



DECEMBER 2020

JCCC

Year in Review

Believe it or not, we made it through the year! Honestly, it would be difficult to include everything we did this year for members and our community. We took on the new role as The Main Street Team and have worked hard to unite the downtown district and provide consistent support. We've walked members through grant applications, loans, and gave them virtual hugs as they closed their doors due to Covid outbreaks. We've cheered them on, helped them get creative when their budgets were drying up and continued to support them every step of the way. We partnered with other NC Chambers to provide a reliable PPE site for our members. We've scheduled, rescheduled and re-thought events all year. We've organized clean ups and helped make our towns look festive and inviting. Our Brunch campaign has been very successful! The Holiday Fireworks were a huge hit and we received more positive feedback about this event than anything we did all year. In spite of Covid, we safely served about 6498 people from our front porch and answered 2310 phone calls from visitors and locals. We're moving forward, and we are taking everyone with us! LET'S GO!

**A Glance at the last
12 months:**

**11,408 Visitor
Inquiries Fulfilled**

**45 New Members
Secured**

**33 Covid Resource
Webinars Offered**

**400 gallons of free
sanitizer & 600 Free
Masks Disbursed**

14 Ribbon Cuttings

74 Zoom meetings!

Shop Small Campaigns

Fireworks Display

50 KleenStation Units
disbursed & maintained

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals
Source													
Facebook	1	8	10	6	23	19	31	50	45	60	34	65	352
Flyfishingtrail.com	49	48	32	33	48	35	49	63	59	45	35	24	520
Friend	2	2	1	1	1	5	2	7	9	17	4	6	58
Google Search	8	6	5	6	10	11	40	31	64	88	56	47	372
NCTroutCapital.com	43	34	29	39	39	36	51	55	53	39	30	20	468
TDA site/FB ads	578	538	396	159	397	426	1158	1604	1701	609	903	503	8972
VisitNC.com	1	1	1	0	1	3	3	0	0	0	0	1	11
WCU	0	0	0	0	1	0	0	19	5	10	0	0	35
Blue Ridge Parkway	0	0	64	61	19	58	72	86	84	86	60	30	620
Disbursement & Fulfillment													
Our Town	19	12	575	17	36	59	28	24	31	67	59	55	982
Dining Guide	860	280	2650	300	670	860	700	860	620	610	715	650	9775
Google My Business													
FFT views	16,600	13,800	13,788	12,013	48,000	62,200	49,300	39,200	38,400	19,800	16,100	16,400	345,601
JCCC views	4,800	5,310	2,222	1,766	4,310	5,390	4,065	3,790	3,620	5,180	3,690	3,875	48,018
NC Trout Capital views	865	309	1,065	801	4,180	5,970	5,640	4,380	3,920	2,560	2,180	2,250	34,120
FFT searches	9,390	10,077	10,968	8,676	36,139	45,044	37,045	33,092	32,180	26,246	17,715	21,355	287,927
JCCC searches	2,710	3,519	1,723	1,922	3,723	4,693	3,907	3,122	3,138	4,447	2,165	3,457	38,526
NC Trout Capital searches	525	357	1,580	988	3,997	5,609	5,246	4,198	3,700	2,421	1,985	1,855	32,461
FFT activity	7,170	6,500	7,310	5,614	18,200	32,200	29,070	24,050	23,500	26,600	21,800	22,400	224,414
JCCC activity	1,260	2,160	1,075	8979	4,280	3,290	3,120	2,101	1,987	3,900	8900	10,200	51,252
NC Trout Capital activity	414	491	1,660	988	3,850	5,610	4,567	3,799	3,645	5,009	4,720	4,450	39,203
Facebook Analytics													
Concerts on the Creek	2896	2912	2919	2979	2985	2987	2990	2990	2992	2992	2992	3261	35,895
FFT likes	11,283	11,447	11,486	11,554	11,593	11,608	11,620	11,644	11,727	11,742	11,758	11,983	139,445
Hook, Line & Drinker likes	719	801	808	865	874	877	878	881	887	888	889	947	10,314
JCCC likes	8,911	8,928	8,964	9,021	9,112	9,171	9,182	9,208	9,265	9,280	9,433	9,998	110,473
NC Trout Capital likes	1,681	1,728	1,737	1,774	1,799	1,810	1,815	1,850	1,878	1,889	1,890	1,999	21,850

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								340					340
I-40 West, Waynesville						320							320
I-73/74 Northbound, Seagrave													0
I-73/74 Southbound, Seagrave													0
I-77 North, Dobson													0
I-77 South, Charlotte													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													0
Sky Valley Visitor Center, Sky Valley GA						320		320			510		1150
Smoky Mountain Host, Franklin													0
Tennessee/Brevard Chamber of Commerce													0
Tuckasegee Fly Shop													0
VisitNC Smokies Visitor Center, Maggie Valley													0
Visit Lake Norman, Cornelius		100											0
Other													0
Area Hotels			544							510	100		710
Great Smoky Mountain Railroad									680	400			1624
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													
AB Fly Fishing	Sylva													0
		Notes												0
		good as of 7/7/20												0
Bass Pro Shop	Lawrenceville, GA							100						100
Blue Chip Fly Fishing	Whittier													0
		small amt.												0
Blue Ridge Mountain Outfitters	Blue Ridge, GA													0
Brookings Angler	Cashiers						100							200
Brown Trout Fishing	Asheville													0
Bryant Bait & Tackle	Topton													0
Curtis Wright Outfitters	Weaverville													0
Dream Catchers	Sylva													0
		small amt./hand deliver												0
Cherokee Welcome Center	Cherokee							400						400
First Peak Visitor Center	Columbus													0
Fontana Guides	Bryson City													0
Franklin's Outdoor Sports	Asheville													0
Great Smokey Bait and Tackle	Bryson City													0
Highland Hiker	Highlands							300						300
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							100						100
Rivers Edge Outfitters	Cherokee							200						200
Simonds Bait and Tackle	Bryson City													0
Tazz Bait Company	Hendersonville													0
Trout Unlimited	Hendersonville													0
Tuckasegee Fly Shop	Sylva													0
		Call before sending												0
Tuckasegee Fly Fishing Guide Service	Franklin													0
Mountain Bridge Trout Unlimited	Greer SC													0
WCU														50
Area Hotels						25			75					350
Other		150	300						125	250	75	150		1,050
Monthly Totals		150	300	0	0	25	0	500	1,000	250	375	150	0	2,750