



To: TDA Board
From: Susan Sapienza, Executive Director
Date: March 2026
Subject: Cashiers Area Chamber of Commerce Update

Visitor Services & Facilities

Renovations to the Cashiers Area Chamber Visitor Center are now complete. The Chamber will host a **Community Open House on March 19 from 10:00 – 4:00** to showcase the refreshed visitor center and new upstairs community meeting space.

These improvements enhance the visitor experience while expanding the Chamber's ability to host meetings, workshops, and collaborative programming that support tourism and local businesses.

Visitor guides and tourism materials continue to be distributed through lodging partners, real estate offices, retail businesses, and ten community kiosks.

Destination Events & Tourism Promotion

Cashiers Burger Week – *The Extended Cut* | April 24 – May 9

Planning is underway for the return of Cashiers Burger Week, which has quickly become a signature culinary event supporting local restaurants.

Based on feedback from both patrons and restaurant partners, the event will now run **two weeks instead of one**, with participating restaurants divided into two groups. This format gives visitors more time to explore participating locations while maintaining manageable kitchen operations.

More than **1,000 Burger Week passports were distributed last year**, demonstrating strong engagement from both visitors and residents.

Marketing & Regional Visibility

Three billboards located in Glenville, Sapphire, and Scaly Mountain promote the Cashiers area and direct travelers to curated visitor resources.

To support regional cultural tourism, the Chamber has subleased these billboards to The Bear Shadow Festival at cost, helping promote this important regional music festival.

Strategic Planning

Earlier this month, the Chamber Board of Directors held a Strategic Planning session to align priorities for the coming year.

Three forward-facing priorities were identified:

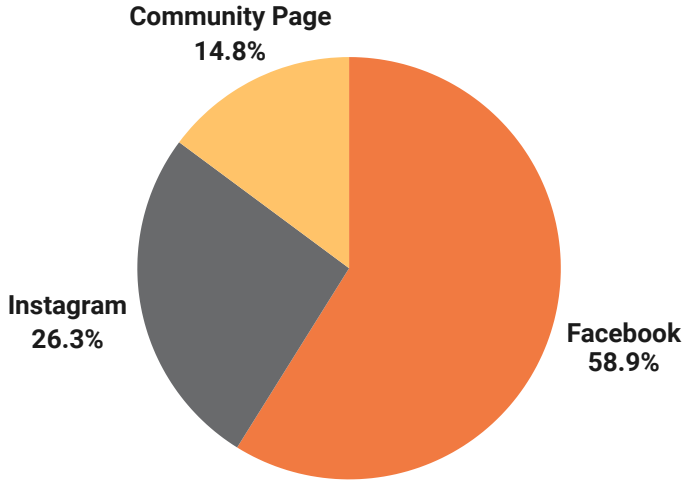
- **Collaboration & Convener** – Connecting businesses, organizations, and community partners
- **Business Advocacy** – Supporting the success and sustainability of local businesses
- **Infrastructure & Responsible Growth** – Advocating for thoughtful growth that supports the visitor economy and community quality of life

Upcoming Initiatives

- **Visitor Center Open House** – March 19
- **Leadership Cashiers 2026 Applications Due** – March 31
- **Cashiers Burger Week: The Extended Cut** – April 24 – May 9

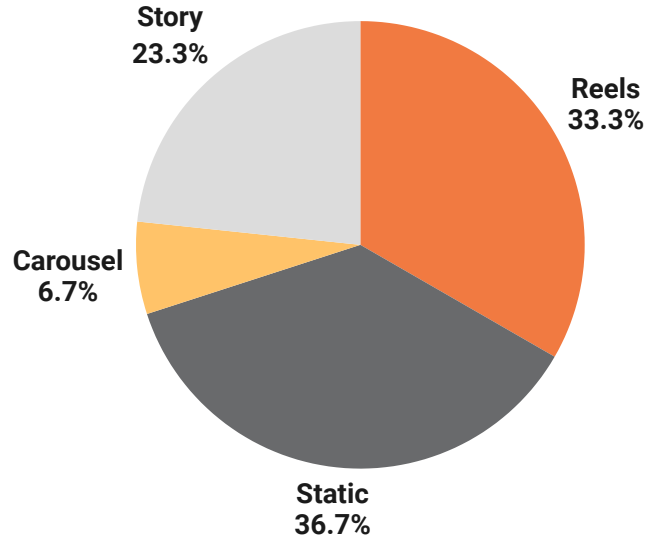
Followers/Friends

Total - 9,390



Content Distribution

Total - 30
*includes collaborative posts



Notable Analytics

Views

Facebook Business - 16.8K
Instagram - 4.5K

Linktree Views : 347
Clicks: 136
Click Rate: 39.2%

Viewers

Facebook Business - 5,062
Instagram Reach - 2.4K

Top Facebook
Posted : 2/13/26
Views : 1,920

Interactions

Facebook Business - 257
Instagram - 143

Top Instagram
Posted : 2/20/26
Views : 358

