

**MARCH 2022**

**HIGHLIGHTS**



**EVERYTHING'S COMING UP DAFFODILS IN CASHIERS** -- Every year since the fall of 2019, Cashiers Area businesses surrounding the US 64 and NC 107 Crossroads plant daffodil bulbs in roadside beds. The Cashiers Area Chamber's Retail Roundtable under the leadership of board member Lec Hobbs, of Highland Hiker, organized the wholesale purchase and installation of more than 1,500 bulbs to date which create a dramatic visual cue when they bloom that Spring is arriving in the mountains!

Other Chamber Retail Roundtable projects have included a "Welcome Cashiers" doormat hospitality campaign, a "Cashiers 1833" flag promotion, and the Village Lights holiday display in coordination with the central park's Christmas festivities and tree lighting.



**ANNUAL BURGER WEEK LAUNCHED IN CASHIERS** -- Cashiers Burger Week is a weeklong celebration of the Almighty Burger from May 1<sup>st</sup> to 7<sup>th</sup>, 2023. Cashiers Area restaurants, in partnership with the Cashiers Area Chamber of Commerce, will be showcasing limited-time \$10 burgers. Participants will get a "Passport" stamped at each location they patronize and submit it with votes for Best and Most Creative Burger and to be entered to win prizes. Diners are encouraged to eat in at restaurants, purchase a la carte side items and tip servers generously!

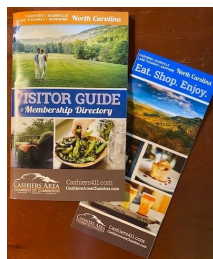


**CASHIERS TO HIGHLANDS CONNECTOR** – The Blue Ridge Community Connector project has eclipsed local efforts to create a day-trail from Cashiers to Highlands. A recent study released by Tim Johnson, of Destination by Design, detailed a master plan for the Blue Ridge Community Connector, a proposed regional trail system and trekking route in the southern Blue Ridge Mountains connecting the communities of Clayton, GA, and Highlands and Cashiers. The local proposed alignment traverses from Cashiers south of Whiteside Mountain along the Chattooga River then travels along the base of Blackrock Mountain to Horse Cove and Rich Gap Roads. The route climbs to the summit of Satulah Mountain before descending to the Town of Highlands. This planning section stretches approximately 16 miles from the Cashiers Village Green to Kelsey Hutchinson Founders Park in Highlands.

This recent project description is characterized as a “trekking experience” with huts/yerts for overnight camping along the route. Specifics of operations, sustainability and funding were not yet available. The final report incorporating public input is expected at the end of March.

**ULI – CASHIERS COMMUNITY COLLABORATIVE** – Efforts to implement select recommendations of the ULI Cashiers Panel report continue via the Collaborative group formed by the Chamber and representing major stakeholders and nonprofit organizations in the region. Priority focus is on creating a long-term conservation plan, to identify viewsheds, water resources and other environmental considerations that impact visitor and resident experiences so that future development will be managed to protect the natural setting of the destination.

Housing diversity is also a high priority for the Collaborative, with Dogwood Health Trust recently funding two major Cashiers Area studies to support workforce housing and a major purpose-built project. An RFP is expected to be released in the future by property owner Highlands Cashiers Health Foundation for proposals to develop a central core parcel.



**2023 CASHIERS AREA VISITOR GUIDE & MEMBERSHIP DIRECTORY AND SHOPPING & DINING GUIDE “EAT. SHOP. ENJOY”** – Chamber-partner Smoky Mountain News is currently soliciting advertising for the two publications which are expected to be released by May 1. Full distribution to local, high traffic outlets and kiosks will occur immediately on receipt.

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