	10619	4918	17348	85814	20179	1218	440	588	180208
FB Tour De Cashiers 28 Day Total Reach	55344	25588	5379	30859	33200	16542	26920	239004	142078	10752	2444	2171	590281
Mountainlovers.com Referral	1	0	2	1	0	1	0	1	0	1	1	0	8
MountainloversNC.com Referral	0	0	0	0	0	0	0	0	0	0	0	0	0
JacksonNC.org Referral	0	0	0	0	0	0	0	0	0	0	0	0	0
VisitNC.com Referral	2	1	3	6	9	3	4	0	0	0	0	0	28
<b>On-Site</b>													
After Hours Information Pick Up	100	225	211	150	544	166	551	175	715	591	105	101	3634
Information Packets Mailed	14	8	9	11	7	57	13	13	12	10	9	9	172
On Site Visitors	56	53	132	144	106	240	284	251	179	308	105	44	1902
Email Inquiry	12	7	11	8	7	12	8	13	9	12	11	10	120
Phone Inquiry	58	92	81	80	106	155	149	130	82	112	77	52	1174
Play On Merchandise	0	0	0	0	0	0	10	0	0	0	0	0	10
<b>Mass Distribution</b>													
Cashiers Visitor Guide	775	200	200	300	12150	1691	1785	1298	1493	585	725	865	22067
Cashiers Shopping & Dining Guide	N/A	N/A	30	100	10800	1750	1890	500	800	175	150	100	16295
JCTDA Visitor Guide	619	54	452	484	968	1015	852	705	1436	1142	357	975	9059
JCTDA Waterfall Map	50	800	50	265	200	100	295	300	500	500	2350	700	6110
Fly Fishing Guide	25	75	110	25	40	75	45	125	150	0	25	45	740
Lifestyle & Living Map	50	50	25	75	25	75	150	50	25	100	50	45	720
Cashiers Adventure Map	900	325	1025	200	140	4495	1490	2275	2400	500	1900	300	15950
<b>Mass Distribution Monthly Totals</b>	<b>2419</b>	<b>1504</b>	<b>1892</b>	<b>1449</b>	<b>24323</b>	<b>9201</b>	<b>6507</b>	<b>5253</b>	<b>6804</b>	<b>3002</b>	<b>5557</b>	<b>3030</b>	<b>70941</b>