

THE CHAMBER BRIEF

A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

December 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

Sevierville Business Journal

Winterfest begins in Sevierville 11/9/15

WVLT-TV

Tanger Outlets Add Holiday Light Displays
Shadrack's Christmas Wonderland Opens 11/5/15

Knoxville Daily Sun – Thomas Kinkadee's
Christmas of Light 11/6/15

The Mountain Press – Winterfest begins with
Sevierville Kick Off 11/10/15

WVLT – Sevierville Kicks Off Winterfest with
Big Celebration 11/9/15

WATE – Sevierville Kicks Off 26th Annual
Smoky Mountain Winterfest Celebration 11/9/15

WBIR – Sevierville Kicks Off Smoky Mountain
Winterfest 11/9/15 (day long coverage on WBIR)

Sevier News Messenger

Smoky Mountain Winterfest Celebration Kicks Off
with Three Days of Festivities 11/8/15

WAGG AM (Birmingham, AL) 11/14/15
Winterfest on Biz Talk with Roy Williams

Simply Buckhead – See the Smokies Nov. 2015

Saving U Green.com 5 Places to Visit in
Tennessee – Sevierville, Pigeon Forge &
Gatlinburg Attractions 9/23/15

Examiner.com Fall Foliage in Tennessee

Knoxville Daily Sun Sevierville kicks off
Winterfest, Monday, November 9 with special
events 11/9/15

Hey Smokies.com Let the Magic Begin! It's time
to kick off Smoky Mountain Winterfest 2015
beginning Nov. 9

WATE TV 6 Sevierville kicks off 26th annual
Smoky Mountain Winterfest Celebration 11/9/15

WVLT TV 8 Sevierville kicks off Winterfest with
big celebration 11/9/15 (several live spots from
4pm until 6pm)

WBIR TV 10 Sevierville Winterfest Kick Off pre-
coverage all morning from 5:30am until 7:30am
11/9/15

WSPA TV Your Carolina Come Experience the
Smokies 11/5/15

The Tennessean Smoky Mountain come alive
with Winterfest activities 11/14/15

Tennessee Star Journal What's new for
Winterfest in Sevierville Nov. 18-24, 2015

SEVIERVILLE'S 53RD ANNUAL CHRISTMAS PARADE DECEMBER 5

Join us for Sevierville's 53rd Annual Christmas Parade in historic downtown Sevierville on December 5. The parade gets started at 11am and features local attractions, dance teams, pageant winners and more – and Sevierville's Citizen of the Year, Charlie Johnson, will be the grand marshal.

WHAT'S HAPPENING DOWNTOWN SEVIERVILLE

Downtown Sevierville Holiday Open House for Realtors & Investors –Dec. 9 11am-1pm

Whether you have interest in opening a business downtown, have a client looking for space, or would simply like to take the tour, attending the Downtown Sevierville Holiday Open House is a great way to get a better understanding of the vision for revitalizing downtown Sevierville and learn about the opportunities available. Tour properties ranging from 100 square feet to more than 8,000 square feet. You'll also receive a complimentary lunch provided by downtown restaurants including Courthouse Donuts (where the group will meet), Bistro 109, Hickory Cabin Seasoning Company and Healthy Balance Meals. There will also be door prizes.

RSVP to David Stanfill at 865-453-6411
dstanfill@scoc.org

Meet at Courthouse Donuts 160 Court Ave. Dec. 9
11am – tours begin there. Event wraps at 1pm.

Christmas on Bruce Street Holiday Market - Dec. 11 8:30am-1:00pm at the Gazebo Downtown Sevierville

Get in the holiday spirit and do your Christmas shopping at the first ever Christmas on Bruce Street Holiday Market in downtown Sevierville. Thirty local crafters and businesses selling quality, handmade goods, jewelry, embroidered clothes and towels, Christmas ornaments, decorations, gift boxes, wreaths, wooden toys, rugs, metal signs and repurposed home furnishings will be on-hand for this great event! Shop with the vendors while sipping a complimentary hot chocolate during this festive event.

**For more information about events happening in
downtown Sevierville, go to**
www.fb.com/SeviervilleCommons.

COMMUNITY EVENTS

Now – Jan. 4 Shadrack's Christmas Wonderland at Smokies Stadium

December 3 Shoney's National Free Hot Fudge Cake Day

December 5 Sevierville's 53rd Annual Christmas Parade

December 5-6 – UCA Smoky Mountain Christmas @ Sevierville Convention Center

December 5 First Class Concerts Presents Ronnie Milsap at Country Tonite Theater

Dec. 7 Kids Night @ Texas Roadhouse (and every Monday)

December 8 Painting with a twist at Eagle Springs Winery

December 11 Holiday Market on Bruce Street – downtown Sevierville 8:30am-1pm

December 20 Pea Pickin' Hearts at Applewood Farmhouse Grill

December 24 First Presbyterian Church Sevierville Candlelight Service – A Candlelight Christmas Cantata - 5:30pm

December 25 Ryan's Buffett – full holiday feast

ADD YOUR TOURISM RELATED 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.

Put in your content and click save. The events go into a pending file until we approve them (I've been trying to check on it a few times a day, but if you upload a lot of events, send Phil Word an email at pword@scoc.org and he will make them live for you as soon as possible.)

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

City of Sevierville Hospitality Taxable Sales and Revenue

Taxable Sales		Most Recent Collection Month: October					
	Fiscal Year 2016						
	Lodging	%+/-	Restaurant	%+/-	Amusement	%+/-	Total
July 2015	\$ 11,827,963	9%	\$ 17,581,363	2%	\$ 2,054,820	-14%	\$ 31,464,146
August	\$ 6,715,656	-11%	\$ 14,591,006	6%	\$ 1,644,208	6%	\$ 22,950,869
September	\$ 5,901,745	20%	\$ 13,416,325	9%	\$ 663,805	-11%	\$ 19,981,875
October	\$ 8,270,074	6%	\$ 14,804,146	2%	\$ 764,139	3%	\$ 23,838,358
November	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
December	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
January 2016	\$ -	n/a	\$ -	n/a	\$ -	n/a	\$ -
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	\$ 32,715,437	5%	\$ 60,392,838	4%	\$ 5,126,972	-6%	\$ 98,235,247

4 businesses filed but pending payment. 8 business unfiled.

QUICK STATS

November Membership

New Members – 6

Total Members – 535

October Leads

Leads – 17,567

Total YTD – 54,389

DECEMBER EVENTS

Sevierville Hospitality Association
December 3rd @ Five Oaks Convention Center
9am – 10am

53rd Annual Sevierville Christmas Parade
December 5th @ Downtown Sevierville
11am

Y.E.S.! Meeting (Under 40 Networking)
December 8th @ Quaker Steak & Lube, Sevierville
Y.E.S.! Christmas Party & Dirty Santa Game –
bring a gift to play (approx. \$20 value)
4:30pm-5:30pm

RSVP at www.fb.com/YESSevierville

Downtown Sevierville Holiday Open House
for Realtors & Investors
December 9th 11am – 1pm

RSVP to David Stanfill (865) 453-6411

Business After Hours @ Mountain Brook Village
December 10th 5-7pm

RSVP to David Stanfill (865) 453-6411

Holiday Market on Bruce Street
December 11th 8:30am-1pm
@ The Bruce Street Gazebo

Coffee Talk – sponsored by King University
December 15th @ Sevierville Civic Center

Doors Open 8am

RSVP to (865) 453-6411

SAVE THE DATE

**The Applewood Farmhouse Restaurant
/ Sevierville Chamber of Commerce
Membership Breakfast**

FEBRUARY 23, 2016
Sevierville Convention Center

Featuring Keynote Speaker Inky Johnson

Reserve your tickets by calling
David Stanfill at

(865) 453-6411

dstanfill@scoc.org

Last Call on Membership Breakfast Sponsorships

If you would like to be a sponsor, contact
David Stanfill by December 15, 2015

(865) 453-6411

dstanfill@scoc.org