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

Visitor Center Metrics – August 2026

- **Guests Served:** 1,283
- **Phone Calls:** 138
- **Referrals:** 3,437
- **Visitor Guides Distributed:** 1,666
- **Fly Fishing Requests:** 31
- **New Members:** 3
- **Dillsboro Friends Night Out** Excited to have this event on Sept. 4 to draw business to Dillsboro. Merchants participated, including a one night stay for free from the Jarrett House. Friends Night Out coming to downtown Sylva on Oct. 15th. Featured members in social media post throughout the week leading up to the event. The Chamber will be returning to Dillsboro on Sept. 24 for the Grand Opening of the new Dillsboro Town Hall.

- **Jackson County 175th Birthday** was celebrated September 12th from 4 to 8 p.m. at Whitter Heritage Grounds. A special historic train ride will go from Dillsboro to Whitter thanks to Chamber partner Great Smoky Mountain Railroad. All proceeds will go to Hometown Heroes for Hope, an effort to help young people in need be able to shop with law enforcement officers for holiday gifts. Tickets are $18.51 for adults and Children (17 and under): $10. Tickets can be purchased at the Visitors Center or by phone. The oldest citizen, business, church, civic group, and veteran were recognized. Musical performance by Jackson County native Summer Brooke.

- **Membership Growth** Chamber has grown to 452 members past the 450 marks for the highest figure since numbers were collected online in 2011.

- **Concerts on the Creek** – Voted the 4th best festival in the United States by USA Today is near the end after a great season. Due to a weather cancellation the Arnold Hill Band will perform on Oct. 2. It is the latest we have had a Concert on the Creek performance. The Chamber will be helping introduce the bluegrass band Unspoken Tradition at Pickin' in the Park at Bridge Park Sylva at 6 p.m. on Sept. 25th as part of Western Carolina University Mountain Heritage Days.

- **Chamber Challenge Golf Tournament** was a success with 100 golfers participating at Sequoyah National Golf Course. The event serves as a key fundraiser for the Chamber, supporting local operations, scholarships at Southwestern Community College and Western Carolina University, and beloved community events such as Concerts on the Creek, July 4 Fireworks, Friends Night Out, and Chamber Connects

- **First Jackson County product in Coolest Thing Made in NC –** Excited to have member Cullowheegee Farms for a non-toxic bug repellent they created in Jackson County. The Coolest Thing Made in NC is a celebration of our state's manufacturing community, spearheaded by the NC Chamber.

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