



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

January brought snowy, cold weather, but it remained a very active month for the Chamber. We continued strong member engagement, launched new promotional efforts, and prepared for a busy stretch of events heading into February. We appreciate our ongoing partnership with the TDA and remain committed to supporting shared tourism and economic development goals.

Visitor Center Metrics – December 2025

- **Guests Served:** 1,101
- **Phone Calls:** 129
- **Referrals:** 2,629
- **Visitor Guides Distributed:** 2,219
- **Fly Fishing Requests:** 49

Marketing & Outreach

- **New Social Media Video Series:**
We launched several new short-form video features highlighting our region, Chamber members, and local businesses. Early engagement has been strong, and we will continue expanding these spotlights, including a special focus on local restaurants.
- **New Postcards Arrived:**
Our new Jackson County postcard prints are in at the Visitor Center and look

fantastic. Special thanks to photographers **Mark Haskett, Tom Frazier, Holly Bryant,** and **Dusty Snider of FlyBy Frames** for their contributions.

- **Local Honey Restocked:**

Honey Mountain Bee Farm's **Sourwood and Wildflower honey**, sourced right here in Jackson County, is now back in stock in both sizes at the Visitor Center.

Events & Community Engagement

- **Concerts on the Creek 2026:**

The full schedule is now released. The series runs **Fridays from 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 making this signature event possible at Bridge Park. More at www.mountainlovers.com/concerts-on-the-creek

- **Smoky Mountain High School Chamber Night:**

We appreciate the members who participated and connected with community attendees during the game. A bonus highlight—Smoky Mountain swept Franklin.

- **Ribbon Cutting – Blossman Gas:**

We celebrated the new Blossman Gas location at **1481 West Main Street in Sylva**.

- **Greening Up the Mountains 2026:**

This year's festival is scheduled for **Saturday, April 25**. Planning and coordination are underway with Town of Sylva.

- **Jackson County Young Professionals (JCYPros):**

Our January gathering drew more than 30 attendees. Planning is in progress for the next event, building on this strong momentum. Thank you to Jackson County Economic Development Office for their assistance in making this happen. Many new faces we don't regularly see at our events.

Partnerships & Presentations

- **Presentation to Jackson County Commissioners:**

We appreciated the opportunity to present an update on Chamber activities during the recent work session and valued the thoughtful questions and feedback.

- **Jackson Open for Business – February 19 at Innovation Station in Dillsboro:**

Planning continues for this collaborative event with multiple partners, including the

Mountain West Partnership, to support local business owners and entrepreneurs. This is the first time this event has occurred in Jackson County. About 60 people have signed up so far.

Thank you so much for your support and partnership. Happy to help in any way moving forward. We appreciate all the Jackson County Tourism Development Authority brings to our county community.

Respectfully submitted,

Todd Vinyard

Executive Director

Jackson County Chamber of Commerce and Visitor Center