

# THE CHAMBER BRIEF

## A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

January 2016

*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

#### AtHomewithNikki.com

Hidden Mountain Resort Giveaway 12/18/15

#### Let's Lasso the Moon.com

7 Things You Must-Do (or EAT) at Dollywood  
7 Hidden Treasures: Tips for Planning a Family  
Vacation in the Smoky Mountains

#### Nashville Parent

Smoky Mountain Winterfest – December 2015

#### The Mountain Press – Sevierville Christmas

Parade draws a crowd - December 6, 2015

#### VIP Jackson

Sevierville, Tennessee: 26<sup>th</sup> Anniversary  
Winterfest Celebration Lights up the Night –  
December/January 2016

#### VIP Murfreesboro

Sevierville, Tennessee: 26<sup>th</sup> Anniversary  
Winterfest Celebration Lights up the Night –  
December 2015

#### VIP Dothan

Sevierville, Tennessee  
December 2015

#### Georgia Mountain Laurel Magazine

Lovin' the Journey: Short Treks Looking for fun in  
all the right places  
December 2015

#### AAA Home & Away.com

Full of Beans: Bush's Best Visitor Center  
celebrates the family business with a café, museum  
and general store  
November 2015

### Bloomin' BBQ & Bluegrass

May 20 & 21, 2016

## SPONSORSHIPS

Available Now

Entertainers booked to date include: *Jimbo Whaley & Greenbrier*, *Mountain Faith Band* (as seen on *America's Got Talent*), *Mountain Ruckus* (presented by *Dixie Stampede*), *The Church Sisters*, *Bobby Osborne* and more.

For more information on  
sponsorship opportunities contact  
Amanda Marr at [amarr@scoc.org](mailto:amarr@scoc.org)  
or 865-453-6411

## NEW YEAR'S HOW TO'S:

### ADD YOUR TOURISM RELATED EVENTS TO VISITSEVIERVILLE.COM

The New Year is here and we need your 2016 events  
added to VisitSevierville.com.

**To get started:** Go to [www.VisitSevierville.com](http://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 (Phil checks these daily, but if you upload a lot of events and need them posted quickly, send Phil Word an email at [pword@scoc.org](mailto: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.**

### SEVIERVILLE COMMONS ASSOCIATION SMALL BUSINESS WORKSHOP SET FOR JANUARY 23

The Sevierville Commons Association will be hosting a CO.STARTERS workshop presented by the Knoxville Entrepreneur Center on Saturday January 23 from 8am until 5pm. The day-long course will cover how to launch a business in downtown Sevierville and touch on topics such as identifying your assumptions, identifying your customers, customer development, legal and accounting, messaging, customer acquisition, money and more.

Sevierville Chamber of Commerce members and non-members are welcome to attend, free of charge. The session is intended to encourage new business start-ups in historic downtown Sevierville.

#### CO.STARTERS Workshop

January 23, 2016

@CNB Plaza 130 West Bruce Street Sevierville

Doors open at 7am \* Workshop 8am-5pm

#### REGISTRATION IS FREE

RSVP to David Stanfill

[dstanfill@scoc.org](mailto:dstanfill@scoc.org) (865) 453-6411

For more information about events happening in  
downtown Sevierville, go to  
[www.fb.com/SeviervilleCommons](http://www.fb.com/SeviervilleCommons).

## COMMUNITY EVENTS

Now – Feb. 29 Smoky Mountain Winterfest  
 Now – Jan. 4 Shadrack's Christmas Wonderland at Smokies Stadium  
**January 4** Kids Night @ Texas Roadhouse (and every Monday)  
**January 8-10** Knoxville RV SuperShow @ Sevierville Convention Center  
**January 16-18** Smoky Mountain Bible Conference @ Sevierville Convention Center  
**January 18** I Have a Dream Commemoration: A Tribute to Martin Luther King, Jr.  
**January 22-24** K2 Elite Tournament @ Sevierville Convention Center  
**January 29-31** K2 Volleyball Tournament @ Sevierville Convention Center  
**February 5-7** Madness in the Mountain @ Sevierville Convention Center  
**February 13-14** Tennessee Youth Conference @ Sevierville Convention Center  
**February 27** Rose Glen Literary Festival @ Sevierville Convention Center

### How to Keep Up with What's Happening

Some members of the Sevierville Chamber of Commerce call our organization "ridiculously active" and we just love it that way! Here are some links to help you stay in the know with what's happening.

[SCOC.org](#) – Includes calendar of events, membership benefits information and a members only area with access to the member contact database

[FB.com/SeviervilleChamber](#) – Peruse the latest pics of ribbon cuttings and coffee talks and get updates on specials and offers available to Chamber members

[FB.com/YESEvierville](#) – Keep up with and RSVP for upcoming Y.E.S.! meetings (the Chamber's under 40 networking group)

## JANUARY EVENTS

### Ribbon Cutting

January 5<sup>th</sup> Wanderlust Salon + Spa  
 9am – 1338 Parkway Sevierville, Suite 5

### Sevierville Hospitality Association

January 7<sup>th</sup> @ DreamMore Resort  
 9am – 10am

[www.SeviervilleHospitalityAssociation.com](http://www.SeviervilleHospitalityAssociation.com)

### Y.E.S.! Meeting (Under 40 Networking)

January 12<sup>th</sup> @ Ober Gatlinburg  
 Fun snow tubing and networking!  
 4:30pm

RSVP at <http://bit.ly/OberYES>

### I Have a Dream Commemoration: A Tribute to Martin Luther King, Jr.

January 18<sup>th</sup> 10am-1pm  
 First Baptist Church, Sevierville

### Coffee Talk – sponsored by DEX Media

January 19<sup>th</sup> @ Sevierville Civic Center  
 Doors Open 8am  
 RSVP to (865) 453-6411

### Smoky Mountain Wedding Association

January 19<sup>th</sup> @ Greystone Lodge Gatlinburg  
 5:30pm-7:30pm

RSVP to Ron Crivellone

[smokeymountainsounds@yahoo.com](mailto:smokeymountainsounds@yahoo.com)

### Sevierville Commons Association

#### Business Start Up Workshop

January 23<sup>rd</sup> @ CNB Plaza

Doors open at 7am \* Program 8am-5pm

### City of Sevierville Hospitality Taxable Sales and Revenue

Taxable Sales	Most Recent Collection Month: November						Total
	Lodging	%+/-	Restaurant	%+/-	Amusement	%+/-	
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	\$ 8,273,234	6%	\$ 15,240,613	5%	\$ 764,139	3%	\$ 24,277,986
November	\$ 5,395,759	5%	\$ 13,181,448	6%	\$ 547,711	25%	\$ 19,124,918
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	\$ 38,114,356	5%	\$ 74,010,754	5%	\$ 5,674,683	-3%	\$ 117,799,792

6 businesses filed but pending payment. 13 business unfiled.

## 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](mailto:dstanfill@scoc.org)

## QUICK STATS

### December Membership

New Members – 6

Total Members – 535

### November Leads

Leads – 10,729

Total YTD – 64,075

## -Tourism Industry Updates-

Tennessee CVB / DMO BLIZZARD  
 Professional Development Conference set  
 for Feb. 10 & 11

**READ UP!** Get the latest tourism  
 industry news at [www.tnhta.net](http://www.tnhta.net)