

THE CHAMBER BRIEF

A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

August 2015

The Chamber Brief, sent by e-mail, is a new 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

AAA Journeys
{Southern West Virginia Edition,
Cincinnati Edition, Miami Valley (OH)
Edition, Bluegrass Edition}
Savor the Smokies
July / August, 2015

Alabama Baby & Child
Getaway to Tennessee
April / May / June, 2015

Huffington Post.com
The 12 Cutest Small Towns in America
July 22, 2015

PureWow.com
The 12 Cutest Small Towns in America
July 19, 2015

Sign Up for Sevierville Coupon Book Participation this Month

Sevierville Coupon Book
Sales Open: August 3 Sales Close:
August 14
Materials Due by: August 14
**Participation is free to Sevierville
Chamber members*

Sevierville Group Tour Planner
Sales Open: Sept. 8 Sales Close:
Sept. 25
Materials Due by: September 25

If you have any questions concerning the Sevierville Coupon Book or Sevierville Group Tour Planner, please contact Scott King at sking@scoc.org or (865) 453-6411.

Get Text Message Reminders for Chamber Events

Sign up now at
www.fanzooma.com/SeviervilleChamber

53RD ANNUAL SEVIERVILLE CHAMBER BANQUET SEPTEMBER 1

The Sevierville Chamber of Commerce annual banquet is set for September 1, 2015 at the Sevierville Convention Center. The well-attended networking event will feature the presentation of Beautification Awards, John Sevier Award recipients and the Citizen of the Year. There will also be entertainment from the Sevier County High School concert choir.

Sevierville Chamber of Commerce Annual Banquet
September 1, 2015

Doors Open 5:30pm + Dinner at 6:00pm

Tickets are \$65 each. Individual tickets or tables of 6 (\$390) can be purchased now. Contact David Stanfill at the Sevierville Chamber of Commerce (865) 453-6411 or dstanfill@scoc.org

SEVIERVILLE'S 2014-15 INQUIRIES UP 15% OVER PREVIOUS YEAR –

During the 2014-15 Fiscal Year, the Sevierville Chamber of Commerce fulfilled 265,280 requests for vacation planning information – a 15 percent increase over the previous year. (2013-14 leads were up 26 percent over the year prior as well.) The lead increases are due to continued placement of advertisement in new and emerging markets, cooperative advertising partnerships – especially with the state of Tennessee – and implementing new strategies to reach Sevierville's target audience more effectively.

Get more data like this and an overview of the Sevierville Chamber's 2015-16 goals in the Sevierville Marketing Plan. Find it at www.SCOC.org beginning August 17.

ADD YOUR FALL VISITOR EVENTS TO VISITSEVIERVILLE.COM

To get started: Go to www.VisitSevierville.com and click on Special Events (upper right tab). Across the top of the Special events tool bar, you'll see a button that says Add Event. Click that. It will take you to a data entry page (this calendar is powered by EverWondr, so don't be alarmed that the data entry page looks nothing like our website).

Put in your content and click save. The events go into a pending file until we approve them.

Remember – we are looking for events that visitors would like to attend.

COMMUNITY EVENTS

August 2-6 - TN Smokies vs. Birmingham Barons
August 3 – Kids’ Night @ Texas Roadhouse (Every Monday)
August 6 – Family Night @ Ryan’s Buffet (Every Thursday 5-8pm)
August 6 – Thursday Night Bike Night @ THE DINER (Every Thurs.)
August 7 – Sevierville Farmer’s Market @ Sevierville Commons Downtown (every Friday 9am-1:30pm)
August 7 – Free Outdoor Movie @ Applevue River Resort (The Princess Bride)
August 7-9 – Tennessee Tax Free Weekend
August 7-11 TN Smokies vs. Jackson Generals
August 8-9 – NSA Men’s Softball / Wooden Bat Tournament @ Sevierville City Park
August 11- Painting with a Twist @ Eagle Springs Winery
August 14 – Free Back to School Movie Night @ Sevierville Commons (The Goonies)
August 15-16 – ISA Girls Fast Pitch Softball Tournament @ Sevierville City Park
August 18-22 TN Smokies vs. Montgomery Biscuits
August 21- Wine on the Lawn @ Hillside Winery
August 28 - September 1- TN Smokies vs. Jacksonville Suns
August 29 – THE DINER’s Back to School Cruise In
September 4-6 – USSSA Baseball @ Sevierville City Park
September 5 – Rock the Smokies Christian Music Festival @ Dollywood
September 7-12 – Sevier County Fair @ Sevier Co. Fairgrounds

Sevierville Historic Walking Tour Brochures

The Discover Sevierville Historic Walking Tour brochure is now available for area visitors and features 20 locations in the historic downtown area. The brochures are currently available at the Sevierville Visitor Center at 3099 Winfield Dunn Parkway and at the Sevierville Welcome Center on Gary Wade Blvd.

A mobile app version will soon be available for free as part of the Sevierville’s Smoky Mountains app, which is available for Apple and Android devices.

Private businesses interested in distributing the brochures can call the Sevierville Chamber for information on how to order copies. (865) 453-6411

City of Sevierville Hospitality Taxable Sales and Revenue

Taxable Sales	Most Recent Collection Month: June						
	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%	\$ 12,414,781	2%	\$ 436,600	-26%	\$ 17,971,549
December	\$ 5,172,642	12%	\$ 13,887,936	5%	\$ 876,100	15%	\$ 19,936,678
January 2015	\$ 3,086,954	28%	\$ 10,180,958	17%	\$ 399,796	30%	\$ 13,667,708
February	\$ 2,971,854	11%	\$ 9,257,954	1%	\$ 223,066	9%	\$ 12,452,874
March	\$ 5,319,070	-7%	\$ 13,554,062	2%	\$ 875,444	-17%	\$ 19,748,576
April	\$ 6,070,564	2%	\$ 13,596,689	7%	\$ 1,148,164	-16%	\$ 20,815,416
May	\$ 5,613,006	10%	\$ 13,270,859	8%	\$ 832,722	12%	\$ 19,716,586
June	\$ 8,152,017	0%	\$ 16,675,183	13%	\$ 1,845,904	19%	\$ 26,673,104
FYTD Total	\$ 72,628,463	7%	\$ 160,772,234	6%	\$ 12,074,716	0%	\$ 245,475,412

6 businesses filed but are pending payment as of 7/31/2015.
 14 businesses unfilled total, 5 for June, 8 for May, 1 for April.

AUGUST EVENTS

Sevierville Hospitality Association
 August 6th @ Golden Corral Sevierville
 9am – 10am

Y.E.S.! Meeting (Under 40 Networking)
 August 11th @ Sevier County Humane Society
 (Gnatty Branch Road) Service Project
 4:30-5:30pm
 RSVP at www.fb.com/YESEvierville

Coffee Talk – sponsored by Ken Loomis Construction
 August 18th @ Sevierville Civic Center
 Doors Open 8am
 RSVP to (865) 453-6411

Ribbon Cutting – Quaker Steak & Lube
 1431 Parkway Sevierville
 August 19th 11am

Area Attractions Luncheon
 August 27th @ Golden Corral Pigeon Forge
 11:30am – 1:30pm

53rd Annual Sevierville Chamber of Commerce Banquet
 September 1st @ Sevierville Convention Center
 Doors open at 5:30pm
 Tickets are \$65ea or Tales of 6 are \$390

QUICK STATS

July Membership
 New Members – 6
 Total Members – 565

June Leads
 Leads – 91,363
 Total YTD – 265,280

JUNE CHAMBER FRIEND

Congratulations to the June Chamber Friendship Award recipient, Steve Ellis of HiketheSmokys.com. Ellis received a \$100 gift card from Sevier Farmers Co-Op and a plaque courtesy of SignMaster. The next Chamber Friendship Award will be presented at Coffee Talk August 18th sponsored by Ken Loomis Construction. For more info, contact Jim McGill at (865) 453-6411.

TENNESSEE GOVERNOR’S CONFERENCE ON TOURISM October 7-9, 2015 NASHVILLE, TN

Learn More & Register Here
tenntourismroundtable.com

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