



JULY 2020 JCCC HAPPENINGS

We managed to have a safe and successful July 4th Fireworks display, in spite of Covid. While we did not have a concert or gathering, the police estimated that about 8000 people were disbursed throughout the viewing area and safely enjoyed fireworks. Unfortunately, at this point, we have yet to have Concerts on the Creek. We still have hope for August or September, same for the Hook, Line & Drinker Festival.. Our Team has worked hard during July creating a new website for the Main Street Sylva Association, database, FB page, and draft map. We will print a small quantity to disburse to visitors, but also encourage the download of the map with a QR code in an effort to save money and trees. Additional projects include a suggestion of a campaign for Sylva for August and Sylva. The updated map and website should be a useful visitor tool, but also assist our core business district with marketing efforts. In Dillsboro, we have continued with our Wonderful Wednesday campaign, through the end of August. We have also worked with a couple of specific businesses on cross marketing. It is our hope we can have an outdoor STIR event in late August at the newly revamped Paper Mill. We have worked diligently on providing resources and help to members and any business that has contacted us. In August, our Feet on the Street effort will include posting nice flyers in windows of available spaces in downtown Sylva, and possibly in Dillsboro as well. We created a new Outdoor Dining category and this was the #1 most linked on page on our website!! We are doing our best to highlight our restaurants and the lovely outdoor dining options.

**357 Phone Calls
Received From
Visitors or
Residents-
1406 Direct Visitor
Inquiries Fulfilled**

702 Visitors on Site

**ChamberPPE.com
site is working!! 24
businesses have
purchased and
received orders!**

Thank you to the TDA for the very nice flowers you sent to me when my Dad died in July. I appreciate you!

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	19	31						98
Flyfishingtrail.com	49	48	32	33	48	35	49						294
Friend	2	2	2	1	1	5	2						15
Google Search	8	6	5	6	10	11	40						86
NCTroutCapital.com	43	34	29	39	39	36	51						271
TDA site/FB ads	578	538	396	159	397	426	1158						3652
VisitNC.com	1	1	1	0	1	3	3						10
WCU	0	0	0	0	1	0	0						1
Blue Ridge Parkway	0	0	64	61	19	58	72						274
<u>Disbursal & Fulfillment</u>													
Our Town	19	12	575	17	36	59	28						746
Dining Guide	860	280	2650	300	670	860	700						6320
<u>Google My Business</u>													
FFT views	16,600	13,800	13,788	12,013	48,000	62,200	49,300						215701
JCCC views	4,800	5310	2,222	1766	4310	5390	4065						27863
NC Trout Capital views	865	309	1065	801	4180	5970	5640						18830
FFT searches	9,390	10,077	10,968	8676	36,139	45,044	37,045						157339
JCCC searches	2710	3519	1723	1922	3723	4693	3907						22197
NC Trout Capital searches	525	357	1580	988	3997	5609	5246						18302
FFT activity	7170	6500	7310	5614	18,200	32,200	29,070						106064
JCCC activity	1260	2160	1075	8979	4,280	3290	3120						24164
NC Trout Capital activity	414	491	1660	988	3850	5610	4567						17580
<u>Facebook Analytics</u>													
Concerts on the Creek	2896	2912	2919	2979	2985	2987	2990						20668
FFT likes	11283	11,447	11486	11,554	11,593	11,608	11,620						80591
Hook,Line & Drinker likes	719	801	808	865	874	877	878						5822
JCCC likes	8911	8928	8964	9021	9112	9171	9182						63289
NC Trout Capital likes	1681	1728	1737	1774	1799	1810	1815						12344

Fly Fishing 2020			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva	good as of 7/7/20													0
															0
Bass Pro Shop	Lawrenceville, GA								100						100
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers								100						100
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva	small amt./hand deliver													0
															0
First Peak Visitor Center	Columbus	call before send/ good as of 7/7													0
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City	good as of 7/7													0
Highland Hiker	Highlands														0
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville	good as of 7/7													0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain	good for the rest of year 7/7													0
Orvis	Asheville														0
Outpost Mountain Outfitters	Whittier	hand deliver							100						100
Rivers Edge Outfitters	Cherokee								200						200
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/ good as of 7/7													0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU															0
Area Hotels							25			75					100
Other			150	300						125					575
Monthly Totals			150	300	75	0	25	0	500	200	0	0	0	0	1,250