



Cashiers Area Chamber of Commerce

Monthly Visitor Center Report to the Jackson County TDA - September & October 2025

I. Visitor Engagement & Core Contract Deliverables

1. Visitor Center Walk-In Activity

- Strong late-season traffic with many visitors asking about winter hours, dining, lodging, shopping, and holiday events.
- Steady flow of waterfall seekers, hikers, scenic-drive visitors, and Cashiers Greenway Ramble inquiries.

2. Distribution of TDA-Funded Print Materials

- Discover Jackson Guides: 2,550 distributed
- Waterfall Guides: 2,250 distributed
- Cashiers Area Maps: 1,800 distributed
- TOTAL tourism print materials placed into visitor/community hands: ~6,600

3. Kiosk Replenishment & 24/7 Access

- All seven kiosks continue to see strong brochure and guide pickup.
- Exploring weather-resistant frames for permanent poster display.II. Tourism Development Support & Collaboration

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4. Event Listings & TDA Website Updates

- Updates submitted for multiple fall and holiday events.
- Regular communication maintained to ensure seasonal accuracy.

5. Collateral, PR & Media Support

- Promotion of seasonal events through Chamber website, Community Calendar, social media, newsletters, and printed posters.
- Promoted multiple nonprofit events using Chamber banner.

6. Partnerships & Regional Collaboration

- Collaborations with Vision Cashiers / Walk Cashiers, Vision Cashiers POA Collaborative Task Force, Albert Carlton Library, Boys & Girls Club, Big Brothers Big Sisters, Cashiers-Glenville Recreation Center, and Cashiers Historical Society.
- Leadership Cashiers continues to host meaningful monthly sessions strengthening visitor-facing leadership across the community.

7. Visitor Center Maintenance & Beautification

- Visitor Center grounds, signage, and accessibility maintained throughout September and October. New paint for the Chamber building and signs. Christmas Lights professional installed for the season.

12. Additional Services Provided for Special Events

- Business After Hours – September 18 at The Orchard with Chamber Pot Speed Round; outreach to non-members for renewals.
- Trick or Treat Street – October 25 community collaboration event.
- Spirit of Our Community Awards – November 13.
 - Citizen of the Year, **Serenity Richards**, Librarian, Albert Carlton – Cashiers Community Library
 - Businessperson of the Year, **Michael Geisler of ACE Handyman Services**
 - Volunteer of the Year, **Jeff Stewart**, Chief, Glenville-Cashiers Rescue Squad
 - Educator of the Year, **Andrea Chalker**, Principal, Summit Charter School
 - Arts & Culture Advocate of the Year, **Betty Morris**, Cashiers Community Chorus
 - Evergreen Award, **Kyle Pursel**, Stewardship Director, Lonesome Valley
- 51st Cashiers Christmas Peppermint Stick Parade – December 6
 - Drafting final lineup; approximately 70+ entries expected.
 - Live stream coordinated with Rick Stargel.
 - Coordinating with first responders on lineup logistics and road management.
 - Grand Marshal: Fire Chief Randy Dillard.
- Twelve Days of Christmas Music Series – partnership with 12 venues; poster distribution and promotion.