



# THE CHAMBER BRIEF

A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

February 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 CHAMBER MEMBERSHIP BREAKFAST – FEBRUARY 24

Make plans now to attend the Sevierville Chamber of Commerce Membership Breakfast beginning at 7:30 am on Tuesday, February 24 at the Sevierville Convention Center.

Motivational speaker and corporate trainer Dale Smith Thomas will headline the event and focus on how “Choices Create Champions.”

“We are excited to have Dale Smith Thomas speak to our group this year,” says Sevierville Chamber of Commerce membership coordinator Jim McGill. “She has an amazing ability to inspire everyone to be better in business and in life. This is a great opportunity for our chamber members to become empowered and inspired.”

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)**

To reserve a table or purchase tickets call the Sevierville Chamber of Commerce at  
**(865) 453-6411.**

*This event is open to Sevierville Chamber of Commerce members and the public.*

*Good: a Guide to the Language of Southern Appalachia*, Stephen Lyn Bales (*Ghost Birds*), and Renea Winchester (*Farming Friends and Fried Bologna Sandwiches*)

Additional authors will be available to meet the public and sign copies of their works throughout the event. Programs presented by children’s authors will be available to entertain children between 9 am and 12 pm. All activities are free to the public except for the luncheon, which is \$20 per person. For luncheon reservations contact the Sevierville Chamber of Commerce at 865-453-6411 or email at [cmcmahan@scoc.org](mailto:cmcmahan@scoc.org).

## CHANGES COMING FOR PUBLICATION TIMELINES

There will be changes to the publication timelines for the Sevierville Vacation Planner, Coupon Book and Group Tour Planner this year. Please be aware of these changes as you plan your media buying schedule for 2015.

### Sevierville Vacation Planner

Sales Open: June 26      Sales Close: July 31  
Materials Due by: August 21

### Sevierville Coupon Book

Sales Open: August 3      Sales Close: August 14  
Materials Due by: August 14

### Sevierville Group Tour Planner

Sales Open: Sept. 8      Sales Close: Sept. 25  
Materials Due by: September 25

If you have any questions concerning the new timelines, please contact Scott King at [sking@scoc.org](mailto:sking@scoc.org) or (865) 453-6411.

## ROSE GLEN LITERARY FESTIVAL FEBRUARY 28

Sevierville’s 6<sup>th</sup> annual Rose Glen Literary Festival will host some of East Tennessee’s best local writers to sell and sign books while also featuring new and innovative programming from prize-winning regional authors. The festival will take place Saturday February 28, 2015 between 9am and 3pm at the Sevierville Convention Center.

Festival speakers include: Wendy Welch (*The Little Bookstore at Big Stone Gap*), Will Harlan (*Untamed: The Widest Woman in America and the Fight for Cumberland Island*), Mike Madden (*Drone and Blue Warrior*), Bill Landry (*Telling in for the Truth*), Kim DeLozier (*Bear in the Backseat*), Sam Venable (*How to Tawk and Rite*

## QUICK STATS

### January

New Members - 17

Total Membership 523-

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

### December Updates

Advertising Leads:6,513 Fiscal YTD: 71,489

## COMMUNITY EVENTS

**Feb. 7-8** K2 Volleyball Madness @ Sevierville Conv. Ctr.

**Feb. 21-22** Smoky Mountain Gymnastics Vacation Classic @ Sevierville Conv. Ctr.

**Feb. 21** Ducks Unlimited Banquet @ Sevierville Conv. Ctr.

**Feb. 24** Painting with a Twist @ Eagle Springs Winery

**Feb. 28** Rose Glen Literary Festival @ Sevierville Conv. Ctr

**Feb. 28-Mar. 1** Legacy Dance Championships @ Sevierville Convention Center

**Mar. 5** United Way Amazing Race @ NASCAR SpeedPark 6:30-8:30pm [www.uwosc.org](http://www.uwosc.org)

**Mar. 17** United Way St. Patty's Day Party @ Margaritaville Hotel [www.uwosc.org](http://www.uwosc.org)

**Apr. 17** United Way Night at the Derby @ Walters State Community College Sevierville 6pm

Learn more at [www.VisitSevierville.com](http://www.VisitSevierville.com)

### City of Sevierville Hospitality Taxable Sales and Revenue

Taxable Sales	Most Recent Collection Month: December						
	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%	\$ 14,478,659	4%	\$ 740,221	-16%	\$ 23,057,513
November	\$ 5,120,168	2%	\$ 12,411,886	2%	\$ 436,600	-26%	\$ 17,968,654
December	\$ 5,132,314	11%	\$ 13,596,032	3%	\$ 847,282	11%	\$ 19,575,627
January 2015	\$ -	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	\$ 41,374,672	9%	\$ 83,937,323	4%	\$ 6,720,802	-3%	\$ 132,032,797

## SEVIERVILLE IN THE NEWS

### Lake Norman Magazine

January 2015

Best of Both Worlds

### WATE TV 6

January 19, 2015

Drop in gas prices leading to rise in Sevier County Tourism

### WVLT

January 20, 2015

New doughnut shop turns heads in Sevierville

### Huffington Post.com

January 28, 2015

10 Hotel Water Parks Your Kids Will LOVE

## FEBRUARY EVENTS

**Smoky Mountain Winterfest**  
Continues through February 28<sup>th</sup>

**Sevierville Hospitality Association**  
February 5<sup>th</sup> 9am  
@Sevierville Civic Center

**Y.E.S.! Meeting(Under 40 Networking)**  
February 10<sup>th</sup> Volunteering @  
Sevier County Food Ministries  
4:30-5:30pm

RSVP at [www.fb.com/YESevierville](http://www.fb.com/YESevierville)

**Coffee Talk – sponsored by**  
**3D Dance Studio**  
February 17<sup>th</sup> @ Sevierville Civic Center  
Doors Open 8am  
RSVP to (865) 453-6411

**Sevierville Chamber of Commerce**  
**Membership Breakfast**  
February 24<sup>th</sup> @ Sevierville Convention  
Center – Doors Open 7:30am  
Tickets are \$15 in advance – Reserve by  
calling 453-6411 or [dstanfill@scoc.org](mailto:dstanfill@scoc.org)

**Rose Glen Literary Festival**  
February 28<sup>th</sup> @ Sevierville Convention  
Center 9am-3pm  
[www.roseglennfestival.com](http://www.roseglennfestival.com)

## YES! DODGEBALL TOURNAMENT MARCH 10

The Sevierville Chamber of Commerce Young Executives of Sevierville (Y.E.S.! Group) will present the Dodgeball Tournament to benefit St. Jude Children's Research Hospital on Tuesday March 10 from 4:30pm until 6:30pm at Northview Academy.

### GET IN ON THE FUN!

**General Admission**  
\$2

**Grenade Balls to Throw from the Stands**  
\$5

**Form a Team & Compete**  
\$60 (for a team of 6)

**EVERYONE IS WELCOME**  
(even the "kNOw" group!)

Call 865-566-7560 with questions