



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

Visitor Center activity remained strong in March with 904 guests served and more than 2,700 referrals, reflecting continued interest in Jackson County. Our March Friends Night Out in Sylva saw increased participation and spending, and we look forward to launching the first-ever Dillsboro edition on April 30. Community engagement continues to grow through successful events such as BLOOM, Jackson County Young Professionals gatherings, and our WCU Community Conversation, along with upcoming volunteer efforts for Cleaning Up the Mountains. Chamber membership has reached a new all-time high of 440, underscoring strong business confidence and community support.

Visitor Center Metrics – March 2026

- **Guests Served:** 904
- **Phone Calls:** 164
- **Referrals:** 2,718
- **Visitor Guides Distributed:** 1,740
- **Fly Fishing Requests:** 61

Friends Night Out

Our March Friends Night Out in downtown Sylva was a strong success, and we appreciate the excellent work of Belinda Foxx and our staff. Twenty-two businesses participated—one more than in September—and only three reported no sales. We saw 142 prize-drawing entries (up from 125) and total receipts increased significantly from \$4,282.55 in

September to \$5,521.95. We extend our thanks to Nantahala Bank for sponsoring and doing an outstanding job.

We now look forward to hosting our **first-ever Friends Night Out in Dillsboro on April 30**, where merchants are enthusiastic about the familiar “spend \$25 and bring your receipt to enter” format. Community excitement is high for this new addition.

BLOOM

The BLOOM event, led by Jackson County Economic Development’s Tiffany Henry, was a meaningful celebration of local businesses. We appreciate this honoring of local businesses and look forward to seeing this event continue to grow.

Jackson County Young Professionals (JCYPros)

JCYPros met at the end of March at The Jarrett House, where owner Chris Ellsworth shared updates on the building’s progress. Water is now running throughout the facility, and they are getting very close to being able to serve food.

The next JCYPros gathering will be **April 30 at Enloe Wine House**, held alongside Friends Night Out in Dillsboro from 2–8 p.m. Merchants and the community are excited for this combined event.

WCU Community Conversation & Guided Hikes

We hosted a community conversation with WCU Engagement, drawing several nonprofits—one of which joined the Chamber. As part of engaging the community, we are helping promote guided hikes led by Assistant Director Holly Bryant. The first hike on Pinnacle was well attended, and the next hike will take place April 17 on Blackrock Mountain. These outings are a great way to build community and highlight the natural beauty of our region.

Cleaning Up the Mountains

The Chamber is partnering with the Jackson County Litter Task Force to support **Cleaning Up the Mountains**, with a special volunteer event on **April 11 at Monteith Park**. Jackson County Public Works is again participating as part of the statewide NCDOT Litter Sweep from April 11–25. Volunteers are invited to join us at Monteith Park from 9–10:30 a.m., where the first 50 participants will receive t-shirts, along with breakfast biscuits from Chamber Members B & Al’s Grill and coffee and drinks from Mabel’s Kitchen.

Always on Time Shuttle Service Joins the Jackson County Chamber of Commerce

The Jackson County Chamber of Commerce recently welcomed Always on Time Shuttle Service as its newest member with a ribbon cutting celebration held on March 19 alongside Chamber Ambassadors and staff.

Always on Time Shuttle Service is a small, locally owned transportation company based in Cherokee County that serves travelers throughout Western North Carolina and North Georgia. The business was founded to meet the region's growing need for reliable, professional transportation services.

The company's mission is to provide private, professional, courteous, comfortable, and safe transportation at affordable prices. Whether clients are traveling to the airport, attending a corporate event, or celebrating a special occasion, Always on Time Shuttle Service is committed to getting passengers to their destinations safely, comfortably, and—as the name promises—on time.

Membership Update

Chamber membership has reached **440 members**, surpassing the previous record of 439 set in 2011. This milestone reflects strong confidence and engagement from our business community.

Thank you for your continued support and partnership. We value the work the Jackson County Tourism Development Authority brings to our community and look forward to collaborating on future initiatives. Please reach out with any questions or suggestions.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center