



**Jackson County Chamber of Commerce and Visitor Center  
Report to the Jackson County Tourism Development Authority Board  
August 2025**

September is off to a strong start after a good August at the Jackson County Chamber of Commerce and Visitor Center, with events and a steady stream of visitors. One standout with visitors has been the Birding Guide - after receiving numerous requests, it's clear this resource has become a valuable and well-loved addition to our visitor information offerings

**August Visitor Center Metrics:**

- Guests Served: 999
- Phone Calls: 164
- Referrals: 2,105
- Visitor Guides Distributed: 1,857
- Fly Fishing Requests: 46

The 2025 season of *Concerts on the Creek* wrapped up on September 5, and we're grateful to the Town of Sylva and Jackson County Parks and Recreation for their continued partnership in making this beloved community event possible. We're already looking forward to next year's lineup and the energy it brings to downtown Sylva.

Later this month, Western Carolina University's *Mountain Heritage Days* will expand into a weeklong celebration, including *Pickin' in the Park* on Friday, September 26 at 6 p.m. in Bridge Park, featuring The Well Drinkers. This extended format promises to draw even more visitors and showcase the cultural richness of our region.

We're also excited to support several upcoming local events:

- **Sept. 19** – *Grand Reopening Celebration* at Speedy's Pizza and Pub in Sylva
- **Sept. 25** – *Friends Night Out* in downtown Sylva, with extended store hours and a Chamber receipt raffle featuring prizes valued over \$500
- **Sept. 26** – *Jackson County Chamber Night* at Smoky Mountain High School's football game vs. Tuscola. Chamber members will host tables during the game to connect with the community and spotlight local businesses while cheering on the Mustangs.
- **Nov. 13** – Our Chamber Connects after hours event to promote member collaboration will be held at new member Balsam Mountain Inn. Members will be bringing items to donate to the Jackson County Department on Aging Christmas Drive to help seniors in need in our community. Smoky Mountain High School athletes will be wrapping the gifts.

The Jackson County Chamber of Commerce and Visitor Center deeply appreciate the support and collaboration of the Jackson County Tourism Development Authority. We're happy to answer any questions and look forward to continuing our shared mission of promoting Jackson County. Please don't hesitate to reach out if we can assist in any way.

Respectfully submitted,

**Todd Vinyard**

Executive Director

Jackson County Chamber of Commerce and Visitor Center