



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

Visitor Center Metrics – June 2026

- **Guests Served:** 1,400
- **Phone Calls:** 131
- **Referrals:** 4,079
- **Visitor Guides Distributed:** 1,840
- **Fly Fishing Requests:** 39
- **New Members:** 6
- **New Assistant Director:** We are pleased to welcome Eden Wilson as new Assistant Director at the Chamber. Wilson, a Jackson County native and Smoky Mountain High School alum, is a graduate of the University of North Carolina Wilmington, where she earned a Bachelor of Arts in Communication Studies with a minor in Recreation and Tourism. In her new role, Wilson will focus primarily on member services, including onboarding new members, coordinating benefits, supporting business outreach, and helping manage the Chamber's communication channels. She will also assist with Chamber programs, events, and operational support that directly benefit local businesses. In addition to her memberfocused responsibilities, Wilson will contribute to the Chamber's tourism and visitor engagement efforts. She will also play a key role in welcoming visitors and strengthening partnerships across the county, supporting the Chamber's work as both a business organization and the operator of the Jackson County Visitor Center.
- **Fourth of July Activities in Jackson County:** The Chamber has enjoyed collaborating with Jackson County, the Town of Sylva, Jackson County 250 Committee and additional

partners to plan a two-day celebration on July 3rd and 4th. Attendance was good at all events. We are also supporting the County 250 Committee's planned events in Dillsboro, including a veteran's parade.

- **Ribbon cutting for Whitter Heritage Grounds on July 21st at 4 p.m.** This multi-use community and agricultural center on a 32-acre property at the former Drexel Heritage Furniture Plant site. Jackson County Commissioners officially named the space earlier this year, and it will serve as a hub for local agriculture, community events and permanent Jackson County fairgrounds.
- **Member The Jarrett House** is open for breakfast, lunch and dinner starting at 7 a.m. Excited to see them begin opening July 4th. Hotel rooms should be ready soon. Glad to have this jewel of Jackson County with so many memories coming back to Dillsboro.
- **Open House and Ribbon Cutting for Carolina West Urgent Care, PLLC** on July 23rd at 90 East Main Street in Sylva.

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