

HOOK, LINE & DRINKER FESTIVAL – MAY 19TH - PLANS ARE UNDERWAY!

Jackson County Chamber & Visitor Center January 2018

IN THIS ISSUE –NEW IDEAS, FRESH LOOKS

January Happenings

by Julie H. Spiro, Executive Director

In January, we responded to 939 direct visitor inquiries, as well as mailing 720 visitor guides to Welcome Centers. We sent out 104 fly fishing maps to interested anglers. 568 people walked thru our door, 44 visitors were served in Dillsboro, 156 phone calls answered.

In December, we began the process of repurposing our interior space within the Hooper House. Our goal is to make the space more visitor friendly, enticing to all who enter, and more profitable for the Chamber.

The Chamber has partnered with Destination Marketing in Cherokee to create a presence for Cherokee in the house. Cherokee will have an exhibit in the gallery of the House for the next year. Our visitors consistently inquire about Cherokee, so this is a perfect fit for our space and we are delighted to share the House with our friends in Cherokee.

Western Carolina University, who has had a space in the House for several years, will now be in our new Regional Information Center. WCU will focus on Outdoor programming at the University. The Chamber will utilize the space to market our member offerings, with a special section on hiking & waterfalls highlighting actual snapshots of our

members and friends out on our trails, visiting waterfalls, riding bikes, fishing and being outdoor enthusiasts. We're excited about the space and it will continue to evolve over time.

Our main Visitor Center greeting area will now serve two functions – providing visitor info and serving as our retail branded merchandise space. Most of our merchandise will arrive in late March, just in time for the fishing season and spring break. We will be focusing on elevated branded souvenir items that primarily feature the outdoors. We hope our visitors will pick up an item or two to help them complete their mountain vacation.

We plan to install a smart tv monitor above the fireplace in our Visitor Center with a loop showcasing the TDA marketing videos, seasonal photos, events, fishing, outdoor adventure, beautiful vistas, along with pet friendly areas and family activities.



Local items -we are offering jams from Dillsboro.

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A sample of some of the small items available for visitors to take home with them to complete their mountain vacation experience.

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Fresh Takes

THIS IS OUR NEW CONFERENCE ROOM! WE CONVERTED OUR UPSTAIRS OFFICE INTO A USEFUL CONFERENCE SPACE. IT IS BEING USED REGULARLY BY OUR MEMBERS AND NON-PROFIT ORGANIZATIONS IN THE COMMUNITY.

We are continuing to work daily on our Hook, Line & Drinker Festival set for May 19th. We have secured 2 bands, 4 food trucks, 17 fishing vendors, 10 craft beer vendors and Professor Whizzpop for the day. We are looking forward to a busy weekend!

Lastly, we are regularly stocking our members with visitor guides, maps, and area information. You never know where the next visitor will be, so we do our best to keep the information at many locations throughout the area.



The Chamber will be greeting 600+ passengers on a special GSMR excursion in March. Additionally, we have prepared boxes of materials for fly fishing shows for the Tuck Fly Shop, as well as Rivers Edge Outfitters, sending them to events with visitor guides, fishing maps, dining guides, and Hook & Line festival info.

The Chamber has partnered with The Sylva Herald to offer a special publication for the summer months that will be particularly useful to visitors. The publication will highlight Concerts on the Creek, summer events, restaurants and outdoor offerings.

We are changing out our large feather flags in the yard every other week, and they are working to attract attention. We put them out rain or shine!

Our partnership with the EDC continues and we are assisting on an event potentially scheduled for September 2018, celebrating the business and industry members of our community.

Spring projects – new plantings at the Dillsboro Visitor Center, Easter Hat Parade festivities, chamber grant recipient notifications, repaint of exterior porches, Greening Up the Mountains festival assistance, outdoor literature units installed in two select locations, vinyl sidewalk decals directing visitors to our House, vinyl sidewalk decals marketing events, large STIR event showcasing ways to refresh, renew and revive your business from inside out, including branding ideas, updated landscaping, and a fresh coat of paint.

Social Media marketing continues – we created paid ads on FB for our Dining Guide, resulting in 78 inquiries. We will highlight Our Town in February, and the WNC Fly Fishing map again in March.

Direct Inquiry Report 2018

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Fly Fishing 2018

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