



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

Visitor Services & Facilities

The newly renovated **Cashiers Area Chamber Visitor Center** is now fully operational following the successful March 19 Community Open House, which welcomed community members, partners, and stakeholders to experience the refreshed space.

Enhancements to the Visitor Center are already strengthening its role as a front door for visitors and a hub for community engagement, including:

- Increased distribution of Visitor Guides and tourism.
- Improved ability to connect visitors directly with local businesses, experiences, and events through in-person engagement.

These updates support both visitor experience and economic impact, aligning with the Chamber's role in delivering visitor services for southern Jackson County.

Destination Events & Tourism Promotion

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

Planning is complete and promotion is underway for this expanded signature event. Based on strong participation last year, the event now runs over two weeks with restaurants split into two groups to improve flow and visitor experience.

Highlights and partnerships:

- Collaboration with Samantha and the JCTDA team to align messaging and execute a coordinated marketing plan, strengthening regional reach.

- Front-page coverage in The Highlander, generating strong early awareness and community excitement.
- Featured article in The Laurel magazine.
- Continued positioning of the event as a signature culinary experience for the Cashiers area.

Tourism impact:

- Encourages multi-day visits and repeat dining experiences.
- Drives traffic across multiple locations throughout the Cashiers area.
- Reinforces Cashiers as a culinary destination within the region.

With more than 1,000 passports distributed in 2025, early indicators suggest continued growth in both visitor participation and local engagement.

Marketing & Regional Visibility

The Chamber continues to leverage its three gateway billboards (Glenville, Sapphire, and Scaly Mountain) to promote the Cashiers area and direct visitors to curated resources.

Performance and reach:

- Each billboard location averages approximately **32,000 impressions per week**, delivering strong, consistent exposure to inbound traffic.
- Strategic placement captures visitors entering the Cashiers area and reinforces **top-of-mind awareness**

Additional highlights:

- Continued collaboration with regional partners reinforcing Cashiers' role in **regional cultural tourism**, including support of the Bear Shadow Festival and the Designer Showhouse is considering summer signage.
- Integration of QR-driven campaigns directing visitors to **Cashiers411 (community calendar)** for real-time trip planning.

These efforts strengthen top-of-funnel awareness while guiding visitors toward local experiences, events, and businesses.

Strategic Alignment

Following the Chamber's recent Board Strategic Planning session, all visitor-facing work is being aligned under three core priorities:

- Collaboration & Convener – Strengthening partnerships that enhance the visitor experience, local businesses, and residents.
- Business Advocacy – Supporting local businesses and workforce resilience.
- Responsible Growth & Infrastructure – Advancing initiatives that sustain the economy while preserving community character.

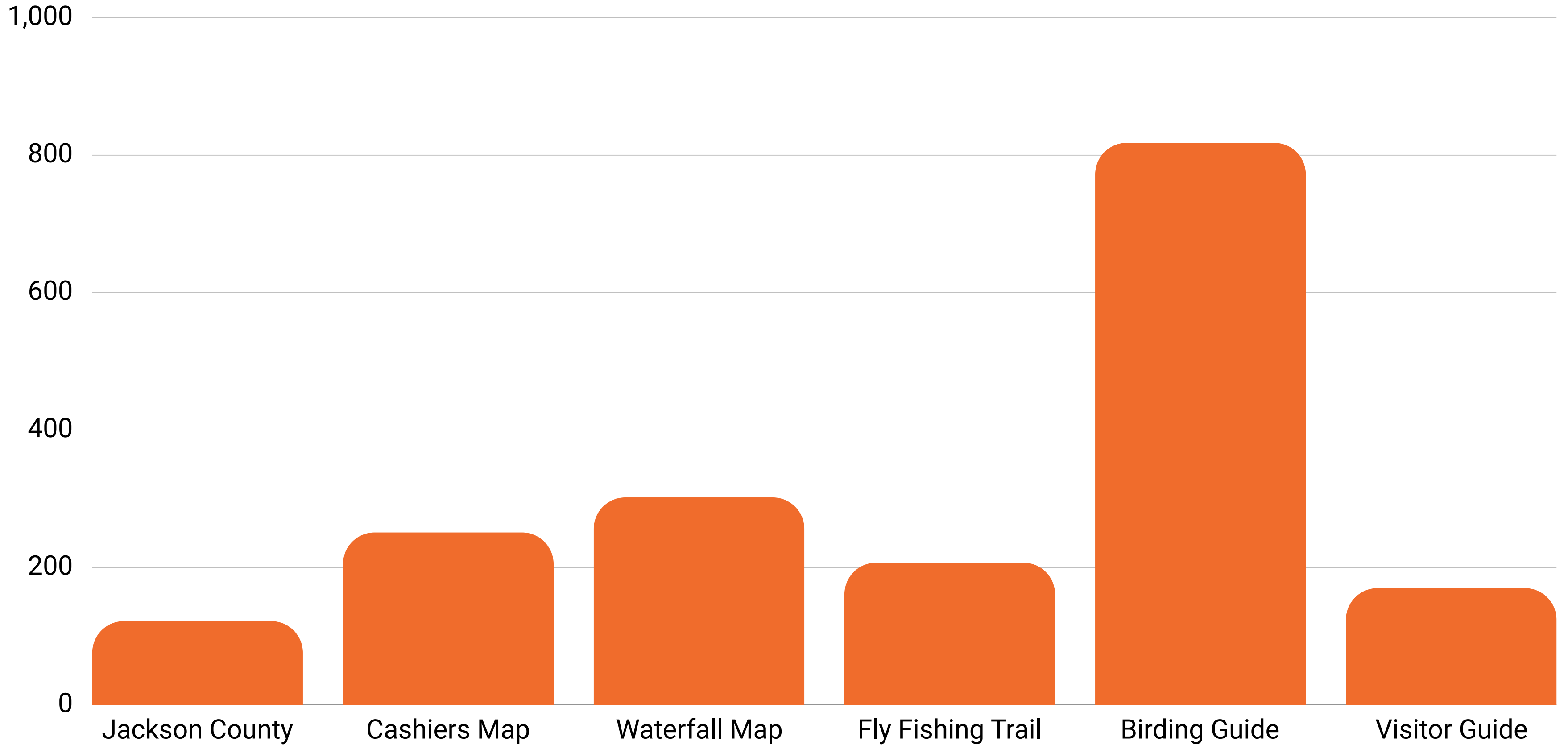
This framework is guiding both Visitor Center operations and tourism programming as we move into peak season.

Upcoming Events:

- **Cashiers Burger Week: The Extended Cut** – April 24 – May 9
- **Leadership Cashiers Opening Retreat** – May 15 – May 16
- **MayFest** – May 16
- **Brats, Beer & Volunteers** (Volunteer Expo) – June 11

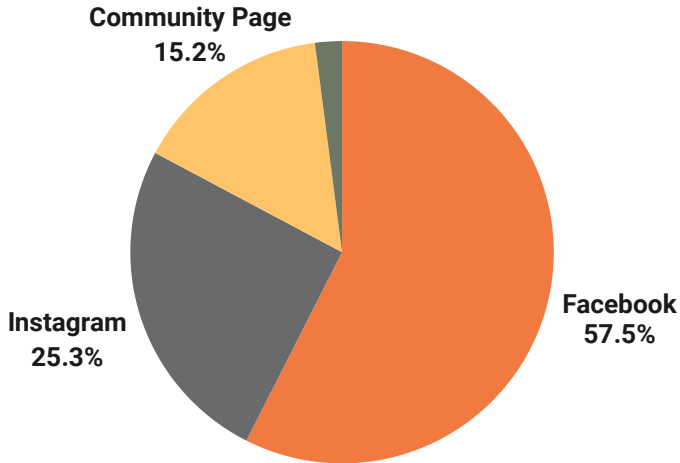


February - March 2026 Brochure Totals

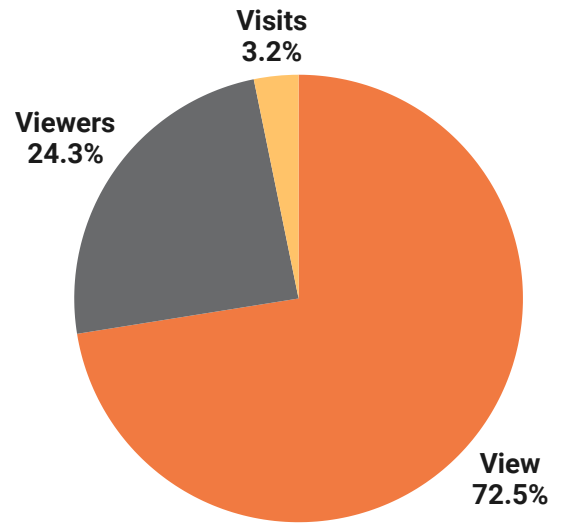


Followers + Friends

Total - 9,792



Content Insight



Notable Analytics

Views

Facebook Business - 14.8K
Instagram - 4.1K

Viewers

Facebook Business - 5,062
Instagram Reach - 852

Interactions

Facebook Business - 223
Instagram - 81

Top Facebook

Posted: 3/23/26
Views: 2,089

Top Instagram

Posted: 3/20/26
Views: 389

