



## **Jackson County Tourism Development Authority Board of Directors Cashiers Area Chamber Report – June 2025**

The Cashiers Area Chamber has been actively engaging the community this spring and early summer, with exciting updates to share:

### **Kindness Challenge Success**

Our inaugural *Thomas Taulbee Kindness Challenge* was a resounding success. Throughout May, we celebrated acts of kindness across the Plateau, both online and in person. Dozens of businesses, organizations, and individuals participated—amplifying goodwill and honoring Thomas’ legacy. The campaign fostered community spirit and significantly increased social media engagement across all platforms.

### **Expanded Marketing & Social Media Strategy**

With the help of our summer intern, Caitlyn Muniz, we’ve launched new and improved social media marketing initiatives. These include expanded story content, member spotlights, community event coverage, and campaign-specific features that continue to build momentum and brand awareness for Cashiers as a vibrant mountain destination.

### **Business After Hours Update**

Our June *Business After Hours* originally scheduled at TJ Bailey’s has been postponed to early November. The delay allows TJ Bailey’s additional time to complete their exciting new building project—and we’re looking forward to celebrating with them in the fall.

### **Retail Roundtable Momentum**

Our *Retail Roundtable* series is gaining traction, with the second meeting of the season scheduled for June 19. These gatherings offer Chamber members in the retail sector the opportunity to collaborate, problem-solve, and build relationships that support sustainable business growth.

### **Looking Ahead to July**

We’re gearing up for a bustling July with **six ribbon cuttings** scheduled throughout the month. On **July 8**, we’ll also host a *Leadership Cashiers Alumni Luncheon* at the Cashiers Historical Society, with catering by The Cornucopia Restaurant. This event aims to foster connections among alumni and celebrate leadership development in our region.

### **Community Pride – New CHS Exhibit**

While not a Chamber-sponsored event, we are proud to recognize the Cashiers Historical Society for the debut of its *new permanent exhibit*, **“Let No One Be a Stranger Here”:  
High Hampton Inn and the Making of Modern Cashiers**. The exhibit is beautifully curated by Amelia Golcheski and her team, and its new home offers an enriching experience that honors the unique legacy of the Cashiers Valley.

As always, we remain committed to promoting responsible growth and destination awareness through strong partnerships, storytelling, and local leadership.

Respectfully submitted,

**Susan Sapienza**

Executive Director

Cashiers Area Chamber of Commerce