

NOVEMBER 2021

HIGHLIGHTS

HOLIDAY MESSAGING FOR THE 2021 SEASON – Heightened activity in preparation for the upcoming holiday season includes public health reminders (see JCTDA Thanksgiving banner now on display), “Share Joy, Shop Local All Seasons” promotion, and special event publicity. We expect another year of increased visitation and second homeowner extended stays as a result of resurging drive-market health concerns and pent-up demand for leisure travel. Of note, the visitor center is also fielding inquiries about Choose & Cut opportunities which are very limited with the closure of Tom Sawyer Christmas Tree Farm & Elf Village and the impact of last year’s extraordinary demand and inventory depletion.

ULI AMERICAS: ADVISORY SERVICES PANEL – CASHIERS, NC – The contract between the Cashiers Area Chamber and the Urban Land Institute (ULI), was signed on October 18th after a successful campaign to raise more than \$135,000 for the study fee and related administrative expenses. Panelists will be onsite during the week of January 23rd, 2022, to tour, confidentially interview a diverse group of individuals, deliberate, develop actionable recommendations and present an oral report. A final written report will be available 30-60 days later. ULI conveyed they were “impressed” with the speed and breadth of the successful fundraising campaign. Briefing book development, Panel Assignment drafting within a previously identified issues framework, interviewee recruitment, and logistical planning are underway. JCTDA representatives will be invited to participate in the process.

**CHAMBER’S RETAIL ROUNDTABLE AGAIN LEADS VILLAGE LIGHTS FESTIVITIES --**

As a follow up to the Village Crawl summer promotion, retail leadership is working to organize

another campaign to encourage visitors and patrons to buy local for holiday gifts and enjoy extended shopping hours. For the second year, The Village Green will feature a professionally-installed lights and park decorations. In addition, for the first time, the Cashiers Christmas Parade has been rescheduled to 3:00 p.m. on December 4th and will conclude with music at The Village Green.



BEAR SHADOW PHENOMENON A POPULAR DESTINATION EXPERIENCE WHILE RHODES OVERLOOK SAFETY CONCERNS CONTINUE – With national, high-profile publicity, the Shadow of the Bear attracts thousands of visitors each fall. These crowds watch the approaching shadow alongside and often in the lanes of US 64 as there is no viewing opportunity on the far side of the guardrail. While we are not aware of injury incidents, we have received calls from community members who are concerned about safety at this site. We urge the JCTDA, Jackson County and NCDOT officials to continue to explore ways to improve this situation which draws more spectators each year.

OTHER

- All kiosks and high traffic areas are stocked with visitor guides and publications in advance of the major holidays and throughout leaf season.
- The Chamber displayed Autumn welcome messaging throughout the foliage change.
- Seasonal Visitor Center landscaping and other general maintenance were done this month. Chamber manages Cashiers Crossroads banner stand to promote event updates, walkability and pedestrian safety, general safety awareness, and gracious hospitality.
- Greeted walk in visitors, responding to inquiries and providing destination information.
- Fulfilled telephone, email and written destination information requests (individual, small weddings and other groups).
- Reviewed and submitted TDA invoices for payment.
- Distributed Play On NC Mountains and Cashiers Area visitor guides.