



NOVEMBER 2020 CHAMBER HAPPENINGS

We spent most of our time in November encouraging the general public and visitors to support our local businesses, through social media campaigns, emails, posters and phone calls. We spent three days calling members that we haven't heard very much from, listening to how we can be helpful. We worked hard to bring some excitement and atmosphere to downtown Sylva through recorded holiday music on Friday nights with DJ Steve, decorating the Bridge Park Pavilion, promoting a holiday window decorating competition among merchants in the historic district, to paid social media boosts for The Chamber's Holiday Fireworks on December 18th at 7:30pm. We collected info from the 5 breweries in the county to promote a Cheer Beer selection for the holiday season. We spent time and money in Dillsboro on holiday decorations, music and luminaires ideas. Our team restocked area hotels and businesses with visitor supplies. We've continued to restock the mobile kiosk units weekly. We continue to watch webinars and participate in zoom meetings, learning what other chambers are doing regarding events and member services. We pulled together a comprehensive list of Holiday Events and promoted the flyer on social media. In cooperation with the Town of Sylva, we arranged for a safe tree lighting in downtown Sylva, with Santa and the Director of the Health Department. Our Covid Safe messaging continued, posting at least weekly about the 3 W's. Friendly reminders has been approach thus far.

**183 Phone Calls
Received From
Visitors or
Residents-
1203 Direct Visitor
Inquiries Fulfilled**

618 Visitors on Site

**100 Free Masks
given!**

4 ribbon cuttings

**Porch Service continues
with onsite To-Go Visitor
Bags – which have been
helpful and a big hit.**

 HOLIDAY FIREWORKS
in downtown Sylva

FRIDAY, DEC. 18 AT 7:30 P.M.



PRESENTED BY
JACKSON COUNTY PARKS & RECREATION DEPARTMENT
JACKSON COUNTY CHAMBER OF COMMERCE
828-586-2155

PLEASE BE COVID SAFE. WEAR A MASK. SOCIAL DISTANCE. SANITIZE HANDS.

Jackson County Chamber and Visitor Center
Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals
<u>Source</u>													
Facebook	1	8	10	6	23	19	31	50	45	60	34		287
Flyfishingtrail.com	49	48	32	33	48	35	49	63	59	45	35		496
Friend	2	2	2	1	1	5	2	7	9	17	4		52
Google Search	8	6	5	6	10	11	40	31	64	88	56		325
NCTroutCapital.com	43	34	29	39	39	36	51	55	53	39	30		448
TDA site/FB ads	578	538	396	159	397	426	1158	1604	1701	609	903		8469
VisitNC.com	1	1	1	0	1	3	3	0	0	0	0		10
WCU	0	0	0	0	1	0	0	19	5	10	0		35
Blue Ridge Parkway	0	0	64	61	19	58	72	86	84	86	60		590
<u>Disbursal & Fulfillment</u>													
Our Town	19	12	575	17	36	59	28	24	31	67	59		927
Dining Guide	860	280	2650	300	670	860	700	860	620	610	715		9125
<u>Google My Business</u>													
FFT views	16,600	13,800	13,788	12,013	48,000	62,200	49,300	39,200	38,400	19,800	16,100		329201
JCCC views	4,800	5310	2,222	1766	4310	5390	4065	3790	3620	5180	3690		44143
NC Trout Capital views	865	309	1065	801	4180	5970	5640	4380	3920	2560	2180		31870
FFT searches	9,390	10,077	10,968	8676	36,139	45,044	37,045	33,092	32,180	26,246	17,715		266572
JCCC searches	2710	3519	1723	1922	3723	4693	3907	3122	3138	4447	2165		35069
NC Trout Capital searches	525	357	1580	988	3997	5609	5246	4198	3700	2421	1985		30606
FFT activity	7170	6500	7310	5614	18,200	32,200	29,070	24,050	23,500	26,600	21,800		202014
JCCC activity	1260	2160	1075	8979	4,280	3290	3120	2101	1987	3900	8900		41052
NC Trout Capital activity	414	491	1660	988	3850	5610	4567	3799	3645	5009	4720		34753
<u>Facebook Analytics</u>													
Concerts on the Creek	2896	2912	2919	2979	2985	2987	2990	2990	2992	2992	2992		32634
FFT likes	11283	11,447	11486	11,554	11,593	11,608	11,620	11,644	11727	11742	11758		127462
Hook,Line & Drinker likes	719	801	808	865	874	877	878	881	887	888	889		9367
JCCC likes	8911	8928	8964	9021	9112	9171	9182	9208	9265	9280	9433		100475
NC Trout Capital likes	1681	1728	1737	1774	1799	1810	1815	1850	1878	1889	1890		19851

Visitor Guides 2020														Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
I-26 East, Columbus								480					480	
I-26 West, Mars Hill									340				340	
I-40 West, Waynesville							320						320	
I-73/74 Northbound, Seagrove													0	
I-73/74 Southbound, Seagrove													0	
I-77 North, Dobson													0	
I-77 South, Charlotte													0	
I-85 North, Norlina													0	
I-85 South, Kings Mountain													0	
I-95 North, Pleasant Hill								320					320	
I-95 South, Rowland							320						320	
AAA Carolinas, Fayetteville													0	
Blue Ridge National Heritage, Asheville										340			340	
Bass Pro Shop, Lawrenceville GA													0	
Cabarrus County Convention & Visitor Center, Candor													0	
Cherokee Welcome Center, Cherokee													0	
Cherokee Welcome center, Murphy													0	
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South Mills, NC 27976													0	
First Peak Visitor Center, Columbus													0	
Franklin Visitor Center, Franklin													0	
Gorges State Park, Sapphire													0	
Graham County Travel & Tourism, Robbinsville													0	
Harrah's Cherokee Resort, Cherokee													0	
Haywood County TDA, Maggie Valley										340			340	
Haywood Chamber of Commerce, Waynesville													0	
Henderson County Visitor Center													0	
High Point Convention/Visitor Bureau													0	
North Wilkesboro Visitor Center							480		340				820	
McDowell County Chamber, Marion													0	
Murdoch developmental Center													0	
Piedmont Triad Visitor Center, Pelham													0	
Rowan County TDA, Salisbury NC													0	
Sky Valley Visitor Center, Sky Valley GA													0	
Smoky Mountain Host, Franklin													0	
Transylvania/Brevard Chamber of Commerce						320		320			510		1150	
Tuckaseegee Fly Shop													0	
VisitNC Smokies Visitor Center, Maggie Valley													0	
Visit Lake Norman, Cornelius													0	
Other		100							510		100		710	
Area Hotels			544						680	400			1624	
Great Smoky Mountain Railroad													0	
WCU											100		100	
Monthly Totals	0	100	544	0	0	320	1,120	1,120	1,870	1,080	710	0	6,864	

Fly Fishing 2020															Location Totals
Name	Location	Notes	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
AB Fly Fishing	Sylva	good as of 7/7/20													0
															0
Bass Pro Shop	Lawrenceville, GA								100						100
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers							100	100	100					200
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva	small amt./hand deliver													0
Cherokee Welcome Center	Cherokee									400					400
First Peak Visitor Center	Columbus	call before send/ good as of 7/7													0
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City	good as of 7/7													0
Highland Hiker	Highlands									300					300
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville	good as of 7/7													0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain	good for the rest of year 7/7													0
Orvis	Asheville														0
Outpost Mountain Outfitters	Whittier	hand deliver						100	100						100
Rivers Edge Outfitters	Cherokee							200	200						200
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville	Call before sending													0
Tuckaseegee Fly Shop	Sylva	hand deliver/ good as of 7/7													0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU												50			50
Area Hotels							25			75		250			350
Other			150	300						125	250	75	150		1,050
Monthly Totals			150	300	75	0	25	0	500	1,000	250	375	150	0	2,825