



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

November proved to be an active and fulfilling month for the Chamber. We organized a successful Chamber Connects gathering, marked several ribbon cuttings, and laid the groundwork for Small Business Saturday (Nov. 29) and the holiday season. Each of these efforts advanced our mission of fostering connection and celebration, while reinforcing partnerships and service initiatives that highlight the vibrant spirit of Jackson County.

Visitor Center Metrics – November 2025

- **Guests Served:** 670
- **Phone Calls:** 115
- **Referrals:** 3,061
- **Visitor Guides Distributed:** 1,245
- **Fly Fishing Requests:** 33

Community Engagement Highlights

- **WCU Homecoming:** Supported and promoted the Western Carolina University Homecoming parade in downtown Sylva along with events on campus.
- **Operation Christmas Box:** Member and visitor donations to this effort to support Jackson County seniors in need were delivered to the Department on Aging.
- **Breakfast worker appreciation:** Participated in Jackson County Economic Development Department effort to show childcare providers appreciation with a

breakfast delivery along with other community partners along with breakfast thank you notes were distributed for all childcare workers in our community.

Christmas Activities:

- *Sylva Christmas Tree Lighting & Christmas Downtown* – Dec. 5 at the Chamber, featuring vendors, music, and Santa visits.
- At 5 p.m., Santa will ride the Sylva Fire Truck to Dillsboro's Lights and Luminaries, where the Chamber is also assisting.
- Holiday Spirit sponsor: Carmela Occasions & Creations installation at Chamber patio; tree from Wolf Creek Tree Farm
- Letters to Santa box for visitors and locals to drop off at visitor center. Santa writes a reply.

Business & Economic Development

- **New Membership Benefit:** Participating with North Carolina Chamber in new Chamber member benefit: small business health insurance through Carolina HealthWorks & Blue Cross Blue Shield available to members with 2 to 50 employees.
- **Ribbon Cutting:** Ribbon cutting for new MAHEC Health Center at WCU Cullowhee campus at the Health and Sciences Building.
- **Small Business Saturday:** Helped promote through social media and delivered materials to local businesses.

The Chamber greatly values its ongoing partnership with the Jackson County Tourism Development Authority and remains committed to advancing our shared goals. We invite any questions or recommendations that may further strengthen our collective efforts.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center