

## JUNE & JULY 2021 JCCC HAPPENINGS

Wow! It has been a very busy summer for us! We've been busier than ever, and we hope this has translated into revenue for our businesses. We've been having Concerts on the Creek for the past two months, with record setting crowds. We successfully produced a wonderful July 4th fireworks event and had a great band. We've continued to reach out to members and assist as needed with funding resources and opportunities like SafeServe classes. Our Chamber Challenge Golf Tournament is coming up in September and we have been very busy planning for this event. The Hook Line & Drinker Festival is Saturday August 21st from 3-7pm at the Bridge Park. We have had sanitizer stations at all of our events, as well as free masks and encouraged people to spread out. Our friends at Bear Lake Reserve's Castle LadyHawke will be the hosts for the upcoming STIR event in August, with limited attendance and masks encouraged. We've worked to update in-house popular visitor brochures such as our Pet Friendly info, rainy day fun activities, Charters of Freedom brochure, and Sylva Heritage Walk map. Our staff will be volunteering for Hands on Jackson event in October. We have adopted a landscaping pod in downtown Sylva and one in Dillsboro and we have been maintaining both all summer. We will be volunteering to assist with a downtown Sylva clean-up in August. The Chamber has provided money and offered on-site assistance to the Town of Dillsboro to help decorate for the fall season since GSMR will be bringing passengers in 7 days a week during October. Our guest bags remain crazy popular and we wonder how we ever got along without them! Special thanks to the TDA for funding the second printing of the Jackson County Dining Guide as well as providing our Center with branded guest bags. We are excited about several new endeavors for the fall season and we will be welcoming a new full time employee to our team.

476 Phone Calls
Received From
Visitors or
Residents3774 Direct Visitor
Inquiries Fulfilled

3996 Visitors on Site-

> June 1989, July 2007

Restocked 4 mobile kiosk units 8x and refreshed all kiosks with new materials and select new acrylic units

We would love a Prize from you for our golf tourney!:

We offer raffle prizes and this is one of the ways we raise money for things such as July 4th Fireworks.

	Visitor Guides 2021					8800000								Location
Name	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
I-26 East, Columbus			+		100				-		_	_	_	
I-26 West, Mars Hill			+	-	120		600		-	-		-		720
I-40 West, Waynesville			_	+	240		100			-				240
I-73/74 Northbound, Seagrove				-	120	-	480	_	-	-		_	_	600
I-73/74 Southbound, Seagrove			-		120	-	-		-	-		-	-	120
I-77 North, Dobson			-	<del> </del>	120			_	-	-				120
I-77 South, Charlotte			-	+	120		_			-				120
I-85 North, Norlina				-	120		-		120	-				120
I-85 South, Kings Mountain			_	<del>                                     </del>	120	-			120	-				240
I-95 North, Pleasant Hill					120	-	_		-				-	120
I-95 South, Rowland				-	120	120				-				120
AAA Carolinas, Fayetteville						120								120
Asheville Airport				-	-	120	360							120
Black Rock Mountain State Park				340			360							
Blue Ridge National Heritage, Asheville				340	340			120						340
Bass Pro Shop, Lawrenceville GA					340			120						460
Cabarrus County Convention & Visitor Center, Candor				-		120		_						(
Cherokee Welcome Center, Cherokee						120							-+	120
Dismal Swamp, South Mill			-		-	120							-	120
First Peak Visitor Center, Columbus						120			_			_		120
Franklin Visitor Center, Franklin					120	120		-				-	-	120
Gorges State Park, Sapphire					120	-				-			-	120
Graham County Travel & Tourism, Robbinsville					120	120					-		-+	120
Harrah's Cherokee Resort, Cherokee						120								120
Haywood County TDA, Maggie Valley								-					-	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						120								120
Murdoch developmental Center					120	120								240
Murphy Visitor Center, Murphy NC					_									0
Piedmont Triad Visitor Center, Pelham					_	120								120
Rowan County TDA, Salisbury NC						120								120
Sky Valley Visitor Center, Sky Valley GA						120								120
Smoky Mountain Host, Franklin						120								120
						120								120
Swain County Visitor Center, Bryson City				170		120								290
Transylvania/Brevard Chamber of Commerce						120								120
Tuckaseegee Fly Shop														0
VisitNC Smokies Visitor Center, Maggie Valley						120								120
Visit Lake Norman, Cornelius						120								120
Other					240								$\neg$	240
Area Hotels														0
Area Realtors						700	1					-+		700

	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Area Banks						120								120
Wedding Guest bags						128								
Great Smoky Mountain Railroad					<b>†</b>									
WCU														
Monthly Totals		0	0	510	2,260	3,708	1,440	120	120	0	0	0	0	7,670

Fly Fishing 2021			Jan.	Eob	March	Anril	May	luma	1	A=	C	0.4		_	Location
Name	Location	Notes	Jaii.	reb.	iviaicii	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
AB Fly Fishing	Sylva														
Asheville Airport	Fletcher, NC			<del>                                     </del>			_	225		-	_			-	225
Bass Pro Shop	Lawrenceville, GA							225		_					223
Blue Chip Fly Fishing	Whittier								-						
Blue Ridge Mountain Outfitters	Blue Ridge, GA							75							75
Brookings Angler	Cashiers						50	75	_	_					50
Brown Trout Fishing	Asheville						30		-	_					
Bryant Bait & Tackle	Topton						100		_						100
Curtis Wright Outfitters	Weaverville						100								100
Dream Catchers	Sylva													-	0
Cherokee Welcome Center	Cherokee			-			100		<del> </del>						
First Peak Visitor Center	Columbus						100		<del>                                     </del>						100
Fontana Guides	Bryson City								-						0
Franklin's Outdoor Sports	Asheville			<u> </u>					-						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			100					-			0
Outpost Mountain Outfitters	Whittier			23			100						-		400
Rivers Edge Outfitters	Cherokee				-		100								100
Simonds Bait and Tackle	Bryson City				_		100								100
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				-	_	100				-	-			0
WCU							100	_				-			100
Area Hotels				-		-									0
Area Realtors					-		400				-				0
Wedding Guest Bags				-	-		50				-	-+			
Other			225		-		50		100	225					
Monthly Totals			225	25	0	0	1,100	300	100 100	225 <b>225</b>	0	0	0	0	550 1,975

## 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	67	77	69						417
Flyfishingtrail.com	37	41	56	48	39	55	46						322
Friend	8	11	8	3	9	8	10						57
Google Search	10	19	13	7	23	44	50						166
NCTroutCapital.com	67	18	60	33	35	42	34						289
discoverjacksonnc.com	863	988	1156	1076	1504	2061	1267						8915
VisitNC.com	2	3	4	0	0	1	2						12
WCU	6	8	1	0	6	3	5						29
Blue Ridge Parkway	38	75	0	О	1	0	0						114
Monthly Total	1087	1223	1356	1197	1684	2291	1483	0	0	0	0	0	
Dining Guide	215	490	2150	990	1150	1200	840						
Our Town	23	19	34	139	439	212	156						
Facebook Followers													
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400						
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299						
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028						
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011						
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134						