



## **JANUARY & FEBRUARY 2021 JCCC HAPPENINGS**

We spent the first two months of the new year focusing on local promotions to bring in additional customers and revenue during a slower time of the year. We collected and marketed Valentine's specials, continued to expand our brunch offerings and created a new Event during February called Boutique Week. We were very pleased with the feedback we received from our local boutiques about their sales and engagements during Boutique Week, so we plan to bring that campaign back again in February of 2022. We ramped up our brunch campaign and now have 12 restaurants offering brunch, and visitors and locals alike continue to make positive comments. The TDA brunch signs have been helpful to bring attention and snag pedestrians and cars as they pass by. As part of our Main Street duties, we've gotten creative at encouraging people to enjoy outdoor dining by offering music on the streets at different times. Sidewalk Sales have been terrific! We created a new Dillsboro Picnic Spots flyer that is seeing some good use now. Our Dillsboro Event Bookmark has now exceeded 2500 copies, and we will print more toward the end of March. Our 'Expert' campaign kicks off in March and we will launch short videos to accompany the signage. Our WNC Fly Fishing Trail shirts continue to be a popular product through our online store so we have recently reordered to gear up for the summer months ahead. We gathered info and updated our Public Restroom list and Nick was able to effectively utilize the list to produce a map and link. Our 2021 Dining Guide arrived on March 2<sup>nd</sup> and we are eagerly disbursing those to visitors and restocking area businesses. Thank you to the TDA for funding the first round of printing of the dining guide!!!

**355 Phone Calls  
Received From  
Visitors or  
Residents-  
2310 Direct Visitor  
Inquiries Fulfilled**

**1064 Visitors on Site**

**Focused on local  
promotions,  
planning and  
restocking!**

### **Events:**

**Concerts on the Creek (on  
hold)**

**Hook, Line & Drinker – August  
21, 3-7pm**

**July 4<sup>th</sup> Fireworks – are ON!**

**Holiday Fireworks - December  
17, 2021, 7:30pm**



