



THE CHAMBER BRIEF

A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

April 2015

The Chamber Brief, sent by e-mail, is an opportunity for Sevierville Chamber of Commerce members to learn more about what the Chamber has accomplished each month as well as gain helpful information about how to utilize Chamber benefits.

SEVIERVILLE IN THE NEWS

Knoxville News Sentinel

February 13, 2015

Book notes: Literary festival and more

Food & Travel Magazine

Spring 2015

Down Home Cookin' in Dolly's Hometown

Southern Hospitality Traveler

*Five ways to experience the Great Smoky Mountains
Towns of Gatlinburg, Pigeon Forge and Sevierville,*

Tennessee

March 2015

Music News Nashville

*Unique competition to honor Dolly Parton's
Songwriting Career*

Examiner.com

*Tennessee Festival seeks contestants for Dolly
Parton singing competition*

QUICK STATS

March

New Members - 12

Total Membership- 538

**Some non-renewals may have shifted the overall
count.*

February Updates

Advertising Leads: 16,901 Fiscal YTD:96,402

MOUNTAIN SOUL VOCAL COMPETITION

**PRESENTED BY SOUND BISCUIT
PRODUCTIONS**

**ENTRIES MUST BE POSTMARKED BY
APRIL 8**

**GET THE APPLICATION AT
WWW.BLOOMINBBQ.COM**

Bloomin' BBQ & Bluegrass Entertainment Line Up May 15 & 16

Sevierville's Bloomin' Barbeque & Bluegrass festival (May 15 & 16, 2015) has announced the main stage entertainment lineup for its eleventh annual event, including a headline performance from famed bluegrass group, Steep Canyon Rangers.

Friday, May 15

5p.m. – Dixieghost

6p.m. – Jimbo Whaley & Greenbrier

7p.m. – Darrell Webb Band

8p.m. – Lonesome River Band

Saturday, May 16

Noon – Fiddlin' Carson Peters

1p.m. – Mountain Ruckus *presented by Dixie
Stampede*

2p.m. – Johnny Staats & The Delivery Boys

3p.m. – Flatt Lonesome

4p.m. – Sierra Hull

5p.m. – Johnny Staats & The Delivery Boys

6p.m. – Flatt Lonesome

7p.m. – Sierra Hull

8p.m. – Steep Canyon Rangers

In addition, there will also be live music on the Hard Rock Café Community Stage, the Sound Biscuit Productions Stage and the GoTeez.com stage.

**For more information, go to
www.BloominBBQ.com.**

**Like Us at
www.fb.com/SeviervilleChamber**

COMMUNITY EVENTS

- Apr. 2** Thursday Night Bike Night @ The DINER
Takes place every Thursday night.
- Apr. 11** Humane Society Annual Yard Sale
- Apr. 11** Gatlinburg Wine Fest
- Apr. 11-12** Jamfest Nationals in the Smokies @ Sev. Conv. Ctr.
- Apr. 15** Tennessee Smokies Home Opener
- Apr. 17** United Way Night at the Derby @ Walters State Community College Sevierville 6pm
- Apr. 17** Fire & Iron Spring Fling Motorcycle Rally
- Apr. 18** Spring 10 Mile Yard Sale
- Apr. 20** Bloomin' BBQ & Bluegrass Button Wearing Campaign Begins
- Apr. 25** Sevier Co. Master Gardeners Flower & Garden Show and Sale
- Apr. 30** Amazing Race at NASCAR SpeedPark to support United Way
- May 2-3** Circle Yer Wagens VW event @ Sevier Co. Fairgrounds
- May 9** Annual Yellow Mustang Registry Cruise In @ The DINER
- May 9-10** K2 Volleyball Summer Blast Tournament @ Sevierville Convention Center
- May 9-10** Epic Dance Showcase Regionals @ Sevierville Convention Center

Learn more at www.VisitSevierville.com

APRIL EVENTS

Sevierville Hospitality Association
April 2nd @ 9am
@Dollywood

Y.E.S.! @ Live-It
April 14th 4:30-5:30pm
RSVP at www.fb.com/YESEvierville

Sevierville Chamber of Commerce
Membership Breakfast
April 15th Doors open at 8am
Sevierville Convention Center
Tickets still available - \$15ea.

Ribbon Cutting – Citizens National Bank
Inside Food City, Kodak
April 16th Noon

Coffee Talk – sponsored by Tennessee State Bank
April 21st @ Sevierville Civic Center
Doors Open 8am
RSVP to (865) 453-6411

SEVIERVILLE CHAMBER MEMBERSHIP BREAKFAST – RESCHEDULED TO APRIL 15

The Sevierville Chamber of Commerce Membership Breakfast will be Wednesday, April 15, 2015 at the Sevierville Convention Center. Doors open at 8:00 am and the program will begin at 8:30am.

Keynote speaker Dale Smith Thomas is an unapologetic optimist with a passion for making a difference. Her direct and powerful message has challenged and inspired hundreds of thousands of people around the world to make winning choices in every area of their life. Because of her message and her work she has been a featured guest on *The Dr. Phil Show*, *The Big Idea* on CNBC, CMT, and a Fox Reality Show.

Membership Breakfast Tickets

\$15 each (must be purchased in advance)

CALL (865) 453-6411

Doors open at 8:00am – Program begins at 8:30am

City of Sevierville Hospitality Taxable Sales and Revenue

Taxable Sales	Most Recent Collection Month: January						
	Fiscal Year 2015						
	Lodging	%+/-	Restaurant	%+/-	Amusement	%+/-	Total
July 2014	\$ 10,839,950	6%	\$ 17,309,968	9%	\$ 2,400,150	9%	\$ 30,550,068
August	\$ 7,524,850	14%	\$ 13,795,806	2%	\$ 1,548,900	-8%	\$ 22,869,556
September	\$ 4,918,757	16%	\$ 12,344,973	3%	\$ 747,650	-2%	\$ 18,011,380
October	\$ 7,838,634	10%	\$ 14,483,066	4%	\$ 740,221	-16%	\$ 23,061,920
November	\$ 5,120,168	2%	\$ 12,411,886	2%	\$ 436,600	-26%	\$ 17,968,654
December	\$ 5,172,642	12%	\$ 13,886,126	5%	\$ 876,100	15%	\$ 19,934,868
January 2015	\$ 3,085,750	28%	\$ 9,854,813	13%	\$ 390,336	27%	\$ 13,330,898
February	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
March	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
April	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
May	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
June	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
FYTD Total	\$ 44,500,750	11%	\$ 94,086,637	5%	\$ 7,139,957	-1%	\$ 145,727,343

*12 businesses filed but pending payment, 8 businesses not filed

BLOOMIN' BBQ & BLUEGRASS BBQ BUTTON CAMPAIGN Starts April 20

Participation in the BBQ Button campaign is free. Simply let us know how many buttons you need for your business and then pick them up prior to April 20. The first three employees of a business "caught" wearing their buttons by our Pig Patrol will win cash anywhere from \$2-\$100.

Call David Stanfill at (865) 453-6411 / dstanfill@scoc.org