



MAY CHAMBER HAPPENINGS

May proved to be another challenging month, but we started to see an increase in pedestrian and visitor traffic about the middle of month. Phone inquiries increased. We have found that people are VERY grateful we are here, answering the phone and in general terms – just available to answer questions! Top questions in May – 1) is it ok to go fishing or hiking 2) what restaurants are open 3) can we walk around town, are stores open. Some of the other things we've noticed is that our chamber members are responding very well to information provided to them regarding responsible reopening procedures! It has truly been wonderful to walk into a business and see them practicing safe guidelines. We have spent a considerable amount of time doing some 1 on 1 zoom meetings to help individual businesses brainstorm opening procedures, new ideas, and implement new strategies. Our Kleenstations were a HUGE hit with area F&B providers and are definitely being used! We've also been working daily on updating hours of operation for our members, since most have reopened and have adjusted their schedules. We created a Facebook Store and have made a few sales! It is great to see people interested in our Tuck Slam package, and getting gifts online for the anglers in their families. Our outside port a potty remains popular in downtown Sylva, and merchants have been appreciative of this continued option for their guests. Our collaboration with TDA, Cashiers Chamber and EDC has continued with the Recovery Team efforts. We met briefly with the JC Farmer's Market Manager to implement a new campaign for June, specifically targeting Dillsboro. This rolls out mid June and will last 7 weeks. Stay tuned for more details in the June report on Wonderful Wednesdays!

**167 Phone Calls
Received From
Visitors or
Residents-
551 Direct Visitor
Inquiries Fulfilled**

Working Daily!

**42 Kleenstations
Installed !**

**Porch Service-
192 served!
May 11th- May 31st.**

Our Facebook Store is up
and running and working!
Great way for visitors and
locals to buy online safely!

Fly Fishing 2020															
Name	Location	Notes	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
AB Fly Fishing	Sylva	small amt.													0
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers														0
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville	has plenty right now													0
Dream Catchers	Sylva	small amt./hand deliver													0
First Peak Visitor Center	Columbus	call before send													0
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City														0
Highland Hiker	Highlands														0
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville														0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain														0
Orvis	Asheville														0
Outpost Mountain Outfitters	Whittier	hand deliver													0
Rivers Edge Outfitters	Cherokee														0
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville	Call before sending													0
Tuckaseegee Fly Shop	Sylva	hand deliver													0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU															0
Area Hotels							25								25
Other			150	300											450
Monthly Totals			150	300	75	0	25	0	0	0	0	0	0	0	550

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
<u>Source</u>													
Facebook	1	8	10	6	23								48
Flyfishingtrail.com	49	48	32	33	48								210
Friend	2	2	2	1	1								8
Google Search	8	6	5	6	10								35
NCTroutCapital.com	43	34	29	39	39								184
TDA site/FB ads	578	538	396	159	397								2068
VisitNC.com	1	1	1	0	1								4
WCU	0	0	0	0	1								1
Blue Ridge Parkway	0	0	64	61	19								144
<u>Disbursal & Fulfillment</u>													
Our Town	19	12	575	17	36								659
Dining Guide	860	280	2650	300	670								4760
<u>Google My Business</u>													
FFT views	16,600	13,800	13,788	12,013	48,000								104201
JCCC views	4,800	5310	2,222	1766	4310								18408
NC Trout Capital views	865	309	1065	801	4180								7220
FFT searches	9,390	10,077	10,968	8676	36,139								75250
JCCC searches	2710	3519	1723	1922	3723								13597
NC Trout Capital searches	525	357	1580	988	3997								7447
FFT activity	7170	6500	7310	5614	18,200								44794
JCCC activity	1260	2160	1075	8979	4,280								17754
NC Trout Capital activity	414	491	1660	988	3850								7403
<u>Facebook Analytics</u>													
Concerts on the Creek	2896	2912	2919	2979	2985								14691
FFT likes	11283	11,447	11486	11,554	11,593								57363
Hook,Line & Drinker likes	719	801	808	865	874								4067
JCCC likes	8911	8928	8964	9021	9112								44936
NC Trout Capital likes	1681	1728	1737	1774	1799								8719