February 2018- TDA Board Update Jackson County Chamber & Visitor Center

Visitor Guides, Fly Fishing Maps, Hiking Maps, Sylva Park Maps

Disbursal, Deliveries & Service

- 3168 visitor guides mailed to Welcome Centers
- 1363 Direct visitor guide inquiries fulfilled
- 714 Visitors serviced inside the Jackson County Visitor Center
- 121 Visitors serviced in Dillsboro
- 288 phone calls answered
- Restocked 4 kiosks daily and/or weekly
- Delivered to 5 hotels, merchants & restaurants in downtown districts of Dillsboro and Sylva (all above supplies, & Dining Guides, Our Town)
- Locally disbursed 800 FF maps
- Provided cases of supplies for Tuck Fly Shop for fishing show
- Provided cases of supplies for Rivers Edge Outfitters
- Provided cases of supplies to Cullowhee River Club

Visitor Center Improvements

- New flags on display and in rotation for increased awareness
- Repurposing of interior space continues with new displays, smart tv, upgraded lighting, and branded merchandise for sale
- Cleaned, restocked and reorganized Dillsboro Visitor Center
- New flags on display at Dillsboro Center March
- Prepared landscaping beds for flowering plants in March (Sylva & Dillsboro)
- Inquired with TDA Director about vinyl sidewalk decals in Sylva for directional assistant aimed at increasing walk-in traffic to Center (suggestions for verbiage and location)
- Inquired with TDA Director about purchase of new info boxes (location suggestions)
- Advertised Three Billboards tour info on Chamber financed billboard in downtown Sylva, directing traffic to Visitor Center
- Open House & STIR Block Party scheduled for October 26th
- Interior floors professional waxed and polished Sylva
- Reorganized exterior kiosk in Sylva, pressure washing interior, adding large bulletin board for event posters, labeling units for easier visitor pickups, relocation of Play On floor mat.

Social Media Marketing – Chamber Campaigns & Initiatives

- In January, we mailed 78 Dining Guides to interested parties from Chamber Facebook campaign
- We continue to post daily, relevant info on all four (4) facebook pages we
 maintain: Fly Fishing Trail, NC Trout Capital, Jackson County Chamber,
 Hook, Line & Drinker. We post weekly on the Concerts on the Creek page,
 but will increase our activity on this page during summer months.
- The Hook, Line & Drinker FB page has continued to gain followers and we are posting videos of our vendors, and sharing to other pages. We have focused on our fishing and outdoor industry vendors.

EDC Activities

- Met with Director Price and communicated via email info about upcoming EDC Appreciation Dinner, supplied resources, assisted with ideas, location, set up details, catering, gifts, and will continue to help as needed on this worthy endeavor
- Shared all chamber shop local initiatives as well as provided feedback from some WNC Chambers.

Communication efforts & TDA Related Duties

- Blue Ridge Music Trail ad opportunity to NB
- Reviewed Sylva Parks map and provided feedback
- Reviewed Hiking Trail & Waterfall map, provided feedback
- Visitnc.com PR lead for family friendly summer vacations, to NB
- NC Sports Events magazine ad opportunity, to NB
- Ebbing- Three Billboards promo shared printed materials with Sylva merchants, shared various posts on Chamber FB page
- Replied to NB office supply total for budget consideration
- Lure Creative inquired about bidding on visitor guide, to NB
- Shared new member list with NB for TDA website consideration
- Reviewed and submitted TDA invoices for payment
- Prepared visitor info for tour bus in Dillsboro in March

Chamber Happenings

- 2018 Our Town Magazine produced and disbursed to members, elected officials, select Welcome Centers, select area Chamber offices – press release disbursed – increased our walk-in visitation during the month
- 2018 Dining Guide produced and disbursed to members, elected officials, area hotels, and real estate offices, press release disbursed adding to walk in traffic on site in Sylva and in Dillsboro
- Coordinated 2 ribbon cuttings
- Partnering with Sylva Rotary Club on Flags for Heroes program set for Memorial Day weekend – will assist with promotion and marketing for this event
- Secured STIR After Hours hosts for the year
- Continued work daily on the Hook, Line & Drinker festival press releases submitted, promo videos on vendors, merchandise ordered

- Continued work daily on Chamber's annual golf tourney
- Worked in partnership with Dillsboro to set spring clean and secure volunteers
- Chamber grant reviews underway
- Event assistance for Greening Up the Mountains, Mountain Heritage Day, Walk for Hope, and various Dillsboro events
- Partnering with MSSA to further develop Walk for Hope into afternoon and evening event, met with merchant leader and block captains to garner involvement and ideas
- Updated numerous annual events on chamber website and digital calendar
- Secured sound, bands, lights, fireworks, and food vendors for 15 Concerts on the Creek, Hook Line & Drinker, and July 4th Fireworks & Festivities. This is not easy or inexpensive to do, and these events are enjoyed by visitors and local residents. We are creating events that positively enhance a visitor's experience while they are in Jackson County, and that is valuable.

													Location
Visitor Guides 2018	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name													
I-26 East, Columbus	432	720											1152
I-26 West, Mars Hill		288											288
I-40 West, Waynesville		288											288
I-73/74 Northbound, Seagrove		288											288
I-73/74 Southbound, Seagrove		288											288
I-77 North, Dobson		288											288
I-77 South, Charlotte		288											288
I-85 North, Norlina		288											288
I-85 South, Kings Mountain		288											288
I-95 North, Pleasant Hill													0
I-95 South, Rowland													0
AAA Carolinas, Fayetteville													0
Blue Ridge National Heritage, Asheville													0
Bass Pro Shop, Lawrenceville GA													0
Cherokee Welcome Center, Cherokee													0
Dismal Swamp, South Mill													0
First Peak Visitor Center, Columbus													0
Gorges State Park, Sapphire													0
Graham County Travel & Tourism, Robbinsville													0
Harrah's Cherokee Resort, Cherokee													0
Haywood County TDA, Maggie Valley													0
Haywood Chamber of Commerce, Waynesville													0
Henderson County Visitor Center													0
High Point Convention/Visitor Bureau		144											
North Wilkesboro Visitor Center													0
McDowell County Chamber, Marion	144												144
Piedmont Triad Visitor Center, Pelham													0
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin													0
VisitNC													0

Other	144												144
Monthly Totals	720	3,168	0	0	0	0	0	0	0	0	0	0	3,888

Grand Total 3,744

RED - DO NOT SEND ANY MORE VISITOR GUIDES TILL WE ARE CONTACTED. 2/16/18

<u>Jackson County Chamber Visitor Center</u> <u>Direct Inquiry Report 2018</u>

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9	43											52
Flyfishingtrail.com	36	38											74
NCTroutCapital.com	44	33											77
Dining Guide	78	8											86
Mid Current	24	0											24
TDA site/FB ads	174	318											492
WCU	4	9											13
Blue Ridge Country Mag.	1	0											1
Blue Ridge Parkway Guide	1	3											4
Facebook	13	19											32
Google Search	12	9											21
Newspaper article	0	0											0
NC Travel Guide	0	0											0
Visitnc.com	1	2											3
Our State	1	0											1
Trout Unlimited	0	0											0
RomanticAsheville.com	1	0											1
Travelguidesfree.com	540	881											1421
MyWeddings.com	0	0											0
Washington Post Mag.	0	0											0
Columbia Metro	0	0											0
Southern Trout	0	0											0
Jacksonville Mag.	0	0											0
Charlotte Mag.	0	0											0
Orlando Mag.	0	0											0
Outside Mag.	0	0											
Tampa Mag.	0	0											
SC Living Mag.	0	0											
Walter Mag.	0	0											
USA Today Travel	0	0											
2018 Totals	020	1202											2 202
ZUIQ LOTAIS	939	1363											2,302
													0