

Cashiers Historical Society programming and ...

Ann McKee Austin

Submission Date

Feb 24, 2023 7:24 AM

Name of Initiative

Cashiers Historical Society programming and events

Contact Person

Ann McKee Austin

Title

CHS Board member

Address

c/o Cashiers Historical Society PO Box 104

City

Cashiers

State

NC

Zip Code

28717

Primary Phone Number

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Email

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Organization Type

Non-Profit

Organization Tax ID

11-3840349

Time of Year of Initiative

Off Peak (Dec - March) preferred

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

See attachment

Describe your initiative

The Mission of the Cashiers Historical Society is “Preserving the Heritage of Cashiers Valley through Education, Stewardship, and Advocacy.”

The Cashiers Historical Society sponsors a full schedule of year round activities at the Zachary Tolbert Historic Site and other locations throughout Cashiers in fulfillment of this mission.

In addition to individual and group tours, approximately 20 special events are scheduled throughout the year, structured for a variety of demographic audiences: long time local families, school children, heritage tourism visitors, summer residents, and special affinity groups.

Describe what previous experience applicant has in successful execution of similar endeavors

See the attached calendar of events noting number of years the event has been held. Many of these programs are highly anticipated annual events such as The Village Heritage Award, Heritage Apple Day, The Jan Wyatt Symposium, the Mountain Heritage Lecture Series, and Founders’ Day.

And in a category all its own, the Cashiers Designer Showhouse, a two week long affair with multiple axillary events, recently completed its 20th successful year.

We understand that a goal of the TDA is to increase visitation to Cashiers during the “secret season” and will take that into consideration in future planning.

Website

www.cashiershistoricalsociety.org

Social Media Channels - paste URLs below

Historical Society Facebook: <https://www.facebook.com/profile.php?id=100064926962659> \ Historical Society Instagram: <https://www.instagram.com/cashiershistoricalsociety/> Cashiers Designer Showhouse Facebook: <https://www.facebook.com/CashiersDesignerShowhouse>: CDS Instagram: <https://instagram.com/cashiersdesignershowhouse/?hl=en>

Amount of Funds Requested?

\$10,000

Date Funds Needed

Apr 15, 2023

Give a narrative description of how this project will increase tourism and visitation in Jackson County

The Zachary-Tolbert Historic site is one of the main heritage tourism destinations in Jackson County. This National Register treasure draws visitors from across the southeast and beyond.

The site also includes the oldest extant building in Jackson County – the c.1830 Col. John’s Cabin, the c.1880 Hampton Schoolhouse, and the kitchen dependency. In addition to the programs for the annual events described in this grant request, the site is open year round dawn to dusk, and the buildings are available for visitation and tours during the summer months. Fresh programming for the annual events ensures interest of new visitors and encourages return visits by past guests.

The Cashiers Historical Society has been involved with Cashiers planning initiatives over the years, including the landmark Mountain Landscapes Initiative project, and more recently the Urban Landscapes Initiative .

A primary goal of CHS is to preserve the village character of Cashiers through its support of historic preservation and. Preserving the village character of Cashiers through adaptive reuse of historic buildings is a key to attracting heritage tourists visiting western North Carolina.

If this initiative has occurred before, what is new that differentiates it from prior years?

Each year the calendar is tweaked to bring new programs as well as refresh annual programs with new material. The Jan Wyatt Symposium is a good example. Past subjects have included a variety of topics of historical interest, such as Wade Hampton III, The Cherokee, Appalachian Foodways, Heritage Gardening, Horace Kephart and others. For this year's North Carolina Trout Symposium, for example, experts will trace the history of trout, especially brook trout, in our mountain streams. Promoting the event regionally will draw visitors many of whom will plan overnight stays.

The annual CDS Showhouse is constantly reinventing itself, and draws overnight visitors from nearby states many of whom visit Cashiers annually for this event. Atlanta Homes and Lifestyles publishes the program in their widely circulated magazine, which increase draw of overnight visitors. In addition to guests, many of the participating designers come from "away", and spend several weeks here, contributing to our local economy with shopping, restaurants and hotel stays. Attendance varies year to year, with up to 5000 visitors some years.

What is your advertising and marketing plan for your initiative?

Marketing programs are designed individually for each event -- banners at the crossroads, ads in local media, press releases to local and regional media, feature stories in local and regional media, social media promotion, direct mail to members, posters, and Chamber of Commerce promotion are some of the vehicles we use.

Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.

Yes

Total anticipated cost of initiative

25,000

Total funds your organization will provide toward total cost?

CHS will fund with cash reserves shortfall between grant income and actual cost.

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

We generally apply for six or so grants per year. We've received past grants from Cedar Creek Club, Wade Hampton Golf Club, Cullasaja Women's Club, Church of the Good Shepherd, Cashiers Community Fund, and others. Applications will be submitted in the coming months so we don't yet have 2023 results. The Showhouse funds most of our operational budget.

One difference in this year's budget is that we are committed to moving ahead on critical restoration and historic site landscape work that has been put on the back burner in recent years. Painting the Zachary-Tolbert House, addressing moisture issues, tree work on the property are some of our 2023 priorities.

This TDA grant to assist with event marketing will allow us to allocate funds from our annual fundraising efforts to address these pressing needs.

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Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.



76_CHS CALENDAR for TDA GRANT_573.xlsx

10.97 KB

Anticipated Attendees from Jackson County:

See attachment with anticipated audience for each event

Anticipated Attendees from outside Jackson County:

See attachment

Anticipated overnight stays generated:

See attachment


How did you determine audience/attendance numbers and where do they come from?

We base anticipated numbers on previous year's attendance recaps.

How will you measure success of your initiative?

We measure success by comparing anticipated to actual attendance, budget to actual expenses and from guest feedback. Unsuccessful programs are not repeated and new programs take their place.

Upload any supporting documentation for your application here:



CHS CALENDAR for TDA GRANT.xlsx
10.97 KB

Is there anything else you'd like to add?

Cashiers Historical Society is committed to working to preserve the village character of Cashiers, through representation in the ULI process, and through a renew focus on increasing public awareness for our historic properties throughout the valley. We also want to work to increase awareness of heritage tourists to visit our site and participate in our diverse programs.

Signature:

