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

Regrettably, we're unable to attend today's meeting in person, as the Jackson County Chamber and Visitors Center Golf Tournament is currently underway at Sequoyah National Golf Course. We're proud to share that the tournament reached full capacity of golfers.

Visitor Engagement & Tourism Support

- From August 1–3, the Visitor Center welcomed guests participating in the Cycle North Carolina Mountain Ride. Thanks to the collaborative efforts of the Town of Sylva, Jackson County TDA, and other partners, Sylva hosted 358 riders—the highest turnout since 2017—representing 23 states (as reported by The Sylva Herald). Local businesses reported a bustling downtown throughout the weekend. We extend our sincere thanks to everyone who made this event a success.
- In July, the Chamber supported and promoted the Front Street Art & Crafts Festival in Dillsboro, helping spotlight local artisans and attract visitors.

July Visitor Center Metrics:

- Guests Served: 1,040
- Phone Calls: 121
- Referrals: 2,654
- Visitor Guides Distributed: 2,070
- Fly Fishing Requests: 60

Digital Presence & Outreach

- We've launched a new monthly newsletter, reactivating our Instagram account, and creating a LinkedIn page to complement our active Facebook presence. These initiatives are part of a broader strategy to strengthen our digital engagement and showcase Jackson County's offerings.

Community Events & Seasonal Planning

- Work is underway for our "Friends Night Out" event in September in Sylva.
- We're also coordinating beloved holiday traditions, including the annual Christmas Tree Lighting in downtown Sylva and supporting Lights and Luminaries in Dillsboro - events that foster community pride and attract seasonal visitors.

Grand Openings & Ribbon Cuttings

- We were honored to co-host the ribbon cutting for Journeys School for Gifted and Talented alongside the Cashiers Area Chamber of Commerce. The event was well attended by Chamber Ambassadors and community members. Special thanks to our partners at the Cashiers Chamber for their wonderful collaboration.

Member Engagement & Partnerships

- Our recent Chamber Connects event at Brown Haven Homes was a great success. We were especially grateful for the attendance of Western Carolina University Chancellor Dr. Kelli R. Brown and other community leaders.
- In partnership with Western Carolina University Athletics, we're excited to host "Jackson County Chamber and Visitor Center Night" at the Catamount football season opener on Aug. 30 in Cullowhee against Gardner-Webb. Chamber members will enjoy half-price tickets and a dedicated seating section to cheer on the Cats together.

We deeply value our ongoing partnership with the Jackson County Tourism Development Authority. I am happy to answer any questions. Thank you for your continued support. 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