



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

We appreciate our ongoing partnership with the Jackson County TDA and remain committed to supporting shared tourism, visitor experience, and economic development goals across the county.

Visitor Center Metrics – January 2026

- **Guests Served:** 886
- **Phone Calls:** 164
- **Referrals:** 2,460
- **Visitor Guides Distributed:** 1,856
- **Fly Fishing Requests:** 29

Marketing & Outreach

Jackson County: Open for Business – February 19

The event in Dillsboro drew **approximately 124 attendees**, making it the **largest turnout Mountain West Partnership has seen in any county to date**. Haywood County Chamber representatives attended to explore hosting a similar event in their community.

We appreciate the support of the Jackson County TDA Executive Director Nick Breedlove and many partners who helped make this collaborative gathering possible. The event successfully connected business owners with regional resources, and we welcomed a new Chamber member - **Sweet Tea Boba of downtown Sylva** - who joined during the event.

Our Towns Relocation Guide

The Chamber's updated *Our Towns* relocation guide has gone to print. Copies will be distributed to members, guests, and individuals requesting relocation information.

Website Refresh

GrowthZone and the Chamber are working together on a refresh of www.mountainlovers.com, with a projected completion date of **June 1**. The updated site will improve navigation, visitor information, and member visibility.

Events & Community Engagement

Concerts on the Creek 2026

The full schedule is now released. Concerts run **Fridays, 7–9 p.m., May 22 through September 3**, including the **July 4th concert and fireworks**, made possible through Jackson County's support. We appreciate the continued partnership with **Jackson County** and the **Town of Sylva** in hosting this signature event at Bridge Park.

More information is available at mountainlovers.com/concerts-on-the-creek.

Smoky Mountain High School Track & Field Groundbreaking

The Chamber participated in the groundbreaking ceremony for the new Smoky Mountain High School Track & Field facility, made possible through the efforts of the Jackson County School Board and Jackson County Commissioners.

Greening Up the Mountains 2026

Planning is underway for this year's festival, scheduled for **Saturday, April 25**, in partnership with the Town of Sylva.

Jackson County Young Professionals (JCYPros)

Our second JCYPros gathering was held in February at Catamount Jaxe in Cullowhee, with many new faces in attendance. Planning is underway for the next event. We appreciate the support of the Jackson County Economic Development Office in helping build this momentum. Next visit to the Jarrett House in March.

Southwestern Community College Job & Transfer Fair

The Chamber attended and distributed job information on behalf of members who were unable to participate directly.

Upcoming: Friends Nights Out

The Chamber will host two “Friends Night Out” events this spring to encourage local spending by both locals and visitors:

- **Sylva:** Thursday, March 26, 2026, from 12–7 p.m.
- **Dillsboro:** Thursday, April 30, 2026, from 2–8 p.m.

Participants who spend **\$25 or more** at participating Chamber member businesses can bring their receipts to register for prize drawings.

- Sylva registrations will be collected at the Chamber office (773 West Main Street).
- Dillsboro registrations will be collected at **Enloe House Wine Bar**.

These events are coordinated by **Belinda Foxx** and are designed to generate economic impact and support local businesses.

Thank you for your continued support and partnership. We value the work the Jackson County Tourism Development Authority brings to our community and look forward to collaborating on future initiatives. Please reach out with any questions or suggestions.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center