



Jackson County Tourism Development Authority Board of Directors Cashiers Area Chamber Report – May 2025

Not much has changed since last month, but we're keeping the momentum going! The Cashiers Area Chamber is still all about promoting tourism, building connections, and supporting our mountain community. As we head into spring, we're excited about the progress we're making on several fronts:

 We're thrilled to welcome Caitlyn Muniz as our summer intern through a new partnership with NC State University's *Rural Works!* program. A Rosman native and communications major, Caitlyn will be working full time at the Chamber from May 5 to August 1 while living at home nearby. She brings solid work experience and fresh perspective to help us roll out our new social media campaign—guided by Nick Breedlove's thoughtful roadmap—as well as support a variety of Chamber projects. We're excited about the potential of this partnership and, with continued conversations underway with WCU and SWCC, we hope it will grow into a broader internship opportunity that benefits our members across the Cashiers Area.

Burger Week 2025 Served Up Big Flavor and Community Fun

This year's *Cashiers Burger Week*—held April 26 through May 4—was bigger, juicier, and more delicious than ever! Local restaurants fired up the grill to compete for the title of *Favorite Burger and Most Creative Burger*, and the community showed up.

The Chamber handed out more than **1,000 Burger Week passports**, and even more burger lovers joined in by printing their own from the Cashiers Burger Week website—proving there's no shortage of appetites in our mountain town!

We wrapped things up with a lively celebration on May 14 at *Happs Place Barn & Grill*, last year's "Favorite Burger" winner. The evening featured live music, great company, and plenty of tasty tales from a week full of flavor and fun—including prize giveaways for some lucky Burger Week participants!

Big thanks to all the participating restaurants, sponsors, and burger fans who made this year's event a sizzling success!

Thomas Taulbee Kindness Challenge – All May Long

We're proud to launch the *Inaugural Thomas Taulbee Kindness Challenge* in memory of our beloved former Executive Director. All month long, we'll be celebrating *Kindness in Action* through a community-wide social media campaign. From heartfelt gestures to uplifting events, this initiative brings our mountain community together to honor Thomas' legacy with plenty of positivity. Join us in spreading kindness this May—and don't forget to tag @CashiersAreaChamber and use #KindnessForThomas

Leadership Cashiers – Class of 2025

The Leadership Cashiers Class of 2025 is officially underway! The program kicked off with a meaningful Opening Retreat held May 16–17 at the Country Club of Sapphire Valley. We also hosted a special Leadership Alumni Social to welcome the new class and strengthen connections across our growing network of more than 100 program graduates since 2019.

What's Ahead

Leadership Cashiers – Economic Development | Session I – June 10

Our first session of the 2025 Leadership Cashiers program will focus on *Economic Development* and is proudly sponsored by **Vision Cashiers**. Participants will hear from key partners of the Cashiers Area Chamber of Commerce and other regional leaders, gaining valuable insight into local economic drivers and collaborative development strategies.

Expected speakers include representatives from:

- Jackson County Tourism Development Authority
- Jackson County Economic Development
- Highlands-Cashiers Board of Realtors
- Southwestern Community College Small Business Center

 **Community Volunteers & Resources Expo | June 11**

This one-day event brings together nonprofits, civic groups, and service providers to connect with residents and seasonal homeowners eager to get involved. It's a great opportunity to build community engagement and support local initiatives.

 **Business After Hours | June 26** *(New Date)*

Join us for an evening of networking at **TJ Bailey's** in the heart of Cashiers. Explore their newly renovated space, make new business connections, and take part in our crowd-favorite *Chamber Pot Speed Round!*

Susan Gregory
Executive Director
Cashiers Area Chamber of Commerce