



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

December was a strong month for community engagement, highlighted by the launch along with the Jackson County TDA of Sylva’s first “Perfect Spot for a Selfie,” which is already seeing daily use and positive attention. Holiday activities drew excellent turnout, with successful collaborations in Sylva and Dillsboro and strong participation from local student volunteers. We finalized the 2026 Concerts on the Creek lineup, celebrated a ribbon cutting for Calliope Stage Company, and continued building momentum for the new Jackson County Young Professionals group launching in January. We appreciate our ongoing partnership with the TDA and remain committed to supporting shared tourism and economic development goals.

Visitor Center Metrics – December 2025

- **Guests Served:** 1,170
- **Phone Calls:** 126
- **Referrals:** 2,283
- **Visitor Guides Distributed:** 1,679
- **Fly Fishing Requests:** 33

Community Engagement Highlights

Perfect Selfie Spot in Downtown Sylva

Thanks to the support of the Jackson County TDA, we installed Sylva's first "Perfect Spot for a Selfie" stickers in a key downtown location. This initiative encourages organic social media engagement and highlights one of our most photogenic areas.

Special appreciation goes to Nick Breedlove, the TDA team, the Town of Sylva, and Office Manager Belinda Foxx, who brought the idea forward after seeing it in another community.

The spot is already being used daily by visitors and locals.

WLOS-TV in Asheville covered the project here: <https://wlos.com/news/local/jackson-county-launches-the-perfect-selfie-spot-stickers-downtown-sylva-boost-tourism-wnc-western-north-ccarolina-locations-west-main-keener-street>

Christmas Activities

The Chamber once again welcomed Santa and visitors before the Sylva tree lighting on December 5. Attendance was strong, and Santa led the fun to Dillsboro for Lights & Luminaries with a Sylva fire-truck escort.

We coordinated student volunteers from Smoky Mountain High School and Western Carolina University to assist the Dillsboro Merchants Association each night. Feedback was excellent, with the first Saturday being the busiest.

Our Letters to Santa station was a hit with both visitors and locals, and every letter received a personal reply.

We also sold out of our Sylva Christmas ornaments and began brainstorming ideas for next year's design.

Concerts on the Creek

We finalized the 2026 musical lineup in partnership with the Town of Sylva and Jackson County Parks & Recreation. We look forward to another successful season beginning in May.

Business & Economic Development

Ribbon Cutting – Calliope Stage Company

We were pleased to celebrate the ribbon cutting for the new location of Calliope Stage Company at 513 Mill Street in Sylva. This expansion strengthens the availability of local theatre and enhances cultural offerings within our community.

Jackson County Young Professionals Group

We are also excited to launch a new collaboration with Jackson County Economic Development to establish the Jackson County Young Professionals (JCYPros) group. The inaugural gathering will be held on **January 22 at 5 p.m.** at Mad Batter/Lazy Hiker and will provide young professionals with opportunities to connect, network, and build community. We appreciate Project Manager Betsy Norwood for championing this initiative and helping bring it to life. Interest has already been strong, with several early inquiries about participation,

The Chamber greatly values its ongoing partnership with the Jackson County Tourism Development Authority. We remain committed to supporting tourism, strengthening local businesses, and enhancing the visitor experience throughout Jackson County. Please let us know if you have any questions or recommendations that can further strengthen our shared efforts.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center