



Jackson County Chamber & Visitor Center April 2019

Happenings

Our annual golf tourney fundraiser was held on April 24th – we had a full slate of golfers and the weather was wonderful! We have ordered our cups, shirts and other retail items for Hook, Line & Drinker Festival coming up on May 18th. We have 14 fishing/outdoor vendors, 3 food trucks, 7 breweries participating. We are continuing to register people for the Tuck Trout Trot. We've been very busy with visitors, but also making sure that our area merchants are restocked about every other week with visitor info so that we are serving all visitors, wherever they may be! We are looking ahead now to Mountain Heritage Day and have signed up to have a WNC Fly Fishing Trail/Info Booth at the event again. We have continued to communicate with our members about Hwy. 107 meetings, offering resources and counseling through SBTDC and SCC.

Exterior Improvements

Coming Soon! Our new TDA grant funded entry sidewalk and landscape improvements are on the list to be completed by the end of May. BH Graning Landscapes will be the contractor doing the work. We are excited about the improved safety of the walkway and new landscaping going in around our sign. The Chamber has purchased new hanging signs to include NC Trout Capital & WNC Fly Fishing Trail Headquarters to complete the refreshed look. Thanks to the TDA for the assistance!!

Facebook Campaign:

At the end of April, the Chamber launched a month-long paid FB campaign for the WNC Fly Fishing Trail maps. We like to do this a couple of times a year, typically after the beginning of the season, again in the fall, and one more time in December. We always see a nice increase in the number of anglers requesting maps and visitor guides. We will report the number of leads collected in our June report when the campaign concludes at the end of May.

1313 Direct Inquiries

**1624 Visitor Guides to
Welcome Centers**

**200 Fly Fishing Maps to
Local Fly Shops**

1309 Visitors Served

**Restocked Dillsboro &
Sylva merchants with
visitor materials**

Easter Hat Parade-

**161 people visited our Center in
Dillsboro!**

Greening Up the Mountains Tent-

**We disbursed Sylva maps, dining
guides, and other area info: 306
visitors dropped by!**

**Sold 152 NC Trout Capital & WNC
Fly Fishing Trail decals so far!**

Top seller for 2019:

WNC Fly Fishing Trail Shirts!

