

## APRIL CHAMBER HAPPENINGS

We have continued to work remotely for the most part, but have had a staff member by the office at least 5 of 7 days each week. Much of our time has been spent sharing information, collecting factual info, and disbursing it to our members and on our social media platforms. We have helped dozens of our members with applications for loans and have done everything we can to be of service to them. Our member zoom meetings have gone well and proven to be a great source of communication - listening to our members and learning what they need during this crisis. Our collective info page has proven to be a valuable resource for members and they have appreciated our efforts. We have supported and worked collaboratively with the EDC, TDA, Cashiers Chamber, and SCC Small Business Center. Hook, Line and Drinker has been rescheduled to September 12th, and we are working on a weekend idea to add this year. Assuming things continue to improve, we hope to have Concerts on the Creek up and running, but with all the proper safety guidelines in place. We have focused intently on supporting our local businesses with paid boosts of the virtual online stores, restaurants offering take out or delivery, and businesses doing FB Live events. We have shared responsible reopening documents with our members and are working daily to answer questions and provide guidance as needed.

101 Phone Calls
Received From
Visitors or
ResidentsQuestions!
305 Direct Visitor
Inquiries Fulfilled

**Working Daily!** 

8 Mass Emails to members in April, 9 in March

RE-OPEN ON MAY 11™ WITH RESPONSIBLE PORCH SERVICE FOR VISITORS

## Jackson County Chamber and Visitor Center Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals
Source													
Facebook	· 1	8	10	6									25
Flyfishingtrail.com	49	48	32	33									162
Friend	2	2	2	1									7
Google Search	8	6	5	6									25
NCTroutCapital.com	43	34	29	39									145
TDA site/FB ads	578	538	396	159									1671
VisitNC.com	1	1	1	0									3
WCU	0	0	0	0									0
Blue Ridge Parkway	0	0	64	61									125
<b>Disbursal &amp; Fulfillment</b>													
Our Town	19	12	575	17									623
Dining Guide	860	280	2650	300									4090
<b>Google My Business</b>													
FFT views	16,600	13,800	13,788	12,013									56201
JCCC views	4,800	5310	2,222	1766									14098
NC Trout Capital views	865	309	1065	801									3040
FFT searches	9,390	10,077	10,968	8676									39111
JCCC searches	2710	3519	1723	1922									9874
NC Trout Capital searches	525	357	1580	988									3450
FFT activity	7170	6500	7310	5614									26594
JCCC activity	1260	2160	1075	8979									13474
NC Trout Capital activity	414	491	1660	988									3553
Facebook Analytics													
Concerts on the Creek	2896	2912	2919	2979									11706
FFT likes	11283	11,447	11486	11,554									45770
Hook,Line & Drinker likes	719	801	808	865									3193
JCCC likes	8911	8928	8964	9021									35824
NC Trout Capital likes	1681	1728	1737	1774									6920