



**JUNE & JULY 2022
Jackson County Chamber Happenings**

We've had a full summer with Concerts on the Creek – and have been blessed with record crowds this year. On three different nights, we asked fans to raise their hand if they were a guest, defining 'guest' as someone who traveled more than 30 miles to attend. Each time, more than 2/3 of our audience indicated they were guests. Our newly installed acrylic units on the exterior walls of the Dillsboro public restroom are working GREAT and we have been restocking every other day. We've updated our merchandise for the fall season and our new Christmas ornaments are on the way. We've spent time connecting with businesses on Hwy. 107 that have relocated or in the process of relocating and worked with DOT and the county on providing available rental options, as well as grant funding. Our team coordinated a Dillsboro clean up day with the SMHS Varsity Football team, which was very successful. We helped with the downtown Sylva clean up day by weeding beds, spreading mulch and picking up trash. We know first impressions of our county make a BIG difference to guests – we hear daily! Our first Summer Mixer specifically for Realtors is coming up August 18th and we are excited to connect with our local realtors and do a better job connecting potential relocators with the appropriate Realtor who can assist them. Dining Guide inventory is running low, so we are now being more selective about providing large quantities to hotels and lodging facilities. This is the first year in 9 years that we have had to limit the Our Town disbursements. We have disbursed more on site to potential relocators than we have in almost a decade. We've expanded our Relocation offerings in our Center and are working daily to provide everything from recycling locations to demographics to Realtor and rental info. We definitely can tell guests are appreciative of this service and the resources.

**Phone calls: 389
Guests Served:
3236
Direct Inquiries:
2259**

**Seven (7) Kiosks
restocked at least
4x a week!**

**Visitor Guides mailed to
Welcome Centers & Area
businesses: 1093**

**Friends Night Out-
November 3rd, 4:30-
7pm.**

**The Applegate is a new
wedding a special event
venue in Dillsboro. An
invitation is attached to the
upcoming Grand Opening,
please be our guest!.**

YOU'RE INVITED TO COME
CELEBRATE WITH US!

JACKSON COUNTY CHAMBER OF
COMMERCE AMBASSADOR TEAM
GRAND OPENING
RIBBON CUTTING
CEREMONY FOR



THURSDAY
AUG. 18
11:30 AM

THE APPLGATE

114 WEST HEMLOCK STREET, DILLSBORO, N.C.

TOUR VENUE &
LUXURY SUITES

MEET OWNER/STAFF
REFRESHMENTS



Please **RSVP** by **Aug. 11** by calling the
chamber at **828-586-2155** or email
JacksonChamberTeam@gmail.com

You're Invited



To the next Jackson County Chamber of Commerce STIR Business After Hours event

Thursday
Aug. 25
5-6 p.m.

SUN RETREATS
NANTAHALA
175 Tathams Creek Rd.,
Sylva, N.C.

Parallel park along
the side of the road.



Tour the cabins, facilities and updated campground amenities
Enjoy cool drinks in the Rec Hall
Networking opportunities

* NO RSVP NECESSARY

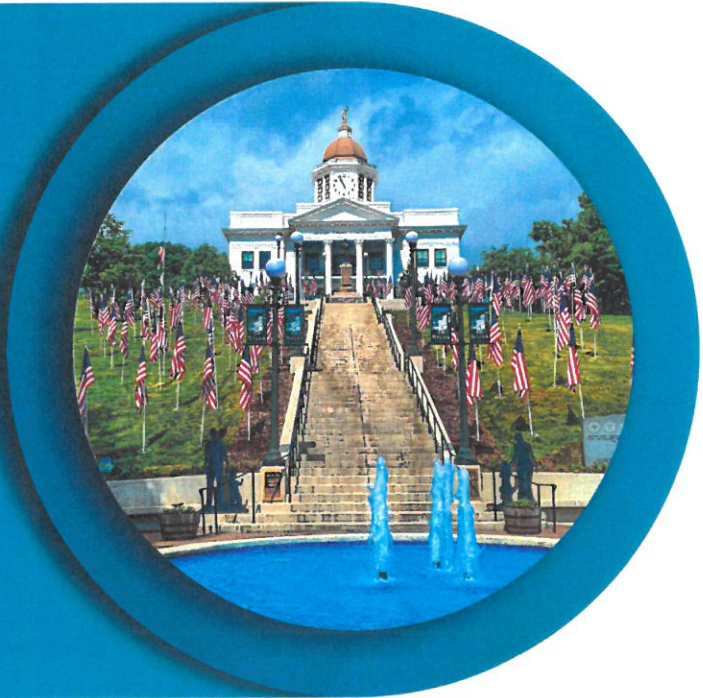




July, 2022

WHAT'S HAPPENING IN JACKSON COUNTY

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



Concerts on the Creek

Concerts on the Creek continue Friday, July 1 with an album release party by the Darren Nicholson Band. Click [HERE](#) 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 [HERE](#).



Do you know we make a weekly fishing report?

Each week, the chamber produces a fishing report for Jackson County. It is a collaboration with our chamber member fishing guides. Check it out on our social media and websites. You might just catch the big one!



Mobile Kiosk Units are everywhere

Did you that in partnership with the Jackson County Tourism Development Authority (TDA) we stock five (5) mobile kiosks in Sylva and Dillsboro? These are very popular with visitors and feature our chamber publications and more!

Our new website is live

We are so proud of our freshly updated Jackson County Chamber of Commerce website. Please take a minute to visit www.mountainlovers.com. Familiarize yourself with where all our helpful online tools are. Be sure and come back often for the latest calendar updates, events, chamber news and more! It's YOUR site too, so make sure your information is always up to date. ENJOY!



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



828-586-2155

Helpful Chamber Tips

- Please login to our website and make sure your description is current. That helps guests to our site (and area) find you quicker (through the search engine) and provides a reason for them to visit your business.
- Are you celebrating a 10, 15, or 20+ year business anniversary in 2022? Please let us know! We would love to share that info & celebrate with you!
- Are you having a sale? We have a 'Sale' banner you can borrow! It is red and is 2 ft x 2 ft. Perfect size to attract attention!
- Reach members by sharing a special or discount you are offering through posting a digital 828 Deal! This is emailed to all members and remains on our site under your listing until the expiration date. Fast. Easy. **FREE** marketing!



JacksonChamberTeam@gmail.com
www.MountainLovers.com





August, 2022

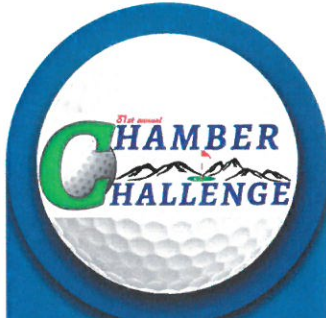
WHAT'S HAPPENING IN JACKSON COUNTY

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



Concerts on the Creek

Concerts on the Creek are still going strong through Sept. 2. Click [HERE](#) 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. Lots of great bands coming up!



Golf Tournament Spots Available

The 31st annual Chamber Challenge Golf Tournament is Thursday, Aug. 31. We have a few foursome spots left. Contact Julie at julie@nc-mountains.com for info about our fundraiser at Sequoyah National.



STIR Business After Hours Event is Aug. 25

Our next STIR Business After Hours event is Thursday, Aug. 25 from 5-6 p.m. at Sun Retreats Nantahala. Come join us for facility tours, refreshments and more. Click [HERE](#) for the event invitation. No RSVP is required for this STIR.



Sales and Ales Shop Local Underway

The chamber and TDA are partnering to bring you a "Sales and Ales," shop local campaign Aug. 1-Sept. 30. Spend \$25 at a chamber member business and come get a free Ale Trail glass at the chamber. Click [HERE](#) for details.

NEW! Public Ribbon Cuttings

This month, we are proud to welcome our new chamber member The Applegate with a grand opening ribbon cutting celebration that is open to the public! Please help us and the ambassador team welcome The Applegate at 11:30 a.m., on Thursday, Aug. 18, at 114 West Hemlock St. in Dillsboro. Come join us in celebrating a new business to Jackson County! Click [HERE](#) for a detailed invitation.



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

828-586-2155

Mark Your Calendars

- Our STIR event next month will on Thursday, Sept. 8 at the Clarion Pointe Hotel from 5-6:30 p.m. Mark your calendars for this event which will feature tours of the newly remodeled facility, drinks and appetizers.
- Did you know we had a youtube channel? Visit [youtube.com](https://www.youtube.com), look up our channel at [Jackson County Chamber of Commerce and Visitor Center](https://www.youtube.com/channel/UC...), and click "Subscribe." Stay up to date with our latest video uploads from Concerts on the Creek, July 4 Fireworks, fly fishing and more!
- Our next Friends Night Out event is going to be on Thursday, Nov. 3 from 4-7 p.m. Our first one back in the spring was so much fun we're planning another one. Please join us for deals while shopping local. Click [HERE](#) for more.

JacksonChamberTeam@gmail.com
www.MountainLovers.com



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	40	42						226
Flyfishingtrail.com	44	34	78	29	75	88	67						415
Friend	16	11	19	9	19	20	22						116
Google Search	42	50	56	50	44	40	50						332
NCTroutCapital.com	21	35	87	15	55	68	54						335
discoverjacksonnc.com	821	756	692	712	614	411	1197						5203
VisitNC.com	0	0	1	1	1	0	1						4
WCU	0	0	8	3	9	10	16						46
Blue Ridge Parkway	19	88	45	35	91	29	47						354
Blue Ridge Country						57	0						
<u>Monthly Total</u>	996	1002	1018	875	938	763	1496	0	0	0	0	0	7,088
Dining Guide	215	190	250	575	600	740	800						
Our Town	33	57	44	49	46	95	140						
<u>Facebook Followers</u>													
Concerts on the Creek	3552	3561	3570	3595	3651	3656	3691						
Fly Fishing Trail	12521	12,539	12,544	12,601	12,621	12,640	12,666						
Hook Line & Drinker Fest.	2105	2105	2105	2106	2106	2106	2106						
JCCC	11358	11386	11,390	11,590	11,643	11,749	11,868						
NC Trout Capital	2160	2161	2165	2171	2186	2191	2199						

	Visitor Guides 2022												Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	
					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		300						420
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					240
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		100						220
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		50						170
Visit Lake Norman, Cornelius					120								120
Other	45	50				30	40	125					290
Area Hotels	50				600		75						725
Area Realtors		50					150						200
Area Banks					60		100						160

	Visitor Guides 2022													Location Totals
	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
Wedding Guest bags							150						150	
Great Smoky Mountain Railroad					120								120	
WCU		25					100						125	
Monthly Totals	95	125	0	60	5,340	30	1,065	245	0	0	0	0	6,960	