

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!!!

Visitor Guides 2019	Comments	Jan.	Feh	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location
Name	Commence	Jan.	Teb.	IVIAI CII	April	iviay	Julie	July	Aug.	Sept.	Oct.	NOV.	Dec.	Totals
I-26 East, Columbus				136			680					_	-	046
I-26 West, Mars Hill				136			408					-		816
I-40 West, Waynesville				136		-	136					-		544
I-73/74 Northbound, Seagrove				136			136		-			-		272
I-73/74 Southbound, Seagrove				136			136		_	_	-	-		272
I-77 North, Dobson				136			136			-	_		 	272 272
I-77 South, Charlotte				136			136					\vdash	1	272
I-85 North, Norlina				136			136					_	1	272
I-85 South, Kings Mountain				136			130	136					+	272
I-95 North, Pleasant Hill				136				130					\vdash	136
I-95 South, Rowland				136		136		136				_	-	408
AAA Carolinas, Fayetteville				136		130	-	136	_			_		272
Blue Ridge National Heritage, Asheville			352			_	_	136				_	\vdash	488
Bass Pro Shop, Lawrenceville GA			332	136	_			136		_			-	
Cherokee Welcome Center, Cherokee				136				136	_		_	-	 	272 272
Cherokee Welcome center, Murphy				136		_		136	_		_	-	 	
Dismal Swamp, South Mill		_		136				136	_	_	-	_	+	272
First Peak Visitor Center, Columbus				136	_	 	_	136		 	-	 	+	272
Franklin Visitor Center, Franklin				150	272			136				 	1	408
Gorges State Park, Sapphire			 	136	-/-			136	_	_	_		\vdash	272
Graham County Travel & Tourism, Robbinsville			 	136				136	1			_		272
Harrah's Cherokee Resort, Cherokee				136	_			136	 	-		_	1	
Haywood County TDA, Maggie Valley				136	_		-	136			-		-	272
Haywood Chamber of Commerce, Waynesville			<u> </u>	136			-	136			-	-		272
Henderson County Visitor Center				136	_	-		136						272
High Point Convention/Visitor Bureau		_	-	136		-		_		-		-	\vdash	272
North Wilkesboro Visitor Center		-	+		-		-	136	-	-	-	-	\vdash	272
McDowell County Chamber, Marion	Call before and in	-	-	136	-	-	-	136	-	-	-	-	-	272
Murdoch developmental Center	Call before sending	-	-	136		-	-	136	-		-	<u> </u>		272
			-	75	-		-	136						211
Piedmont Triad Visitor Center, Pelham		352	-		_		-	136			_	<u> </u>		488
Rowan County TDA, Salisbury NC		_	-		272			136				<u> </u>		408
Sky Valley Visitor Center, Sky Valley GA			-	136				136						272
Smoky Mountain Host, Franklin			-			136		136		-				272
Transylvania/Brevard Chamber of Commerce	Call before sending		_					136						136
Tuckaseegee Fly Shop		352												352
VisitNC								136						136
Visit Lake Norman, Cornelius								136						136
Other					200		272	136						608
Area Hotels					680		272	544						1496
Great Smoky Mountain Railroad														1430
WCU					200									200
												T		2.00
Monthly Totals		704	352	3,747	1 624	272	2,448	4 353	0	0	0	0	0	13,499

Fly Fishing 2019			Jan.	Feb.	March	April	May								Location
Name	Location	Notes	1	100.	Widicii	April	iviay	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
AB Fly Fishing	Sylva	small amt.						25							
Appalachian Outfitters Fly Shop	Murphy		+		150		_	25							25
Bass Pro Shop	Lawrenceville, GA		_	_	130		_	425							150
Blue Chip Fly Fishing	Whittier	small amt.	+				-	125							125
Blue Ridge Mountain Outfitters	Blue Ridge, GA		+	_	_										0
Brookings Angler	Cashiers		_	150			-								0
Brown Trout Fishing	Asheville		+	130			-	25							175
Bryant Bait & Tackle	Topton		+	75	_										0
Curtis Wright Outfitters	Weaverville	has plenty right now	+	/3	150		-								75
Dream Catchers	Sylva	small amt./hand deliver	+	-	150										150
Field and Stream	Asheville	sindir dinc./ fidild deliver	+	150	_			25							25
First Peak Visitor Center	Columbus	call before send	+	150	_										150
Fontana Guides	Bryson City	can before send	+	-					100						100
Franklin's Outdoor Sports	Asheville		-	-	150			25							175
Great Smokey Bait and Tackle	Bryson City		+		150										150
Highland Hiker	Highlands		+		150										150
Hunter Banks Fly Fishing	Asheville		+	150	-										150
Mike Stanley Fly Fishing Club	Blanch		+	150	_										150
Mountain Valley Country Store	Hayesville		+												0
Nantahala Fly Fishing Co.	Robbinsville		+	-	150										150
One Fly Outfitters	Black Mountain		-	150											150
Outpost Mountain Outfitters	Whittier	hand deliver	-	150											150
Rivers Edge Outfitters	Cherokee	liand deliver	+					50							50
Simonds Bait and Tackle	Bryson City			150											150
Tazz Bait Company	Hendersonville		+		150										150
Tuckaseegee Fly Shop	Sylva	hand deliver	-		150										150
Orvis	Asheville	nand deliver	750					50							800
Tuckaseegee Fly Fishing Guide Service	Franklin		+	150											150
Mountain Bridge Trout Unlimited	Greer SC		+		150										150
WCU	0.001.00		+		176										176
Area Hotels			+			200									200
Monthly Totals			+						400						400
,		L	750	1,275	1,526	200	0	325	500	0	0	0	0	0	4,576

<u>Jackson County Chamber Visitor Center</u> <u>Direct Inquiry Report 2019</u>

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9	8	56	22	29	20	31						175
Flyfishingtrail.com	49	47	32	17	67	14	56						282
NCTroutCapital.com	43	37	30	16	18	21	49				Q310 Is 18		214
Dining Guide	16	12	89	28	66	92	198						501
RomanticAsheville.com	0	0	0	0	0	0	0				43/02/54		0
TDA site/FB ads	708	592	533	320	167	188	297						2805
WCU	8	5	6	3	16	7	33			\$2.58 N. S			78
Google Search	19	22	31	44	79	109	77						381
Facebook	29	32	47	61	66	99	116						450
Visitnc.com	2	0	3	0	0	0	1						6
Travelguidesfree.com	938	1356	1414	557	306	0	0						4571
Print Advertisement	0	0	9	0	0	2	0						11
Digital/Online Ad	0	0	0	0	0	1	0						1
Southern Living	0	0	0	245	22	53	50						370
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													0
								Section 1		Est de la constitución	Philips State &		0
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											FOR STREET		0
							RECEIPTED IN						0
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										Best Roberts	# C 11 - 2		0
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2019 Totals	1821	2111	2250	1313	836	606	908	0	0	0	0	0	
The production of the grant of the	W. S.			Market St.			300	U	U	U	U	U	9,845