

## **JCCC APRIL HAPPENINGS**

## Getting back to the New Normal!

We are happy to report that guests to our Center continue to comply with all Covid rules and we have not had any problems. Guests are overjoyed with in-person service and have been very gracious. We've worked hard to encourage our business owners to participate in online workshops, career fairs, and keep their hours updated on social media. The Chamber, Rec Dept and Town have secured all bands and will start our Concerts on the Creek a bit later, but still moving forward with. Planning continues for our Hook, Line & Drinker Festival set for August 21st. July 4th Fireworks are on, as well as Holiday Fireworks are set for December 17th. Our first STIR networking event will be June 17th. We spent time in April restocking all hotels, banks and real estate office with new visitor guides, hiking maps, dining guides, etc. Our mobile kiosks continue to be popular in select locations. We've provided WCU with materials for an upcoming in-person orientation in June. Our contract for Main Street has kept us busy organizing covid safe events, updating the website, and attending required training. We've brainstormed several new ideas for our members enjoyment for the new fiscal year and are looking forward with a very positive attitude!

Wonderful Wednesdays returned in early April and it has been GREAT to see Dillsboro full of people on Wednesday afternoons. We are proud of this effort! Hope to see you in Dillsboro soon!



2260 Visitor
Guides to
Welcome Centers

1212 Direct
Visitor Inquiries
Fulfilled

586 Visitors on Site

259 Phone Calls

17 New Members since 1/1/2021, 8 ribbon cuttings

## **FUN FACTS!**

- 1) The Chamber was established 98 years ago!
- 2) We typically gothrough about 480 rollsof toilet tissue in a year!3) The Chamber served6498 people from thefront porch in 2020!
- 4) We love our members and work hard for them!

## 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	30									204
Flyfishingtrail.com	37	41	56	48									182
Friend	8	11	8	3									30
Google Search	10	19	13	7									49
NCTroutCapital.com	67	18	60	33									178
discoverjacksonnc.com	863	988	1156	1076									4083
VisitNC.com	2	3	4	0									9
WCU	6	8	1	0									15
Blue Ridge Parkway	38	75	0	0									113
Monthly Total	1087	1223	1356	1197	0	0	0	0	0	0	0	0	
Dining Guide	215	490	2150	990									
Our Town	23	19	34	139									
Facebook Followers													
Concerts on the Creek	3264	3267	3303	3317									
Fly Fishing Trail	11990	12,149	12,228	12,249									
Hook Line & Drinker Fest.	948	951	962	968									
JCCC	10004	10312	10,400	10442									
NC Trout Capital	2033	2065	2096	2114									

	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name														
I-26 East, Columbus					120									120
I-26 West, Mars Hill					240									240
I-40 West, Waynesville					120						L			120
I-73/74 Northbound, Seagrove					120									120
I-73/74 Southbound, Seagrove					120									120
I-77 North, Dobson					120									120
I-77 South, Charlotte					120									120
I-85 North, Norlina					120									120
I-85 South, Kings Mountain					120									120
I-95 North, Pleasant Hill					120									120
I-95 South, Rowland						120								120
AAA Carolinas, Fayetteville						120								120
Black Rock Mountain State Park				340										340
Blue Ridge National Heritage, Asheville					340									340
Bass Pro Shop, Lawrenceville GA														0
Cabarrus County Convention & Visitor Center, Candor						120								120
Cherokee Welcome Center, Cherokee						120								120
Cherokee Welcome center, Murphy						120								120
Dismal Swamp, South Mill						120								120
	Maximum amount to ship is 100. They will order more if													
First Peak Visitor Center, Columbus	needed. 2/4/21					-				-	1	-		0
Franklin Visitor Center, Franklin		-		-	120					1		_		120
Gorges State Park, Sapphire					120						1			120
Graham County Travel & Tourism, Robbinsville				ļ		120				_	-	1		120
Harrah's Cherokee Resort, Cherokee						120								120
Haywood County TDA, Maggie Valley						120								120
Haywood Chamber of Commerce, Waynesville						120								120
Henderson County Visitor Center						120								120
High Point Convention/Visitor Bureau						120								120
North Wilkesboro Visitor Center						120								120
McDowell County Chamber, Marion		1			120	120			1					240
Murdoch developmental Center									1			1		0
Piedmont Triad Visitor Center, Pelham		1	1			120								120
Rowan County TDA, Salisbury NC		+		1		120	<u> </u>		1		1			120
Sky Valley Visitor Center, Sky Valley GA		+		+		120			1		<u> </u>			120
		+		+	<del>                                     </del>	120			<del>                                     </del>	+	+-	1		120
Smoky Mountain Host, Franklin		+	_	170	-	120	-	<del>                                     </del>	1	+-	+	-		290
Swain County Visitor Center, Bryson City		+	-	1/0	-	-	-		-		+			120
Transylvania/Brevard Chamber of Commerce		-	+	+-	-	120	-	-	+	+	-	-		
Tuckaseegee Fly Shop		+	-	+	-		-	-	+	+	+			0
VisitNC Smokies Visitor Center, Maggie Valley		+	-	-	_	-		-	-	+	-	-		0
Visit Lake Norman, Cornelius			-			-	-			-	-	1-		0
Other		-		1	240		-			_		ļ	-	240
Area Hotels						<u> </u>				-	-			0
Area Realtors						700								700

	Visitor Guides 2021	Jar	n. F	eb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Area Banks							120								120
Great Smoky Mountain Railroad															0
wcu															0
Monthly Totals		0		0	510	2,260	3,220	0	0	0	0	0	0	0	5,990

Fly Fishing 2021			Jan.	Feb.	March	April	Mav	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location
Name	Location	Notes	30111	7 00.	- Triaren	71,0111	iviay	Jane	30.17	7,448.	Joepa		11011	1000	
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														0
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											
Outpost Mountain Outfitters	Whittier														0
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												(2160))		0
wcu															0
Area Hotels															0
Area Realtors							400								
Other			225												225
Monthly Totals			225	25	0	0	400	0	0	0	0	0	0	0	650