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

Visitor Center Metrics – August 2026

- **Visitors:** 970
- **Phone Calls:** 164
- **Referrals:** 2,252
- **Visitor Guides Distributed:** 1,658
- **Fly Fishing Requests:** 25
- **New Members:** 4
- **Membership** We're at **453 members** with four new members this month.
- Appreciate the new **Holiday event rack card** produced by Jackson County TDA. We are putting it in prominent places around the county. Reaction from members has been very positive that this is being done.
- **Ribbon Cuttings** We've had five recent ribbon cuttings: **Couch Law Firm, WCU Skybox, Whitewater Printing Co., T&C General Store, and Sylva Health and Fitness**. More are coming. Our next is **The Alley** at the new **Cullowheegee Farms** storefront on **Oct. 15 at 4 p.m.** All are welcome.
- **HWY 107 Meeting** - Participated in a Hwy 107 meeting with NC Department of Transportation and shared questions raised by members. The project remains on schedule, with significant coordination underway among seven utility companies to identify and relocate lines. Several members asked about corridor appearance and maintenance of NCDOT-owned areas. NCDOT noted that current cleanup funds have been exhausted, and they are preparing a request for additional

resources to improve upkeep and appearance. Appreciate Jackson County Economic Director Tiffany Henry facilitating this regular meeting with NCDOT.

- **Friends Night Out – Oct. 15** Downtown Sylva, **3–8 p.m.** Prizes include a free night at **Hotel Sylva**. Eden Wilson has led a refreshed approach with merchants. We'll be set up at **Sweet Tea Boba** with raffle stops to encourage visits throughout Main Street. Listening to merchants on how to make this more successful.

- Thanks to **WCU Athletics** for hosting Chamber Night during the big win over Tennessee Tech. Thirteen members purchased discounted tickets, and we hope to continue offering benefits like this.

- **Sylva Art Walk – Oct. 22** The Chamber will participate for the first time. The Visitor Center will serve as a stop, with Visitor Center Staff member **Tom Frazier** and an artist present. This event continues to bring people downtown to support local businesses.

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