

# Jackson County Report – November 2021

December 13, 2021

- Press Releases
  - What's New this Fall/Winter – Drafted and distributed
  - Ale Trail Pass Launch – Drafted and distributed
- Media Pitches:&nbsp;
  - Nashville Push – Drafted and distributed
  - Bucket List Hikes for the Year Ahead – Drafted and distributed
- Blog Posts:&nbsp;
  - Holiday Gift Guide – Reviewed and provided feedback
- Desksides
  - ATL – Confirmed for Dec. 2

Caroline Eubanks, Freelance (USA Today, InsideHook, Southern Living, etc.)

Jennifer Bradley Franklin, Freelance (Conde Nast Traveler, Architectural Digest, Simply Buckhead, etc.)

Jan Schroder, The Travel 100

- Caroline Eubanks, Freelance (USA Today, InsideHook, Southern Living, etc.)
- Jennifer Bradley Franklin, Freelance (Conde Nast Traveler, Architectural Digest, Simply Buckhead, etc.)
- Jan Schroder, The Travel 100
- Virtual – Continuing to coordinate

Complete:

Lauren Wicks, VERANDA

Lauren Bowman, TravelPulse

Amanda Mactas, BELLA Magazine

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- Amanda Mactas, BELLA Magazine

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- Targeted Pitching

- Media/Influencer Visits:

- Executed

Charlie & Ashley Blackmon, @chuck\_\_nazty: November 3-5  
Nick Hearn, @nckstagram: November 18-21

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- Nick Hearn, @nckstagram: November 18-21
- In Conversation:

Lauren Wicks, VERANDA – December  
Christina Marcellino, @Carolina\_Charm – January  
Amanda Mactas, BELLA Magazine – February

- Lauren Wicks, VERANDA – December
- Christina Marcellino, @Carolina\_Charm – January
- Amanda Mactas, BELLA Magazine – February
- Secured/Upcoming:

Anne Braly, Chattanooga Times Free Press – January 11-13

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- Status Calls:
  - Marketing/PR call, November 10, 24
  - Full Board Meeting, November 18
- Press Releases:
  - Secret Season (partner packages/specials)
- Pitches:
  - Outhouse Races
  - Regional Spotlight – Sylva
  - Romantic Getaway

## 13 Destinations to See Fall Leaves in the South

Fall is so close, the weather is teasing those in the Southeast with mild temperatures and low humidity. Now if only the leaves would follow suite and change colors. In the Southeast, we only have a few more weeks of anticipation, as leaves begin to dawn bright bursts of orange, yellow and red starting as early as mid-September and peaking through mid-November. Plan a trip to one of these 13 destinations to see fall leaves.

### The Blue Ridge Parkway

The winding [Blue Ridge Parkway](#) stretches 469 miles in the Appalachian Highlands. Drive the last 40 mile section as it winds through Western North Carolina's [Jackson County](#). Be sure to stop at the parkway's highest point, the Richland Balsam Overlook at 6,053 feet.

### Jackson County, North Carolina



emThe Shadow of the Bear. Courtesy of Jackson County TDA/em

A spectacular, not-to-be missed natural phenomenon in [Jackson County, North Carolina](#) is the "Shadow of the Bear." During the last two weeks of October, when the sun sets behind Whiteside Mountain, its shadow creates a perfect image of a Black Bear that dances across the tops of the colorful trees.

<https://bit.ly/2ZNrJfK>

## 9 Adorable North Carolina Towns That Feel Like A Hallmark Christmas Movie



FORMER COURTHOUSE IN SYLVA (PHOTO CREDIT: KEITH KUNTSMANN)

### 6. Sylva

The most photographed former courthouse in North Carolina, now Jackson County Public Library, perches atop a hill overlooking [Sylva's](#) Main Street. And in late November, it's joined by a twinkling Christmas tree that signifies the start of the holiday season. The official tree-lighting and holiday concert take place at the library steps, and echoes of a Hallmark Christmas movie begin to solidify in this delightful mountain town.

Flickering luminaries, a jolly Christmas parade, and colorful decorations bolster spirits as townsfolk go about their holiday shopping. A mailbox is available for children's letters to Santa, and of course, Santa photo ops help the kids reinforce their Christmas wishes in person.

<https://bit.ly/3D4Zl1a>

## Mobile Ale Trail Pass Launches in Jackson County

**JACKSON COUNTY, North Carolina** – The Jackson County Tourism Development Authority (JCTDA) announces the launch of its Ale Trail Pass, a new ongoing program that rewards craft beer fans for visiting the local breweries along the county's famed Ale Trail.

Created in partnership with travel technology platform Bandwango, the free Ale Trail Pass showcases the best of Jackson County's booming brewery scene in an easy, mobile-friendly fashion. Users can sign up online to receive a mobile passport via text or email (no app downloading required) which they can then use to "check-in" along the trail by asking a bartender for a unique pin code at each brewery.

Once locking in at least four brewery stops, participants can stop by the Jackson County Chamber and Visitors Center (773 W Main St, Sylva, NC 28779) any weekday between the hours of 8am-5pm to redeem their passes for a limited-edition Jackson County pint glass and Ale Trail branded stickers to take home.

"We're confident this Ale Trail Pass will quickly become a popular way for visitors and locals to engage with our breweries and further enhance the town's appeal for craft beverage fans all over," says Sylva Main Street Sylva Association Director Bernadette Peters. "After all, who doesn't love a souvenir pint glass?"

Out of those participating, the following four breweries are conveniently located along Downtown Sylva's walkable strip where The Ale Trail's main hub is, while the fifth pass participant, Innovation Station, is in the town of Dillsboro just next door:

- Innovation Brewing
- Lazy Hiker Brewing Company Taproom
- Balsam Falls Brewing Co.
- Nantahala Brewing Co. (Sylva Outpost)

"Sylva's vibe is unique and eclectic, and so are each of the breweries that call this town home," says JCTDA Director Nick Breedlove. "After enjoying some brews, we hope visitors take advantage of all that this area has to offer from shopping and dining downtown to exploring outside with a hike, bike ride, fly fishing excursion and so much more."



<https://bit.ly/3FxBv5m>

## A Guide to Downtown Dillsboro

A longtime local crafter is proud of her tiny town for its shops, restaurants, and abundance of Christmas spirit.



During Dillsboro's annual Lights & Luminaries event, more than 3,500 candle paper bags line the streets, bathing the storefronts in a warm glow.  
PHOTOGRAPHY: CARRIE CALICO

When hand-painted wooden Santas start popping up on Dillsboro's street corners, residents know that Christmas is coming — and that Brenda Anders has been hard at work. The longtime member of [Dogwood Crafters](#) paints them every year for [Lights & Luminaries](#), Dillsboro's two-weekend Christmas celebration. "We don't have a big budget to decorate like a lot of towns, so it's mostly handcrafted," Anders says. Twinkle lights and paper-bag luminaries line the streets, musicians perform on the sidewalks, and shops stay open late and offer hot chocolate and holiday treats (the artists at Dogwood Crafters bake hundreds of cookies every year). "You go in [to a store], and whether you buy anything or not, you get into the spirit," Anders says. "It just sweeps over you when you're there." At the post office, kids write letters to Santa — and volunteers answer every one of them. Families take rides in horse-drawn carriages and visit with Santa at town hall. "There's not a lot of hustle and bustle, and you can really get in the mood," Anders says. "There's just a feeling of home about Dillsboro."

### Lights & Luminaries

December 3-4, 10-11

(828) 586-1439

[dillsboronc.info/events.html](https://dillsboronc.info/events.html)

<https://bit.ly/31UI3gb>

### 9 Magical Places to See Christmas Lights

The holiday season is aglow across the state.



#### Western

##### Lights & Luminaries — Dillsboro

The first two weekends in December are a magical time for downtown Dillsboro, where more than 2,500 luminaries light up the streets.

[Front Street](#)

[facebook.com/dillsboroluminaries](https://www.facebook.com/dillsboroluminaries)

<https://bit.ly/3DDg3ur>



January to March is known here as the "secret season," offering winter hiking to frozen waterfalls, scenic drives with views of snowcapped mountains, shopping in charming downtown areas, and dining at local restaurants.

One of the most unique leaf-looking experiences in the country, Shadow of the Bear, also makes a second appearance in mid-February just outside Cashiers. Seen for just 30 minutes at 5:30pm on sunny days, the naturally occurring phenomenon starts as a small dark shadow at the bottom of the valley and it evolves into

a bear as the sun sets behind Whiteside Mountain.

With its trendy boho-leaning décor, the vintage lodging option that is Hotel Cashiers is getting lots of attention these days. A quiet setting with outdoor seating areas for warmer weather visits, this retro motor lodge has a great wine and provisions shop in the lobby and is the recipient of the Cashiers Historical Society 2020 Award for lovingly restoring this gem. Several eateries are just steps away from the hotel, making this a convenient home base for family travel, a fun girls getaway, or a romantic trip for two.

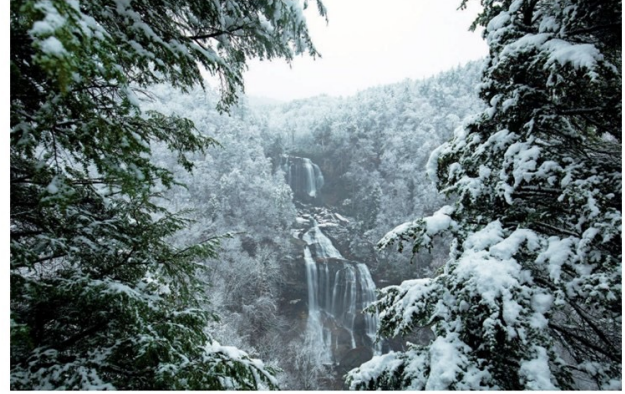


Off property, lunch in the outdoor spaces at Cashiers' Cornucopia is a casual and fun affair. However, it's dining at The Library Kitchen + Bar in Sapphire that can't be missed, nor can meeting the highly personable chef, Johannes Klapdohr. This innovative German creator has stacked an impressive list of properties where he's worked his magic in the past, including Atlanta's Nikola's Roof, The Lodge at Sea Island, and Old Edwards Inn. Presentation is as delightful as the flavors coming out of this open kitchen. Due to popularity, reservations are a must!

Always a favorite is dinner at Canyon Kitchen at Lonesome Valley, voted "Most



*If skiing is among your plans for visiting the area, be sure to check on snowfall before you head north.*



November-December 2021 [swgaliving.com](http://swgaliving.com) / 145



Romantic Restaurant in NC" by Food & Wine magazine. Though it's difficult to pull yourself away from the view here, you'll want to study the award-winning farm-to-table menu at some point. If you can get to the 800-acre Lonesome Valley community earlier in the day, book a facial or other service at Canyon Spa, in the newly renovated Caretaker's Cottage.

A short drive away, the quaint, walkable towns of Sylva and



Jackson County offers some of North Carolina's finest dining establishments, led by award-winning chefs.

Dillsboro are worth a visit. Sylva is a historic mountain town featuring a collection of eclectic restaurants, shops, and unique bookstores. Among the dining and sipping options are Innovation Brewing, Guadalupe Café, Lulu's on Main, and ILDA, the artisan passion project of husband-and-wife team, Michelin-trained chef Santiago Guzzetti and sommelier Crystal Pace.

About five minutes away is the small town of Dillsboro, with its rustic pottery shops, art galleries, and restaurants. With blocks of century-old storefronts, country inns, and beautiful mountain views, you'll be happy you made the drive.

As many continue to seek out vacations that allow for some breathing room and social distancing, Jackson County's secret season provides just that. For more information, visit [DiscoverJacksonNC.com](http://DiscoverJacksonNC.com). SGL



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Cysnah Lane, D.O.



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