

### MAY 2022 Jackson County Chamber Happenings

Concerts on the Creek started this month with a full field of people enjoying the first night! The weather has cooperated so far, and we have at least one food vendor and beer vendor at 75% of the concerts this summer. The social district has been in effect for about 8 weeks now, with no serious problems to our knowledge. We've answered more phone calls and questions on site from guests looking for 'free' or low cost things to do. Guests have cited the rising costs associated with gas as well as seeing an increase on their food bills at restaurants, so they are looking for free entertainment. Fortunately, we are well positioned to provide them with plenty of free outdoor adventure and free music! We've helped several brides and families plan fall and winter weddings. We've expanded and updated our relocation packages for existing businesses to help them with some additional marketing. We worked with Debbie at the Town of Dillsboro on a \$25,000 grant, Refresh Dillsboro, and will be serving on the committee to assist with merchant applications. We installed brochure display units at the Dillsboro restrooms to provide immediate access for the GSMR riders to area info. Our new website launched on May 23<sup>rd</sup> and we are continuing to update and add new features. We've designed a new e-news brief to share helpful info and tips for our members. We've added 2 new videos to our television in the greeting area. Guests have enjoyed our Free Popcorn on Fridays!

May Phone calls: 189 Guests Served: 1017 Direct Inquiries: 938

Fly Fishing Maps Mailed to Outfitters: 750

Visitor Guides mailed to Welcome Centers: 5340

Fireworks Display will be on Monday, July 4<sup>th</sup>!

<u>Do you need new</u> materials for your guests? We will prepare a custom box of supplies for you – call us at 586-2155.



# WHAT'S Happening In Jackson County

For members of the Jackson County Chamber of Commerce, N.C.



## Concerts on the Creek

The 13th season of Concerts on the Creek is underway and the bands and crowds have been great so far. Click <u>HERE</u> for a link to the schedule and more info about the season of family fun at the Bridge Park in Sylva on Fridays from 7-9 p.m.



### July 4 Fireworks Festivities

The 8th annual July 4 Fireworks Festivities are Monday, July 4 at 6:30 p.m. Join us for a free concert by Crocodile Smile, children's activities, food trucks and fireworks at the Bridge Park in Sylva. Find more info by clicking <u>HERE</u>.

### Check out our new website

The last month or so, we've been working diligently on updating our Jackson County Chamber of Commerce website at <u>www.mountainlovers.com</u>. We hope you'll take a minute to check it out and familiarize yourself with where all our helpful online tools are. We hope you like it and will come back often for the latest calendar updates, events, chamber news and more!



773 West Main St. Sylva, N.C., 28779





### STIR Business After Hours

We're taking a break from STIR until August, but it's going to be worth the wait as we will gather at Sun Retreats Nantahala (formerly Fort Tatham Campground.) More details are coming soon in an e-mailed invitation. FUN!



### Merchandise Restocked

We've restocked our gift shop with new 28779 cups and stickers, WNC Fly Fishing Trail shirts, Concerts on the Creek stickers, and much more. Come check it out! You might find something special for Father's Day (June 19).

## Helpful Chamber Tips

- Don't forget you can upload job openings, 828 deals, put out a request for proposals, post a calendar event, and more on our website.
- Let us know if you need a restocking of TDA visitor guides, Our Towns, Dining Guides or other helpful chamber publications.
- We have revamped our Grand Opening/Ribbon Cutting process. If you know of a business about to open or relocate, let them know we can help!
- Check in with us periodically to make sure we have your correct contact information and plenty of brochures & business cards in house.





#### 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
<u>Source</u>													
Facebook	33	28	32	21	30								144
Flyfishingtrail.com	44	34	78	29	75								260
Friend	16	11	19	9	19								74
Google Search	42	50	56	50	44								242
NCTroutCapital.com	21	35	87	15	55								213
discoverjacksonnc.com	821	756	692	712	614								3595
VisitNC.com	0	0	1	1	1								3
WCU	0	0	8	3	9								20
Blue Ridge Parkway	19	88	45	35	91								278
<u>Monthly Total</u>	996	1002	1018	875	938	0	0	0	0	0	0	0	4,829
Dining Guide	215	190	250	575	600								
Our Town	33	57	44	49	46								
Facebook Followers													
Concerts on the Creek	3552	3561	3570	3595	3651								
Fly Fishing Trail	12521	12,539	12,544	12,601	12,621								
Hook Line & Drinker Fest.	2105	2105	2105	2106	2106								
JCCC	11358	11386	11,390	11,590	11,643								
NC Trout Capital	2160	2161	2165	2171	2186								

	Visitor Guides 2022	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Location Totals
Name						120								
I-26 East, Columbus					60	120								180
I-26 West, Mars Hill						180								180
I-40 West, Waynesville						120								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
Andrews Visitor Center						120								120
Asheville Airport						120								120
Black Rock Mountain State Park						120								120
Blue Ridge National Heritage, Asheville						120								120
Bass Pro Shop, Lawrenceville GA														0
Cabarrus County Convention & Visitor Center, Candor						120								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
Gorges State Park, Sapphire						120								120
Graham County Travel & Tourism, Robbinsville						120								120
Harrah's Cherokee Resort, Cherokee														0
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						120								120
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
Swain County Visitor Center, Bryson City						120								120
Transylvania/Brevard Chamber of Commerce						120								120
Tuckaseegee Fly Shop						60								60
VisitNC Smokies Visitor Center, Maggie Valley						120								120
Visitive shickles visitor center, Maggie Valley Visit Lake Norman, Cornelius			<u> </u>			120				-	<u> </u>			120
Other		45	E0		<u> </u>	120			<u> </u>		<u> </u>		<u> </u>	95
		45	50			600					<u> </u>			
Area Hotels		50				600								650
Area Realtors			50			6.5								50
Area Banks						60								60

	Visitor Guides 2022	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Location Totals
Wedding Guest bags														0
Great Smoky Mountain Railroad						120								120
wcu			25											25
Monthly Totals		95	125	0	60	5,340	0	0	0	0	0	0	0	5,620