



## **MAY 2022**

# **Jackson County Chamber Happenings**

Concerts on the Creek started this month with a full field of people enjoying the first night! The weather has cooperated so far, and we have at least one food vendor and beer vendor at 75% of the concerts this summer. The social district has been in effect for about 8 weeks now, with no serious problems to our knowledge. We've answered more phone calls and questions on site from guests looking for 'free' or low cost things to do. Guests have cited the rising costs associated with gas as well as seeing an increase on their food bills at restaurants, so they are looking for free entertainment. Fortunately, we are well positioned to provide them with plenty of free outdoor adventure and free music! We've helped several brides and families plan fall and winter weddings. We've expanded and updated our relocation packages for existing businesses to help them with some additional marketing. We worked with Debbie at the Town of Dillsboro on a \$25,000 grant, Refresh Dillsboro, and will be serving on the committee to assist with merchant applications. We installed brochure display units at the Dillsboro restrooms to provide immediate access for the GSMR riders to area info. Our new website launched on May 23<sup>rd</sup> and we are continuing to update and add new features. We've designed a new e-news brief to share helpful info and tips for our members. We've added 2 new videos to our television in the greeting area. Guests have enjoyed our Free Popcorn on Fridays!

**May Phone calls:  
189**

**Guests Served:  
1017**

**Direct Inquiries:  
938**

**Fly Fishing Maps  
Mailed to  
Outfitters: 750**

**Visitor Guides  
mailed to Welcome  
Centers: 5340**

**Fireworks Display  
will be on Monday,  
July 4<sup>th</sup>!**

**Do you need new  
materials for your  
guests? We will prepare a  
custom box of supplies  
for you – call us at 586-  
2155.**

# WHAT'S HAPPENING IN JACKSON COUNTY



For members of the Jackson County Chamber of Commerce, N.C.



## Concerts on the Creek

The 13th season of Concerts on the Creek is underway and the bands and crowds have been great so far. Click [HERE](#) for a link to the schedule and more info about the season of family fun at the Bridge Park in Sylva on Fridays from 7-9 p.m.



## July 4 Fireworks Festivities

The 8th annual July 4 Fireworks Festivities are Monday, July 4 at 6:30 p.m. Join us for a free concert by Crocodile Smile, children's activities, food trucks and fireworks at the Bridge Park in Sylva. Find more info by clicking [HERE](#).



## STIR Business After Hours

We're taking a break from STIR until August, but it's going to be worth the wait as we will gather at Sun Retreats Nantahala (formerly Fort Tatham Campground.) More details are coming soon in an e-mailed invitation. FUN!



## Merchandise Restocked

We've restocked our gift shop with new 28779 cups and stickers, WNC Fly Fishing Trail shirts, Concerts on the Creek stickers, and much more. Come check it out! You might find something special for Father's Day (June 19).

## Check out our new website

The last month or so, we've been working diligently on updating our Jackson County Chamber of Commerce website at [www.mountainlovers.com](http://www.mountainlovers.com). We hope you'll take a minute to check it out and familiarize yourself with where all our helpful online tools are. We hope you like it and will come back often for the latest calendar updates, events, chamber news and more!

## Helpful Chamber Tips

- Don't forget you can upload job openings, 828 deals, put out a request for proposals, post a calendar event, and more on our website.
- Let us know if you need a restocking of TDA visitor guides, Our Towns, Dining Guides or other helpful chamber publications.
- We have revamped our Grand Opening/Ribbon Cutting process. If you know of a business about to open or relocate, let them know we can help!
- Check in with us periodically to make sure we have your correct contact information and plenty of brochures & business cards in house.





