

Pinnacle Park Master Plan Implementation (Phase Two)

Financial Summary

- **TCPF Grant Request:** \$341,322
- **Total Project Cost:** \$682,645
- **Matching Funds Secured:** \$341,323 (PARTF Grant)
- **Local Expenditure:** 100% of costs expected to be spent within the community

Project Scope and Allocation

The requested funds will be utilized to implement Phase Two of a shovel-ready master plan designed to upgrade critical infrastructure and accessibility:

- **Paved Trailhead Infrastructure:** Construction of a paved and striped parking lot providing 18 permanent spaces and one bus space. This includes a stone stacked retention wall, a new trailhead kiosk, and professional entrance signage.
- **Enhanced Visitor Facilities:** Installation of a single-stall vault toilet and high-durability trash receptacle areas.
- **Universal Accessibility:** Creation of a 303-linear-foot accessible trail section leading to an accessible viewing platform with interpretive signage, providing nature access for seniors and individuals with movement limitations.
- **Expanded Recreation Assets:** Development of 5,940 linear feet of new hiking trails and significant improvements to existing backcountry campsites.
- **Educational Programming:** Construction of an outdoor classroom to support school groups and university researchers.
- **Projected Completion:** 2028

Projected Economic and Tourism Impact

This strategic investment addresses current obstacles such as poor trail conditions and inaccessible amenities to support a projected **20% increase in visitation**:

- **Incremental Visitation:** Estimated generation of 4,600 additional vehicle visits per year.
- **Overnight Stays:** Projected to result in 2,300 new overnight visitor bookings annually.
- **Lodging Revenue:** Anticipated to generate **\$976,000 in new annual lodging revenue** for Jackson County.
- **Total Direct Spending:** Overnight visitors are expected to spend up to **\$1,857,000 annually** on retail, food, beverage, and transportation within the county.
- **Business Support:** The project bolsters local small businesses, including lodging inns, outfitters, and restaurants, while supporting approximately 1,440 full-time jobs in the county's outdoor economy.
- **Strategic Rationale:** Pinnacle Park currently attracts over 30,000 annual visitors, but lacks the built amenities to safely or sustainably support this volume. These upgrades will distinguish Jackson County as a premier outdoor destination while providing essential wellness and quality-of-life benefits for local residents.

Rebuild & Expand Public Restrooms at The Village Green

The Village Green of Cashiers Inc. is a privately owned, 501(c)(3) nonprofit park that serves as the "Heart of Cashiers". Operating since 1992, the 13.2-acre park is free and open to the public year-round, hosting over 275 community events annually that attract thousands of residents and visitors.

This project involves the demolition and replacement of the existing, deteriorating restroom facility with a new, expanded, year-round structure. The current building is over 20 years old, unheated, and lacks the capacity to serve peak tourism crowds. As the only public restroom facility in the Cashiers Commercial District, this infrastructure is vital for maintaining a positive visitor experience and supporting local shops, hotels, and restaurants.

Financial Summary

- **TCPF Grant Request:** \$204,000
- **Total Project Cost:** \$675,000
- **Other Funding Sources:** Jackson County Grant (\$425,000) and Private Donations (\$46,000)
- **Local Spending:** 100% of project costs will be spent locally

Project Scope and Allocation

The requested funds will address a critical infrastructure gap, enabling the following improvements:

- **Expanded Capacity:** Increasing from two unisex toilets to six toilets plus a separate baby changing and bathroom area to accommodate large events.
- **Year-Round Functionality:** Fully winterized and heated construction to allow for 12-month use, replacing current seasonal closures and reliance on temporary units.
- **Universal Accessibility:** Full ADA compliance to ensure accessibility for seniors, families, and individuals with mobility challenges.
- **Major Infrastructure Support:** Replacement of a critical 18-inch culvert and installation of a new external 400A electrical service.
- **Public Health:** Provision of modern, hygienic facilities with running water for handwashing in winter months.

Economic Impact and Tourism Benefits

The facility is a primary support asset for the regional tourism economy:

- **Visitation Trends:** The Village Green served an estimated 35,000 park-goers in 2024-25, with a projected 37,000 for the 2025-26 program year.
- **Tourism Infrastructure:** High-quality public facilities directly influence visitor comfort, extending lengths of stay and encouraging repeat visitation to nearby retailers and lodging partners.
- **Business Support:** Expanded capacity reduces the operational strain on surrounding private businesses whose limited facilities are often overwhelmed during peak festivals and community events.
- **Strategic Rationale:** Right now, The Village Green provides the only public restrooms in Cashiers, but the current facility is no longer fit for the community's needs. The existing building is over 20 years old, has only two toilets, and lacks heat, forcing visitors to rely on a single portable toilet with no running water during the winter months. With the park hosting over 275 free events annually and expecting 37,000 visitors this coming year, a two-stall, unheated bathroom is a major bottleneck that hurts the visitor and resident experience. Access to a clean, warm, and accessible restroom is a basic human need and essential infrastructure for any thriving commercial district. By expanding to six toilets and adding heat, ADA compliance, and baby-changing stations, we aren't just building a bathroom - we are ensuring that residents and visitors stay in town comfortably, shop longer and return more often.