



## 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 4<sup>th</sup> 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 21<sup>st</sup> 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  
Residents-  
3774 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 4<sup>th</sup> Fireworks.**



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



Fly Fishing 2021			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva														0
Asheville Airport	Fletcher, NC							225							225
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier														0
Blue Ridge Mountain Outfitters	Blue Ridge, GA							75							75
Brookings Angler	Cashiers						50								50
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton						100								100
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva														0
Cherokee Welcome Center	Cherokee						100								100
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			100								
Outpost Mountain Outfitters	Whittier						100								100
Rivers Edge Outfitters	Cherokee						100								100
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						100								100
WCU															0
Area Hotels															0
Area Realtors							400								
Wedding Guest Bags							50								
Other			225						100	225					550
<b>Monthly Totals</b>			<b>225</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>1,100</b>	<b>300</b>	<b>100</b>	<b>225</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,975</b>

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
<i>Source</i>													
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	0	1	0	0						114
<i>Monthly Total</i>													
	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						
<i>Facebook Followers</i>													
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						