

Jackson County Chamber & Visitor Center September & October 2017

TDA Board Update

Website Inquiries:

www.Mountainlovers.com: worked directly with Chambermaster on leads during months of September and October. We continue to fulfill call-in/email inquiries daily (monthly inquiry report attached), we fulfill leads 6 days a week, sending out 1066 visitor guides to interested parties in September and 1104 in October.

www.FlyFishingTrail.com & www.NCTroutCapital.com 302 direct leads fulfilled, weekly Fishing Report completed, posted and shared. Fishing inquiries accounted for about 14% of total inquiries for September and October. This included 91 leads from an October advertisement the Chamber paid for through Facebook. That ad will continue through approximately November 5th.

Media Opportunities:

- Temple Fork Outfitters – photos
- Mountains To Sea Trail – RFP email for 2019 annual conference from Betsy Brown shared with NB and Jay Coward
- Charlotte Magazine
- The Suburban Angler – Nick Hisey, answered questions, mailed map and visitor info, provided Matt Canter contact info by request.

Tourism Related Engagement:

- Prepared 90 packets for JC Planning Dept: JC Visitor guide, Dining guide, hiking maps.
- Meet with NB, Dale Collins on new Trout fishing idea for Sylva, coordinated upcoming meeting in November with NC Fish & Wildlife authority
- Reviewed TDA itineraries and provided feedback
- Participated in TDA conference call on 9/20
- Onsite participation of visit with NC Tourism Industry officials
- Provided updated restaurant info for TDA website
- Provided NB with new member updates for TDA website consideration
- Chamber Board letter supporting Brunch Bill for Town of Sylva
- Met with NB on Mountains to Sea Trail RFP for 2019 conference
- Working with NB on placement of NC Trout Capital stencil on Sylva sidewalks, Chamber paid half
- Museum of House Cat – met with Harold Sims, worked with him on additional promotional ideas

- Brunch and Breakfast list – contacted member restaurants and provided updated list of brunch offerings and places open for breakfast to NB, member accommodation owners, posted on Chamber FB page, and hand delivered to merchants in Sylva and Dillsboro.
- Coordinated meeting, collected info, and created poster for Halloween Happenings – Town of Sylva, Dillsboro, SCC, Webster. Provide FB posts and billboard as the Chamber.
- Staffed Halloween tent for Treat Street in Sylva
- Restocked supplies to area merchants in Sylva and Dillsboro – VG, Hiking maps, fishing maps, Dining Guides, Pottery Festival cards, Luminaire cards, WCU parade posters, Colorfest flyers, Halloween Happenings poster
- Volunteered at Mountain Heritage Day in Cullowhee
- Produced one Concert at Bridge Park – rain reschedule from summer
- Stocked 4 kiosks daily and/or bi-weekly with TDA visitor guides, maps, fishing maps, relevant other tourism related materials
- Met with Sylva PD and assisted in coordination of Walk for Hope – designed, printed and disbursed posters, helped with event set up and break down, participated in Walk for Hope
- Attended Hands on Jackson Meeting
- Restock of fishing maps to local fly fishing shops
- Designed, printed and supplied cards for 2018 Hook, Line and Drinker event for Cherokee Rumble fishing tourney
- Secured bands for 2018 Hook, Line & Drinker festival, partnership with TU and JCPRD, expanded event offerings, updated vendor app, working on all details now to roll out in late November
- Secured band for July 4th, 2018 Fireworks & Festivities
- Ad sales for 2018 Dining Guide and Our Town
- Editorial content for 2018 Our Town
- Daily posts to NC Trout Capital and WNC Fly Fishing Trail FB pages
- Chamber funded advertisement on WNC Fly Fishing Trail FB page – fulfilled leads daily, 91 to date.
- Communicated with Senator Jim Davis’s office regarding NC Trout Capital (2x)
- Advised members via email about road closure of Highway 64, FB posts, and website post
- Met with EDC Director and SCC Small Biz Center Director – spring 2018 event
- Reviewed and submitted TDA invoices for payment
- Responded to all requests from TDA Director
- Greeted 4285 visitors in Dillsboro and Jackson County Visitor Center
- Mailed out Jackson County relocation & community info packages as requested
- Staffed tent with visitor info for Colorfest, helped with set up and break down of festival
- Coordinated 2592 mailing of visitor guides to state welcome centers
- Met with MSSA committee about event for Movie premiere; Chamber provided funding
- Attended TDA Board meeting
- Provided Inventory report for NB