



Cashiers Area Chamber of Commerce Report Presented to the Jackson County Tourism Development Authority Board July 2025

The Cashiers Area Chamber of Commerce is actively supporting local business growth and community engagement through a number of summer initiatives and special events:

Business Openings & Ribbon Cuttings

We are gearing up for a series of ribbon cuttings to celebrate grand openings and new locations for several exciting ventures in the area:

- **Abell Teen Center at the Boys & Girls Club of the Plateau** – A vital addition to youth programming and enrichment in our community.
- **The Shops on 64W** – A retail expansion featuring **Wish and Shoes**, **Southern Tide**, **J. McLaughlin**, and **Allure Home & Gifts**, bringing a fresh mix of shopping experiences to the Plateau.
- **Poane' Gallery** – A fine art space that enhances our local cultural offerings.
- **Journeys School for the Gifted and Talented** (early August) – A joint ribbon cutting with the Jackson County Chamber of Commerce, showcasing our shared commitment to educational innovation.
- **Atelier Maison & Co.** (mid-August) – We are partnering with the Highlands Chamber of Commerce to co-host the grand opening of their new Cashiers location, strengthening regional collaboration.

Member Engagement & Community Events

- **Business After Hours at Cashiers Historical Society** – This special summer edition will spotlight local interns and emerging talent as part of Intern and New Employee Appreciation Month.

- **Chamber Tent at Groovin' On The Green** – We're joining this popular concert series later this month to connect with residents and visitors, promote our members, and elevate awareness of Chamber services.

Digital Marketing & Social Media

Our social media marketing strategy is gaining strong traction. Engagement analytics show consistent interaction from both residents and visitors, reflecting growing interest in Chamber content and community updates.

We're excited to share that we're currently developing two creative, fall-themed social media campaigns aimed at driving foot traffic to local businesses and increasing destination visibility. We'll be rolling these out to our Chamber members later this month—stay tuned for more details!

As always, we're grateful for the continued support and partnership of the Jackson County Tourism Development Authority as we promote economic vitality, cultural enrichment, and a vibrant visitor experience in the Cashiers area.

Respectfully submitted,
Susan Sapienza
Executive Director
Cashiers Area Chamber of Commerce