



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

September brought strong visitors numbers to the Jackson County Chamber of Commerce and Visitor Center, paired with a vibrant lineup of community events. From Friends Night Out and Chamber Night at Smoky Mountain High School football to the ribbon cutting at Speedy's Pizza and Pub, we were proud to welcome guests, support local businesses, and share all that makes Jackson County special.

**September Visitor Center Metrics:**

- Guests Served: 1,129
- Phone Calls: 150
- Referrals: 1,1995
- Visitor Guides Distributed: 2,284
- Fly Fishing Requests: 56

**Friends Night Out**

Despite off and on rainy weather, Friends Night Out was a success:

- **Participating Businesses:** 21
- **Frenzy Entries Received:** 125
- **Total Receipts Submitted:** \$4,282.25 from 60 participants
- **Additional Receipts:** \$250+ from Lulu's and Gertrude & Lloyd—both interested in joining next time

Staff are exploring options to extend event hours and host a spring edition in both Sylva and Dillsboro. Special thanks to Belinda Foxx for her outstanding coordination and to everyone who joined us! The Sylva pillow was a crowd favorite, and Holly Bryant's creative social media videos added a lively touch throughout the day. Thank you to Jackson County TDA for videographer and photographer's assistance, too.

### **Workforce Development: Jarrett House & WCU Hospitality & Tourism Department**

We facilitated a meeting between the Jarrett House owners and WCU's Hospitality & Tourism Department. With plans to reopen hopefully in late December and hire approximately 90 employees, we're helping them exploring internship opportunities and continuing collaboration with other partners to support this and local business.

### **Digital Engagement**

We're excited to announce that our Instagram page (@jacksoncountyncchamber) is back up and running! Staff members Holly and Belinda have been producing engaging member videos, including coverage from Dillsboro Colorfest in early October. The response has been enthusiastic, and we look forward to expanding our digital reach.

### **Pinnacle Hike Logbook Celebration**

We've reintroduced the celebration and sign-in tradition for the Pinnacle hike logbook at the Visitor Center. Videos are being shared on social media, and we're seeing a steady and positive response.

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