



AUGUST 2020 JCCC HAPPENINGS

August was a busier month than we anticipated! We feel that the staggered WCU move-in was helpful in spreading out the visitors over several different days. We disbursed another round of free sanitizer to our business community, prioritizing restaurants, breweries and high traffic retail locations followed by basic businesses. We concluded our Wonderful Wednesday campaign the last Wednesday in August. This was an eleven-week consistent campaign that yielded some positive results. We have started discussions about Dillsboro Luminaries and how this might look, given Covid. We are optimistic that some of the traditional things can still occur – candles, Santa visits, and music. The Chamber will be funding one night of musicians and will work on safe Santa visits and letters with Debbie at the Dillsboro Town Hall. The Chamber is combining efforts with the MSSA group, Satellite Rotary Club and volunteers to do an extensive Fall Clean Up around Railroad Avenue, Mill Street and Main Street in Sylva. The date is September 14th. Our Chamber started responsible ribbon cuttings again in August, conducting three and have 3 more scheduled for September. We are working daily to communicate with our members about their specific needs and how we can be of service to them. While some businesses have bounced back quickly, we do still have members who are struggling. We helped 4 businesses complete their Jobs Retention Grant applications, as well as submitting one of our own for the Chamber. Frankly, we are exhausted!

**380 Phone Calls
Received From
Visitors or
Residents-
1915 Direct Visitor
Inquiries Fulfilled**

733 Visitors on Site

**Welcome Centers-
1120 Visitor Guides**

**Fly Fishing Shops &
targeted locations-
1000 maps**

We have welcomed 8 new members since July 1. We are slowly growing! Can you refer a business our way? Please do, thanks!

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	50					148
Flyfishingtrail.com	49	48	32	33	48	35	49	63					357
Friend	2	2	2	1	1	5	2	7					22
Google Search	8	6	5	6	10	11	40	31					117
NCTroutCapital.com	43	34	29	39	39	36	51	55					326
TDA site/FB ads	578	538	396	159	397	426	1158	1604					5256
VisitNC.com	1	1	1	0	1	3	3	0					10
WCU	0	0	0	0	1	0	0	19					20
Blue Ridge Parkway	0	0	64	61	19	58	72	86					360
<u>Disbursal & Fulfillment</u>													
Our Town	19	12	575	17	36	59	28	24					770
Dining Guide	860	280	2650	300	670	860	700	860					7180
<u>Google My Business</u>													
FFT views	16,600	13,800	13,788	12,013	48,000	62,200	49,300	39,200					254901
JCCC views	4,800	5310	2,222	1766	4310	5390	4065	3790					31653
NC Trout Capital views	865	309	1065	801	4180	5970	5640	4380					23210
FFT searches	9,390	10,077	10,968	8676	36,139	45,044	37,045	33,092					190431
JCCC searches	2710	3519	1723	1922	3723	4693	3907	3122					25319
NC Trout Capital searches	525	357	1580	988	3997	5609	5246	4198					22500
FFT activity	7170	6500	7310	5614	18,200	32,200	29,070	24,050					130114
JCCC activity	1260	2160	1075	8979	4,280	3290	3120	2101					26265
NC Trout Capital activity	414	491	1660	988	3850	5610	4567	3799					21379
<u>Facebook Analytics</u>													
Concerts on the Creek	2896	2912	2919	2979	2985	2987	2990	2990					23658
FFT likes	11283	11,447	11486	11,554	11,593	11,608	11,620	11,644					92235
Hook,Line & Drinker likes	719	801	808	865	874	877	878	881					6703
JCCC likes	8911	8928	8964	9021	9112	9171	9182	9208					72497
NC Trout Capital likes	1681	1728	1737	1774	1799	1810	1815	1850					14194

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					200
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva	small amt./hand deliver													0
Cherokee Welcome Center	Cherokee									400					400
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									300					300
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	1,000	0	0	0	0	2,050

	Visitor Guides 2020												Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
I-26 East, Columbus								480					480
I-26 West, Mars Hill	called 7/8/20 no answer												0
I-40 West, Waynesville							320						320
I-73/74 Northbound, Seagrove	they are good as of 7/8												0
I-73/74 Southbound, Seagrove	they are good as of 7/8; north & south seagrove are same												0
I-77 North, Dobson	no answer 7/8												0
I-77 South, Charlotte	they have plenty as of 7/8/20												0
I-85 North, Norlina													0
I-85 South, Kings Mountain													0
I-95 North, Pleasant Hill								320					320
I-95 South, Rowland							320						320
AAA Carolinas, Fayetteville													0
Blue Ridge National Heritage, Asheville													0
Bass Pro Shop, Lawrenceville GA													0
Cabarrus County Convention & Visitor Center, Candor	called 1/14/20 and requested 2020 VG when available												0
Cherokee Welcome Center, Cherokee													0
Cherokee Welcome center, Murphy													0
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South Mills, NC 27976													0
First Peak Visitor Center, Columbus													0
Franklin Visitor Center, Franklin													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													0
North Wilkesboro Visitor Center							480						480
McDowell County Chamber, Marion	Call before sending/No 9/26/19												0
Murdoch developmental Center													0
Piedmont Triad Visitor Center, Pelham													0
Rowan County TDA, Salisbury NC	Called-No 9/26/19												0
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin						320		320					640
Transylvania/Brevard Chamber of Commerce	Call before sending/No 9/26/19												0
Tuckaseegee Fly Shop													0
VisitNC Smokies Visitor Center, Maggie Valley													0
Visit Lake Norman, Cornelius													0
Other		100											100
Area Hotels			544										544
Great Smoky Mountain Railroad													0
WCU													0
Monthly Totals	0	100	544	0	0	320	1,120	1,120	0	0	0	0	3,204