

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.

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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

Jackson County Chamber Visitor Center
Direct Inquiry Report 2018

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