



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

Visitor Services & Destination Marketing

The Visitor Center welcomed approximately 140 visitors during June and July, averaging approximately 20 visitors per week, with July visitation increasing 51% over June.

We created a collaborative community map with the Cashiers Greenway Ramble which has been added to our Visitor Guide & Member Directory. The new map will help visitors more easily discover businesses and experiences based on both interest and location.

Social Media & Digital Reach

The **July 2026 Social Media Report** is attached. Our combined social media audience continues to exceed **10,000 followers and friends**. In July, the Chamber reported **10,197 followers and friends**, with:

- **14,343 Facebook Business views**
- **4,800 Instagram views**
- **5,000 Facebook viewers**
- **1,700 Instagram reach**
- **215 Facebook interactions**
- **284 Instagram interactions**

July's top-performing Instagram content highlighted the shared post by TDA promoting Jackson County Farmers Market, generating **2,998 views**—a good example of how destination-focused content can connect our digital audience with local places and experiences.

Whiteside Winter – Seasonal Tourism Collaboration

We are developing a new collaborative seasonal promotion under the working title Whiteside Winter, designed to bring together winter events and experiences across the Cashiers Area.

Current partners include The Festival of Trees, The Village Green, Cashiers Historical Society, Sapphire Valley Resort, Chimney Pond Farm and Bear Valley Farm.

The concept is to create a shared seasonal calendar and coordinated marketing effort beginning with Choose & Cut Christmas Tree season in early November and continuing through the Outhouse Races in February.

52nd Annual Cashiers Christmas Parade

The parade will be held December 5, 2026.

This year's theme reveal is planned for social media and email on August 24.

New Winter Event Development

A new event, Cashiers Mahjong Week, is being developed for late January in partnership with Pink Palmetto Events of South Carolina.

The concept is still in development, but the timing complements the Whiteside Winter strategy by creating another reason to visit Cashiers during a traditionally slower tourism period. More details will be shared as plans develop.

Affiliate Membership

The Chamber launched its new Affiliate Membership in July for independent professionals, sole proprietors and micro-businesses.

While primarily a Chamber membership initiative, the program also gives us another way to connect smaller businesses and entrepreneurs with the broader visitor economy and increase awareness of the products, services and experiences available in the Cashiers Area.

Looking Ahead

Our destination marketing focus for late summer and fall includes continued promotion of local businesses, outdoor recreation and events; development of Whiteside Winter and its collaborative seasonal calendar to strengthen year-round visitation to southern Jackson County.

WEST TO
HIGHLANDS &
FRANKLIN

NORTH TO
GLENVILLE &
SYLVA

CASHIERS
CENTER

EAST TO
SAPPHIRE &
LAKE TOXAWAY

TO INGLES

CASHIERS AREA CHAMBER OF
COMMERCE & VISITOR CENTER

*Thomas Taulbee
Memorial Entrance*

HEARTHSTONE
CENTER

64

Fire
Department
COMMUNITY
PLACE

CREEKSIDE

BOYS & GIRLS
CLUB

DOG
PARK

RECREATION
CENTER

THE VILLAGE
GREEN

POST
OFFICE

LIBRARY

THE SHOPS
AT CASHIERS
COMMONS

SHOPPES ON
THE GREEN

CASHIERS
CROSSROADS

CHESTNUT
SQUARE

ALEXANDER
GARDENS

Rescue
Squad

LAUREL
TERRACE

VILLAGE
WALK

GROUSE
POINT

OLD
CASHIERS
SQUARE

SOUTH
CASHIERS
CORRIDOR

CANOE
POINT
SHOPS

Cashiers
Lake

*McKinney
Meadow*

107



WALK CASHIERS™
BRINGING US TOGETHER

Cashiers Greenway

Ramble

Proposed Paths

Part of CGR owned
& operated by The
Village Green



Art



Pocket Parks



Information
Kiosk/Board

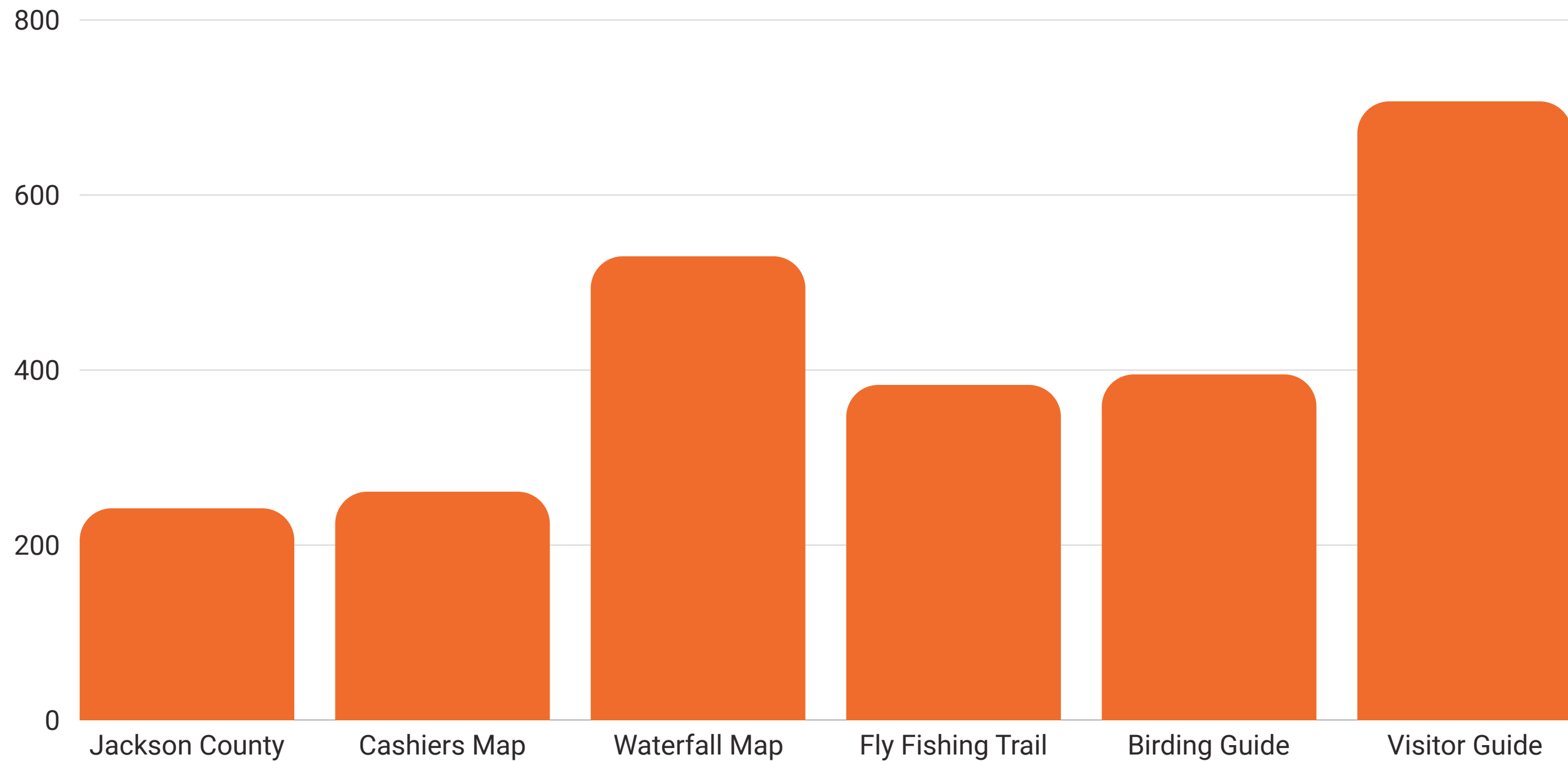


StoryWalk®



INTERACTIVE MAP

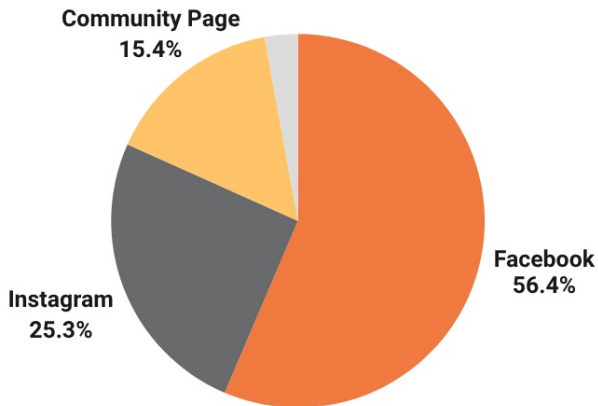
July 2026 Brochure Totals



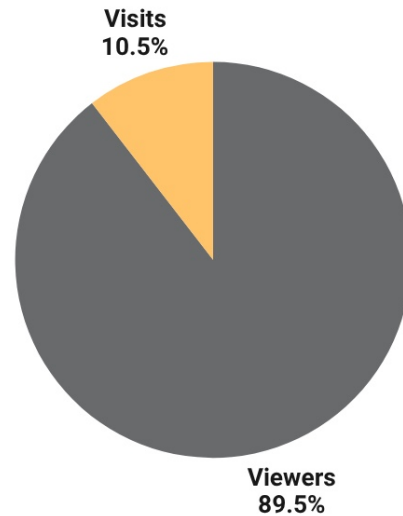
Social Media Report: July 2026

Followers + Friends

Total - 10,197



Content Insight



Notable Analytics

Views

Facebook Business - 14,343
Instagram - 4,800

Viewers

Facebook Business - 5.0K
Instagram Reach - 1,7K

Interactions

Facebook Business - 215
Instagram - 284

Top Facebook

Posted: 7/15/2026
Views: 3,105



Top Instagram

Posted: 7/18/2026
Views: 2,998

