



NOVEMBER 2020 CHAMBER HAPPENINGS

We spent most of our time in November encouraging the general public and visitors to support our local businesses, through social media campaigns, emails, posters and phone calls. We spent three days calling members that we haven't heard very much from, listening to how we can be helpful. We worked hard to bring some excitement and atmosphere to downtown Sylva through recorded holiday music on Friday nights with DJ Steve, decorating the Bridge Park Pavilion, promoting a holiday window decorating competition among merchants in the historic district, to paid social media boosts for The Chamber's Holiday Fireworks on December 18th at 7:30pm. We collected info from the 5 breweries in the county to promote a Cheer Beer selection for the holiday season. We spent time and money in Dillsboro on holiday decorations, music and luminaires ideas. Our team restocked area hotels and businesses with visitor supplies. We've continued to restock the mobile kiosk units weekly. We continue to watch webinars and participate in zoom meetings, learning what other chambers are doing regarding events and member services. We pulled together a comprehensive list of Holiday Events and promoted the flyer on social media. In cooperation with the Town of Sylva, we arranged for a safe tree lighting in downtown Sylva, with Santa and the Director of the Health Department. Our Covid Safe messaging continued, posting at least weekly about the 3 W's. Friendly reminders has been approach thus far.

**183 Phone Calls
Received From
Visitors or
Residents-
1203 Direct Visitor
Inquiries Fulfilled**

618 Visitors on Site

**100 Free Masks
given!**

4 ribbon cuttings

**Porch Service continues
with onsite To-Go Visitor
Bags – which have been
helpful and a big hit.**



HOLIDAY FIREWORKS **in downtown Sylva**

FRIDAY, DEC. 18 AT 7:30 P.M.

PRESENTED BY
JACKSON COUNTY PARKS & RECREATION DEPARTMENT
JACKSON COUNTY CHAMBER OF COMMERCE
828-586-2155

PLEASE BE COVID SAFE. WEAR A MASK. SOCIAL DISTANCE. SANITIZE HANDS.

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 | 45 | 60 | 34 | | 287 |
| Flyfishingtrail.com | 49 | 48 | 32 | 33 | 48 | 35 | 49 | 63 | 59 | 45 | 35 | | 496 |
| Friend | 2 | 2 | 2 | 1 | 1 | 5 | 2 | 7 | 9 | 17 | 4 | | 52 |
| Google Search | 8 | 6 | 5 | 6 | 10 | 11 | 40 | 31 | 64 | 88 | 56 | | 325 |
| NCTroutCapital.com | 43 | 34 | 29 | 39 | 39 | 36 | 51 | 55 | 53 | 39 | 30 | | 448 |
| TDA site/FB ads | 578 | 538 | 396 | 159 | 397 | 426 | 1158 | 1604 | 1701 | 609 | 903 | | 8469 |
| VisitNC.com | 1 | 1 | 1 | 0 | 1 | 3 | 3 | 0 | 0 | 0 | 0 | | 10 |
| WCU | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 19 | 5 | 10 | 0 | | 35 |
| Blue Ridge Parkway | 0 | 0 | 64 | 61 | 19 | 58 | 72 | 86 | 84 | 86 | 60 | | 590 |
| <u>Disbursal & Fulfillment</u> | | | | | | | | | | | | | |
| Our Town | 19 | 12 | 575 | 17 | 36 | 59 | 28 | 24 | 31 | 67 | 59 | | 927 |
| Dining Guide | 860 | 280 | 2650 | 300 | 670 | 860 | 700 | 860 | 620 | 610 | 715 | | 9125 |
| <u>Google My Business</u> | | | | | | | | | | | | | |
| FFT views | 16,600 | 13,800 | 13,788 | 12,013 | 48,000 | 62,200 | 49,300 | 39,200 | 38,400 | 19,800 | 16,100 | | 329201 |
| JCCC views | 4,800 | 5310 | 2,222 | 1766 | 4310 | 5390 | 4065 | 3790 | 3620 | 5180 | 3690 | | 44143 |
| NC Trout Capital views | 865 | 309 | 1065 | 801 | 4180 | 5970 | 5640 | 4380 | 3920 | 2560 | 2180 | | 31870 |
| FFT searches | 9,390 | 10,077 | 10,968 | 8676 | 36,139 | 45,044 | 37,045 | 33,092 | 32,180 | 26,246 | 17,715 | | 266572 |
| JCCC searches | 2710 | 3519 | 1723 | 1922 | 3723 | 4693 | 3907 | 3122 | 3138 | 4447 | 2165 | | 35069 |
| NC Trout Capital searches | 525 | 357 | 1580 | 988 | 3997 | 5609 | 5246 | 4198 | 3700 | 2421 | 1985 | | 30606 |
| FFT activity | 7170 | 6500 | 7310 | 5614 | 18,200 | 32,200 | 29,070 | 24,050 | 23,500 | 26,600 | 21,800 | | 202014 |
| JCCC activity | 1260 | 2160 | 1075 | 8979 | 4,280 | 3290 | 3120 | 2101 | 1987 | 3900 | 8900 | | 41052 |
| NC Trout Capital activity | 414 | 491 | 1660 | 988 | 3850 | 5610 | 4567 | 3799 | 3645 | 5009 | 4720 | | 34753 |
| <u>Facebook Analytics</u> | | | | | | | | | | | | | |
| Concerts on the Creek | 2896 | 2912 | 2919 | 2979 | 2985 | 2987 | 2990 | 2990 | 2992 | 2992 | 2992 | | 32634 |
| FFT likes | 11283 | 11,447 | 11486 | 11,554 | 11,593 | 11,608 | 11,620 | 11,644 | 11727 | 11742 | 11758 | | 127462 |
| Hook,Line & Drinker likes | 719 | 801 | 808 | 865 | 874 | 877 | 878 | 881 | 887 | 888 | 889 | | 9367 |
| JCCC likes | 8911 | 8928 | 8964 | 9021 | 9112 | 9171 | 9182 | 9208 | 9265 | 9280 | 9433 | | 100475 |
| NC Trout Capital likes | 1681 | 1728 | 1737 | 1774 | 1799 | 1810 | 1815 | 1850 | 1878 | 1889 | 1890 | | 19851 |

| | Visitor Guides 2020 | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Location Totals |
|---|--|------|------|-------|-------|-----|------|-------|-------|-------|-------|------|------|-----------------|
| Name | | | | | | | | | | | | | | |
| I-26 East, Columbus | | | | | | | | | 480 | | | | | 480 |
| I-26 West, Mars Hill | | | | | | | | | | 340 | | | | 340 |
| 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 | | | | | | | | | | | 340 | | | 340 |
| Bass Pro Shop, Lawrenceville GA | | | | | | | | | | | | | | 0 |
| Cabarrus County Convention & Visitor Center, Candor | | | | | | | | | | | | | | 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 | | | | | | | | | | | 340 | | | 340 |
| Haywood Chamber of Commerce, Waynesville | | | | | | | | | | | | | | 0 |
| Henderson County Visitor Center | | | | | | | | | | | | | | 0 |
| High Point Convention/Visitor Bureau | | | | | | | | | | | | | | 0 |
| North Wilkesboro Visitor Center | | | | | | | | 480 | | 340 | | | | 820 |
| McDowell County Chamber, Marion | | | | | | | | | | | | | | 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 | | | 510 | | 1150 |
| 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 | | | | | | | 510 | | 100 | | 710 |
| Area Hotels | | | | 544 | | | | | | 680 | 400 | | | 1624 |
| Great Smoky Mountain Railroad | | | | | | | | | | | | | | 0 |
| WCU | | | | | | | | | | | | 100 | | 100 |
| | | | | | | | | | | | | | | |
| Monthly Totals | | 0 | 100 | 544 | 0 | 0 | 320 | 1,120 | 1,120 | 1,870 | 1,080 | 710 | 0 | 6,864 |

| 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 | | | | | | | | | | | | 50 | | | 50 |
| Area Hotels | | | | | | | 25 | | | 75 | | 250 | | | 350 |
| Other | | | 150 | 300 | | | | | | 125 | 250 | 75 | 150 | | 1,050 |
| Monthly Totals | | | 150 | 300 | 75 | 0 | 25 | 0 | 500 | 1,000 | 250 | 375 | 150 | 0 | 2,825 |