



Cashiers Area Chamber of Commerce Update

For the Jackson County Tourism Development Authority Board

January 2026

Executive Summary

During this reporting period, the Chamber focused on planning and preparation activities that directly support visitor services, destination marketing, and partner promotion for the coming year. Staff developed comprehensive annual content calendars for social media and Chamber-supported events to ensure consistent, strategic promotion of Jackson County businesses and experiences. A new social media reporting format is included with this monthly report to provide clearer insight into reach, engagement, and performance tied to these efforts.

The Chamber also launched new billboard placements in Glenville, Sapphire, and Scaly Mountain to expand regional visibility and drive visitor engagement. These billboards are linked to a QR-code-driven Linktree, allowing the Chamber to direct travelers to curated visitor resources while capturing measurable engagement data. This approach supports both destination awareness and data-informed marketing decisions.

We are currently in our annual membership renewal season while simultaneously beginning production of the Membership Directory and Visitor Guide, which serve as core visitor-facing resources. These publications highlight local businesses, attractions, lodging, and services and are distributed through the Visitor Center and regional outlets to support tourism throughout Jackson County.

At the governance level, the Chamber Board is actively preparing for a strategic planning retreat scheduled for next month. This retreat will help guide priorities, align resources, and ensure our programs and initiatives continue to support our members and Jackson County's tourism and economic development goals.

Additionally, the Cashiers Visitor Center is currently undergoing long-overdue renovations to improve functionality and the visitor experience. We look forward to sharing before-and-after photos once the work is complete and welcoming guests back into an updated and refreshed space.

1. Visitor Engagement & Brochure Distribution

Visitor Center is closed for renovations.

Brochure Distribution:

- Discover Jackson Guides
- Waterfall Guides
- Cashiers Area Maps
- Fly Fishing & Birding Guides
- Cashiers Area Chamber Membership Directory & Visitor Guide

Distribution Channels:

- Visitor Center walk-ins
- Seven community kiosks (regularly replenished), continue to see steady pick up of brochures and guides.
- Lodging partners, real estate offices, retail partners, and area businesses

2. Events & Tourism Support (Destination Marketing Initiatives)

Staff developed comprehensive annual content calendars for social media and Chamber-supported events to ensure consistent, strategic promotion of Jackson County businesses and experiences.

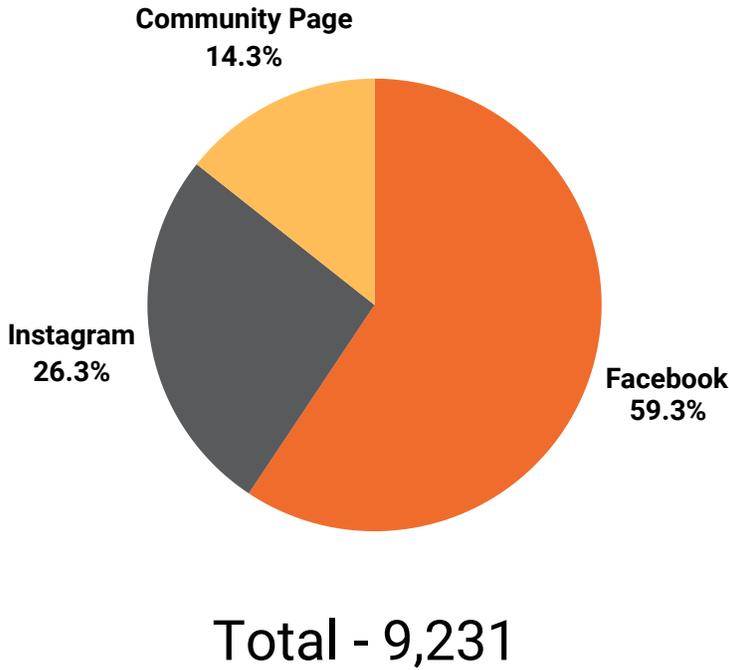
4. Outreach & Community Collaboration

- Leadership Cashiers 2026 applications are available and due March 31.

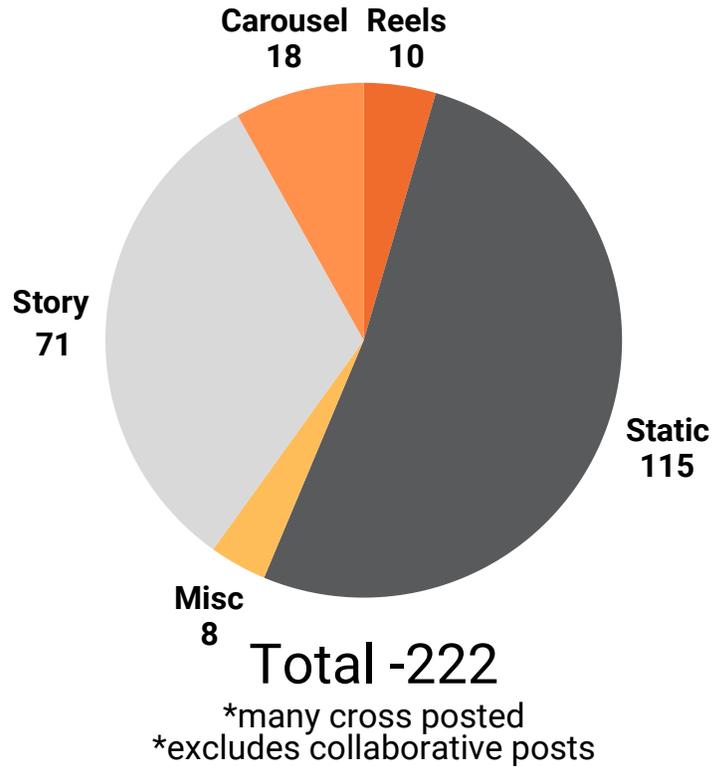
5. Marketing & Communications

- [January Chamber Wire](#) (newsletter) promoted Chamber Membership, our Job Board and Community Calendar (Cashiers411), Visitor Guides, and Leadership Cashiers.
- **Discover Winter Magic** billboard campaign using a [QR Code to our Linktree profile](#).
 - Lifetime Activity: 294 views and 124 clicks
 - Last 7 Days Activity: 14 views and 9 clicks
 - Last 30 Days Activity: 32 views and 9 clicks

Followers/Friends



Content Distribution



Notable Analytics

Views
Facebook - 379.2K
Instagram - 87.2K

Interactions
Facebook - 7.1K
*up 56.6%
Instagram - 2K
*up 100%

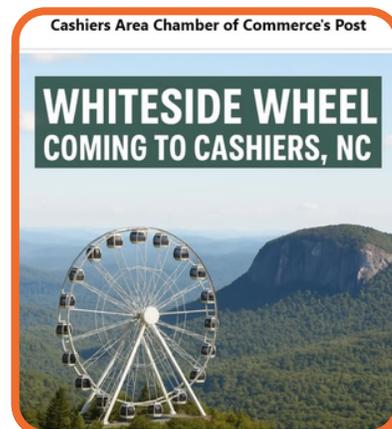
Visits
Facebook - 10.5K
*down 24.9%, due to an abnormal post in 2024 skewing numbers
Instagram - 1.4K
*up 137.1%

Linktree / Billboards



Start Date: 12/01/25
Lifetime Activity: 294 views and 124 clicks

Top Post



Posted : 4/01/25
Views : 38,714
Interactions : 260
Reach : 15,402
Comments : 47