

## MARCH 2021 JCCC HAPPENINGS

It has been a fairly busy spring! We are pleasantly pleased with visitor's compliance at sanitizing before entering our Center and everyone has been wearing their mask. All of our staff has been vaccinated. We do have robust cleaning procedures in place and so far, everything has gone well. Our grab-ngo guest bags continue to popular - as it seems to feel 'safe and easy' for visitors, so we keep them stocked 24/7 outside on our front porch. This has provided visitors with the option of just grabbing the bag and leaving or coming inside if they are comfortable. We delivered another round of sanitizer to our restaurants in March. Communication efforts have continued regarding funding and grant resources, sharing updates with our members and the business community at large. We worked to secure downtown Sylva's first bicycle rack through a grant, and the rack should be installed toward the end of April. Our work has continued with the MSSA. We organized several Saturdays of music on the street during the brunch hours to encourage folks to linger longer and spend more time, and this has been well received by our restaurants. We will continue with periodic music through the first week of May. The Chamber will partner with the JCPRD and Town of Sylva on Concerts again - with a decision to be made by mid April regarding the summer series. The Chamber plans to offer a friends/ladies event at some point in May. We will collect restaurant info about Mother's Day and share it with the TDA. We've had several ribbon cuttings at new businesses, including the new Lucy in the Rye restaurant. Ilda's official ribbon cutting will be in April.

302 Phone Calls
Received From
Visitors or
Residents1342 Direct Visitor
Inquiries Fulfilled

**471 Visitors on Site** 

Restocked 3 mobile kiosks 3x, refreshed all materials in Dillsboro, Sylva, Bridge Park and WCU kiosks.

## You are invited:

To Join our Chamber!

If you are not a member and would be interested, please give us a call, 828-586-2155. We would be delighted to have you as a member! Thank 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
Source													
Facebook	56	60	58										174
Flyfishingtrail.com	37	41	56										134
Friend	8	11	8										27
Google Search	10	19	13										42
NCTroutCapital.com	67	18	60										145
discoverjacksonnc.com	863	988	1156										3007
VisitNC.com	2	3	4										9
WCU	6	8	1										15
Blue Ridge Parkway	38	75	0										113
Monthly Total	1087	1223	1356	0	0	0	0	0	0	0	0	0	
Dining Guide	215	490	2150										
Our Town	23	19	34										
Facebook Followers													
Concerts on the Creek	3264	3267	3303										
Fly Fishing Trail													
Hook Line & Drinker Fest.	948		962										
JCCC													
NC Trout Capital	2033	2065	2096										
Facebook Followers Concerts on the Creek Fly Fishing Trail Hook Line & Drinker Fest. JCCC	3264 11990 948 10004	3267 12,149 951 10312	3303 12,228 962 10,400										

	Visitor Guides 2021	Ι.			2 101									Location
Name	VISITOT GUILLES ZUZI	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
I-26 East, Columbus		+	-					-	-					
I-26 West, Mars Hill								-	-					
I-40 West, Waynesville								-		-				(
I-73/74 Northbound, Seagrove		-	-		-			-						(
I-73/74 Southbound, Seagrove				-					-		-			
I-77 North, Dobson		1								-				
I-77 South, Charlotte								-		-				
I-85 North, Norlina					-			-		-				
I-85 South, Kings Mountain		+	_	_										
I-95 North, Pleasant Hill		-												(
I-95 South, Rowland								-						
AAA Carolinas, Fayetteville		_	_					-				-		
Black Rock Mountain State Park				340				<del>                                     </del>						
Blue Ridge National Heritage, Asheville		1		340	340									340
Bass Pro Shop, Lawrenceville GA		<del>                                     </del>			340									340
Cabarrus County Convention & Visitor Center, Candor		1						_	-					
Cherokee Welcome Center, Cherokee		1		_	-			-						
Cherokee Welcome center, Murphy		+						_						
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N So	outh Mills, NC 27976													
	Maximum amount to ship is 100. They will order more if	+												
First Peak Visitor Center, Columbus	needed. 2/4/21													(
Franklin Visitor Center, Franklin														
Gorges State Park, Sapphire														
Graham County Travel & Tourism, Robbinsville														
Harrah's Cherokee Resort, Cherokee														
Haywood County TDA, Maggie Valley				-										
Haywood Chamber of Commerce, Waynesville														
Henderson County Visitor Center														(
High Point Convention/Visitor Bureau								<del>                                     </del>						
North Wilkesboro Visitor Center		1						<del> </del>		-		272 18 19		
McDowell County Chamber, Marion		+						-						
Murdoch developmental Center				-	-			-						(
Piedmont Triad Visitor Center, Pelham		-			_		-	-			-			(
Rowan County TDA, Salisbury NC		-		-				-						(
		-		-			-	-	-					(
Sky Valley Visitor Center, Sky Valley GA		-						-						(
Smoky Mountain Host, Franklin		-												
Swain County Visitor Center, Bryson City				170										
Transylvania/Brevard Chamber of Commerce														(
Tuckaseegee Fly Shop														(
VisitNC Smokies Visitor Center, Maggie Valley														(
Visit Lake Norman, Cornelius														(
Other														(
Area Hotels														(
			1						1					

	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
WCU													0.00	Totals
Monthly Totals		0	0	510	340	0	0	0	0		0	0		340

Fly Fishing 2021			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes				7,0111	iviay	June	July	Aug.	sept.	Oct.	NOV.	Dec.	Totals
AB Fly Fishing	Sylva														0
															0
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier														0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers														0
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva														0
Cherokee Welcome Center	Cherokee														0
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								_				_		0
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
Orvis	Greenville, SC			25											0
Outpost Mountain Outfitters	Whittier			23											
Rivers Edge Outfitters	Cherokee									-					0
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville									_					0
Trout Unlimited	Hendersonville														0
Tuckaseegee Fly Shop	Sylva														0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU	5,00,00														0
Area Hotels															0
Other															0
Monthly Totals			225												225
			225	25	0	0	0	0	0	0	0	0	0	0	250