



To: Jackson County TDA Board
Re: Cashiers Area Chamber Update – February 2025

This month, our Board of Directors held an informational retreat, where we had the pleasure of welcoming Nick Breedlove as one of our presenters. Nick provided a valuable update from the Jackson County TDA, and our board members greatly appreciated his insights and time with us.

Our new website is now live, and we are in the process of integrating the Cashiers411 online community calendar to enhance accessibility for our community. Additionally, our Job Posting and Volunteer Opportunities feature is up and running, providing valuable resources for local businesses and organizations.

We are actively working with Smoky Mountain News to produce our Visitor Guide & Membership Directory, which will be published in April. The advertising deadline for our members is March 31, and we encourage participation to maximize exposure.

We also launched our first round of batch billing through our new GrowthZone platform. Previously, membership renewals were billed throughout the year based on anniversary dates. To streamline operations, we have standardized January 1 as the renewal date for all members. This change consolidates the administrative process, ensures all members listed in the annual Membership Directory are up to date, and allows our board to review projected membership income earlier in the year for strategic planning.

Our Leadership Cashiers Advisory Council met on February 18 to begin planning for the 2025 program. We are enhancing the program by implementing expanded networking opportunities for our 111 alumni. As of today, we have received 10 applications and identified 36 prospective candidates for the upcoming class. These prospects include individuals who were previously accepted but had to postpone participation, as well as those recommended by their peers as strong candidates.

Our executive committee will be submitting 2-3 names for the Board of County Commissioners to consider soon. Brandy Letson, our treasurer, has recused herself from the discussions since her husband, Mark Letson, will be voting on the candidates. The specific board seat description from the JCTDA bylaws is as follows: "Group Four - (1) representative from the Cashiers Chamber of Commerce in a non-lodging, tourism-related business (who is not employed by the CACOC). The term is for three years."

Attached is our 2025 calendar of events, as approved by our board this month.

We appreciate your continued support and look forward to a successful year ahead!

Susan Gregory
Executive Director
Cashiers Area Chamber of Commerce

CASHIERS AREA CHAMBER 2025 EVENTS CALENDAR

FEBRUARY

 *Kicking Off the Year!*

 **13** – Annual Board Retreat & Planning Session | CCSV

MARCH

 *Spring into Action!*

 **13** – Chamber Board Meeting

 **31** – Deadline for:

- Visitor Guide Advertising & Membership Directory
- Leadership Cashiers Applications

APRIL

 *April Awesomeness!*

 **10** – Chamber Board Meeting

 **26 - 30** – Burger Week Begins! (*April 26 - May 4*)

MAY

 *A Month Full of Flavor & Leadership!*

 **1 - 4** – Burger Week Continues!

 **8** – Chamber Board Meeting

 **16-17** – Leadership Cashiers Opening Retreat | Country Club of Sapphire Valley

JUNE

 *Giving Back & Growing!*

 **10** – Leadership Cashiers

 **11** – 4th Annual Volunteer Expo

- Hosted by Big Brothers, Big Sisters
- **Sponsors:** Albert Carlton Library, Cashiers Area Chamber, First Citizens Bank, The Village Green

 **12** – Chamber Board Meeting

 **19** – Business After Hours | **TJ Bailey's new building**

JULY

 *Summer Vibes!*

 *No Chamber Board Meeting*

-  **8** – Leadership Cashiers
-  **17** – Business After Hours | **Cashiers Historical Society**

AUGUST

-  *Networking & Growth!*
-  **12** – Leadership Cashiers
-  **14** – Chamber Board Meeting
-  **21** – Business After Hours | **Location TBD**

SEPTEMBER

-  *New Season, New Connections!*
-  **9** – Leadership Cashiers
-  **11** – Chamber Board Meeting
-  **18** – Business After Hours | **The Orchard Restaurant**

OCTOBER

-  *Spooky Fun & Community Spirit!*
-  **9** – Chamber Board Meeting
-  **16** – Business After Hours | **Landmark’s Chili Cook-Off at The Village Green**
-  **25** – 3rd Annual **Halloween Block Party**
 - Presented by The Village Green in collaboration with:
 -  Cashiers Area Chamber |  Jackson County Parks & Rec
 -  Fontana Regional Library |  Boys & Girls Club |  Big Brothers, Big Sisters

NOVEMBER

-  *Celebrating Achievements!*
-  **11** – Leadership Cashiers
-  **13** – **Annual Membership Meeting & Spirit Awards**

DECEMBER

-  *Festive & Final Celebrations!*
-  *No Chamber Board Meeting*
-  **6** – Christmas Parade | **3:00 PM**
-  **9** – Leadership Cashiers Graduation | **The Village Green**

✨ **Save the dates & stay involved with your Chamber!** ✨