



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

October was a vibrant month of community engagement and visitor activity. The Chamber continued its mission of connection and celebration through events, partnerships, and service initiatives that highlight the spirit of Jackson County.

Visitor Center Metrics – October 2025

- **Guests Served:** 1,107
- **Phone Calls:** 153
- **Referrals:** 2,003
- **Visitor Guides Distributed:** 1,858
- **Fly Fishing Requests:** 55

Chamber Connections

- Hosted a well-attended after-hours event at Balsam Mountain Inn on Nov. 13, fostering member collaboration. We've been a collection point for Jackson County Department Operation Christmas Box, collecting thoughtful holiday ideas for local seniors. Members also brought donations to the Chamber event.

Community Engagement Highlights

- **Holiday Gift Card Guide:** In partnership with the Jackson County TDA, the Chamber is launching the first-ever *Jackson County Holiday Gift Card Guide* as part of the "Shop Local" campaign. Timed for Small Business Saturday (November 29) and promoted throughout the holiday season, the guide will spotlight independently

owned small businesses that help define our community. Only non-franchise businesses located or operating in Jackson County will be featured.

- **WCU Homecoming:** Supported and promoted the Western Carolina University Homecoming parade in downtown Sylva.
- **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.
- **Hands On Jackson:** Chamber staff joined 200 volunteers in completing 38+ service projects benefiting Jackson County residents.

Business & Economic Development

- **County-Wide Business Forum:** Collaborating with Mountain West Partnership and other partners to launch a new forum—details coming soon.
- **Ribbon Cutting:** Celebrated the grand reopening of Carole Lilly Massage at 60 Woody Hampton Road in Sylva. Carole Lilly has served Jackson County for over 17 years. Also having a ribbon cutting on Nov. 20st for Mable Kitchen

We deeply appreciate the ongoing support and collaboration with the Jackson County Tourism Development Authority. Please don’t hesitate to reach out with any questions or ideas.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center