



JACKSON COUNTY CHAMBER & VISITOR CENTER



## Visitor Fulfillment & Service

Our office is responsible for visitor fulfillment to all State Welcome Centers. In 2017 – we coordinated the mailing of 18,766 Jackson County Visitor Guides to Welcome Centers and supplied a monthly detailed report of each location to TDA Director, Nick Breedlove.

Our staff responds to all visitor inquiries - email, phone, social media ads, and campaign fulfillment inquiries. In 2017 – we mailed 12,069 visitor guides to interested parties. We fulfill requests 5-6 days each week and do our best to respond to each inquiry within 24 hours.

We handle the disbursement and fulfillment of WNC Fly Fishing Maps. Our staff mailed 16,980 maps to retail fishing & outdoor stores, and select Welcome Centers. Additionally, we responded to 1126 direct requests for fishing maps in 2017.

There are four (4) kiosks that we stocked regularly with visitor information year round. This includes our two visitor center locations in Sylva and Dillsboro, as well as the kiosk at

Bridge Park in Sylva (home of Concerts on the Creek, The Jackson County Farmers Market and July 4<sup>th</sup> Festivities), and kiosk on the campus of Western Carolina University. We prepare materials monthly for restocking the kiosk at the Jackson County Airport.

At least quarterly, we contact our member accommodation owners and inquire about restocking their visitor information. We deliver visitor guides, Our Town Chamber magazines, hiking maps, fishing maps, dining guides, Dillsboro and Sylva brochures, Blue Ridge Parkway guides, festival and event schedules such as Concerts on the Creek, Great Smoky Mountains National Park info, and Cherokee maps (anything they request!). We've found that our area accommodations really appreciate this service and it helps them provide guests with quality service and current information.

We contact our food and beverage industry members regularly and provide visitors with options for brunch, holidays, busy weekends, and special events.



### Concerts on the Creek

Now in it's 8th year, The Chamber has produced 110 concerts. Estimated attendance is 112,000. Visitors and residents enjoy the free summer music series, which begins Memorial Day weekend and concludes Labor Day weekend.

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### July 4<sup>th</sup> Fireworks & Festivities

The Chamber has produced a fantastic fireworks celebration for the past two years. Estimated attendance: 7,000-10,000 each year. Visitors expect to see fireworks, and our show is a full 20 minute display with large caliber fireworks, food trucks, kids activities, the best band in the region, and awesome free party favors!

### Historic Hooper House

This is the Historic Hooper House, circa 1905. This is the headquarters of the Jackson County Chamber of Commerce & Visitor Center. In 2017 – 14,212 visitors were enthusiastically greeted here!

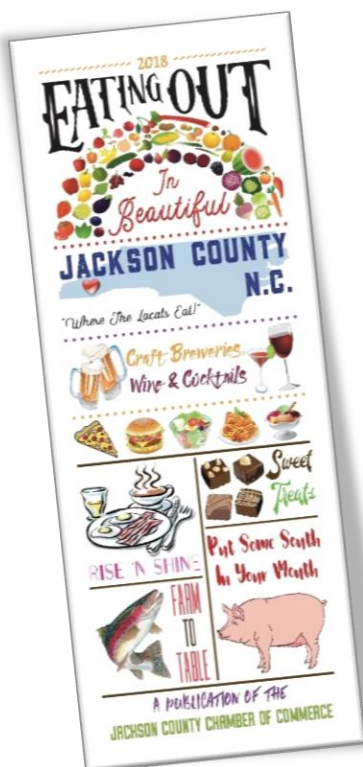


#### DILLSBORO VISITOR CENTER

We also operate a second seasonal Visitor Center in Dillsboro. In 2017, our staff served more than 5,500 on site. A kiosk is stocked year round as well.

### Jackson County Dining Guide

The Chamber produced the 3<sup>rd</sup> Dining Guide in 2017, and disbursed 10,000 printed copies. The Dining Guide is very popular with our visitors and accommodation owners. We also provide guides to new WCU and SCC students and faculty, as well as new doctors and new residents of Jackson County. Realtors in the area love to provide the Dining Guide in their Welcome Packages. In 2017, the Dining Guide was downloaded more than 23,210 times!



HOOK, LINE & DRINKER FESTIVAL

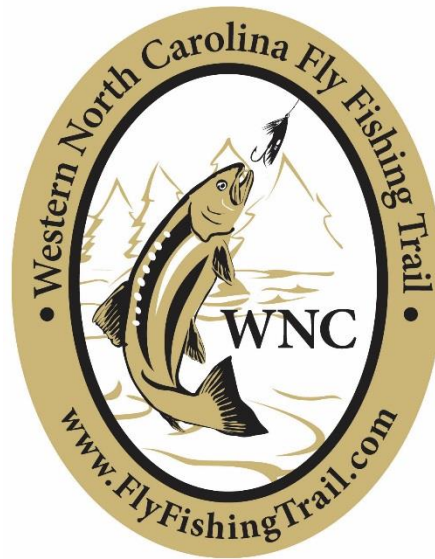


A nice catch on the WNC Fly Fishing Trail!

Fishing Festival!

The Chamber celebrated being designated the Premier Trout Fishing Destination in North Carolina by the NC General Assembly in 2017. We produced the first ever Hook, Line & Drinker Festival. We had 17 fishing and outdoor industry vendors, 3 food trucks, 2 bands, and 10 craft beer vendors. Estimated attendance: 800-1000. We received positive feedback from visitors, festival goers, vendors and local merchants. The next Hook, Line and Drinker festival is set for Saturday, May 19<sup>th</sup>, 2018.

Chamber Driven Initiatives



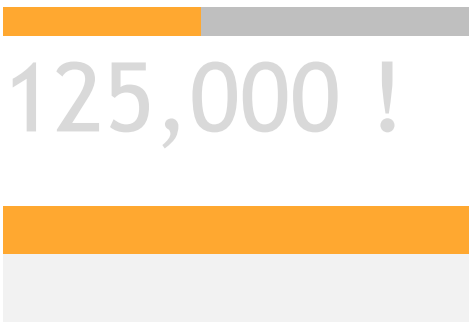
The Chamber is in development to produce our own branded merchandise for 2018, targeting retail outfitters. We will also be repurposing our interior space and offering NC Trout Capital and WNC Fly Fishing Trail branded merchandise on site. Additionally, we will continue to partner with the TDA on the NC Trout Capital sidewalk stencil and increase our presence in select high traffic areas in Sylva and Dillsboro.



Created in 2008, The Jackson County Chamber partnered with the Jackson County Tourism Development Authority to produce a map with 15 hot spots for fly fishing. More than 125,000 maps have been disbursed!

NC Trout Capital

We continued our quest to be named NC Trout Capital. Branded merchandise sales began in January 2017 and continue. An active Facebook page and website receive attention and traffic daily, driving visitor requests for the WNC Fly Fishing Trail Map and visitor guide.



MORE MERCHANDISE COMING!

# Solar Eclipse Weekend!

We worked with Director Breedlove to greet more than 5000 guests at three locations during the Solar Eclipse Weekend! We disbursed visitor guides, glasses, suntan lotion, water and moonpies, and enjoyed every minute of it!



## Thank you!

### THANK YOU TDA !

We appreciate our partnership with the Jackson County TDA and look forward to continuing our successful relationship. We are excited about 2018 and stand ready to assist the TDA. Thank you for the opportunity!

### AROUND TOWN



### Our Staff!

We have a terrific team! We cooperatively work together to make Jackson County a wonderful place to live, work and visit!

Welcoming new businesses that positively impact the Jackson County Experience!



### Relocation & Community Guide

New residents are visitors first! We provide visitors with comprehensive info to assist during their transition.

Issue #

