



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

Visitor Center Metrics – May 2026

- **Guests Served:** 1,247
- **Phone Calls:** 174
- **Referrals:** 2,744
- **Visitor Guides Distributed:** 1,646
- **Fly Fishing Requests:** 67
- **New Members:** 3
- **Visitor Center Video Kiosk:** We are excited to welcome a new video kiosk to the Jackson County Visitor Center. Our thanks to the Jackson County Tourism Development Authority and its Board for making this addition possible. Visitors are already using the kiosk to explore local businesses and plan their time in Jackson County, and we expect usage to grow as we continue to integrate it into our operations. We also appreciate our Chamber staff Tom Frazier, Belinda Foxx and TDA's Nick Breedlove for their work in getting this project launched.
- **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. This year's schedule includes new activities alongside returning favorites to create a memorable countywide celebration. At Bridge Park, the Mountain Winds Band will lead a special veteran's tribute with the Armed Forces Salute around 3 p.m. Additional activities will follow throughout the afternoon and evening, including Gotcha Groove and the annual fireworks show. We are also supporting

the County 250 Committee's planned events in Dillsboro, including a veteran's parade.

- **Concerts on the Creek** Concerts on the Creek is in its 17th season with great crowds so far. We are proud to share that the series was recently recognized as No. 4 in the USA Today 10Best "Best Outdoor Concert Series" competition—an exciting national acknowledgment of this community tradition. We deeply appreciate all our partners who help make this free, family-friendly event possible each year.
- **Business Roundtable** Our first Chamber Business Roundtable was held at Southwestern Community College, bringing together approximately 30 members for meaningful conversation, collaboration, and new connections. It was something members asked for and the reception was very positive. We look forward to hosting additional sessions to continue strengthening relationships and opportunities among our business community.

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