



Jackson County Chamber, July 2019

July Happenings Working, working, working!

Guests served in our Sylva & Dillsboro Centers: 1541 in Sylva, 469 in Dillsboro – total of 2010

Our July passed quickly! We produced a wonderful, well attended July 4th Fireworks event, with an awesome band. Police estimate on the crowd was 6,000+ in the downtown area, with another 2500 people parked along the corridor of Hwy. 107. Our summer concerts series continued, with attendance ranging from about 250-800 each Friday night (varies based on weather).

Retail Sales – continue and we have expanded our offerings to include several new colors of WNC Fly Fishing Trail shirts. We have a new Sylva shirt in production, along with courthouse magnets. Our retail sales for the fiscal year were \$8687.15, profit for the year was \$ 3936.52. Working, working, working!

New places and new faces – we have welcomed a new Chancellor and new Police Chief to Jackson County, as well as holding celebrations for several new businesses. Lazy Hiker Brewery & Mad Batter Kitchen, Nantahala Brewing, and the Balsam Falls Eatery will all have opening celebrations in August. We have continued to increase our membership and provide the TDA with updated info for website consideration.

Looking ahead – Our Town and Dining Guide sales will start in August. We appreciated the TDA's role in assisting the Chamber with a reprint of the Dining Guide, and have restocked our merchants and accommodations with new guides.

Repair & Refresh – our new sidewalk and steps are complete! Thank you! Landscaping will be installed in August. We also purchased two new rotating display units to better market our accommodations and attractions in the Explore NC room. And our new water cooler continues to be a big hit with guests! Thanks!!!

