Jackson County Chamber of Commerce and Visitor Center
Report to the Jackson County Tourism Development Authority Board
November 2026

Visitor Center Metrics – October 2026

- **Visitors:** 1,326
- **Phone Calls:** 149
- **Referrals:** 5,771
- **Visitor Guides Distributed:** 1,517
- **Fly Fishing Requests:** 27
- **New Members:** 6
- **Total Members:** 458
- **Support Your Local Chamber Proclamation** – The Jackson County Chamber was honored to receive a proclamation from the Jackson County Board of Commissioners recognizing **Support Your Local Chamber of Commerce Day** on October 20. Special thanks to **Susan Sapienza and the Cashiers Area Chamber of Commerce** for the idea and coordination of this regional recognition effort.

- **Ribbon Cutting Ceremony** – The Chamber will host a ribbon-cutting ceremony for **Yoga Hive** in Sylva on November 13 as we welcome and celebrate their continued investment in our business community.

- **Chamber Connects** – Our next Chamber Connects networking event will be held on November 19 at **The Jarrett House** from 5:30 to 7:30 p.m. In partnership with the **Jackson County Department on Aging**, attendees will be encouraged to bring donations to support local seniors during the holiday season.

- **WCU Homecoming Parade** – The Chamber was pleased to host members in the **Western Carolina University Homecoming Parade** in downtown Sylva, providing a fun opportunity to showcase local businesses and engage with the community.

- **Chamber Night at Smoky Mountain High School** – We hosted our second Chamber Night during the Smoky Mountain High School playoff game against North Buncombe. Ten Chamber member businesses participated, connecting with fans and families while promoting their products and services to the community.

- Chamber worked with **Veterans groups** on dinner and parade in downtown Sylva along with Veterans Day celebration to honor those who have served.

- **Western North Carolina Chamber Executives Fall Retreat** – I attended the Western North Carolina Chamber Executives Fall Retreat in Blowing Rock on November 5-6. The conference featured valuable presentations from **Scott Peacock of Visit NC** and **Tracy Brown of the Blowing Rock TDA**, along with networking and professional development opportunities for chamber leaders across the region.

Thank you to this Board and to the Jackson County Tourism Development Authority staff for your continued partnership and commitment to making Jackson County a wonderful place to live, work, and visit. Please let us know anytime the Chamber can be of service.

Respectfully submitted,
Todd Vinyard
Executive Director
Jackson County Chamber of Commerce and Visitor Center