

THE CHAMBER BRIEF

A MONTHLY NEWS ALERT FOR CHAMBER MEMBERS

July 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

Sevier News Messenger

*Dolly Parton Statue Recognized by TripAdvisor
June, 2015*

Knoxville Daily Sun

*Sevierville Chamber Ads Advance to National
Competition
June 11, 2015*

Asheville Citizen Times

*5 Family Friendly Adventures
June 28, 2015*

The Mom Creative.com

*Smoky Mountain Family Vacation in Sevierville
May 13, 2015*

USA Today.com

Travel Tips: RV Parks in Sevierville, TN

AngieAway.com

*Hello, Dolly! In Search of Adventure in
Sevierville, TN
April 22, 2015*

Sevierville Vacation Planner Sales Start this Month

Be on the lookout for information regarding how to purchase an ad in the 2016 Sevierville Vacation Planner. Questions? Call Scott King at 865-453-6411 or sking@scoc.org

SEVIERVILLE FARMER'S MARKET ADDS PATRIOTIC FUN TO JULY 3RD EVENT

The Farmer's Market at Sevierville Commons will offer patriotic additions to the upcoming July 3 Farmer's Market, held every Friday in downtown Sevierville. Special events will include Revolutionary War reenactors providing demonstrations and displays, a greased watermelon relay for children ages 5 – 12 and a hot dog eating challenge between Sevierville police and fire departments.

Currently, planned vendors include: conventional and organic produce, a variety of fresh baked breads, pies, gourmet cupcakes, blackberries, honey, certified Longhorn steer meat, Black Angus beef, jams, jellies, preserves, fried pies, fresh squeezed orange juice, mushrooms, ground coffee, fresh cut flowers, soaps, pottery, scarves, mosquito oils, worm castings, watercolor notes, book letters, a hot dog vendor and more.

Schedule for Friday July 3:

9am until 1:30pm – Sevierville Farmer's Market Open

9am until 1:30pm - Revolutionary War Reenactors,

Demonstrations and Displays

11am - Greased Watermelon Relay (children ages 5-12)

11:30am - Hot Dog Eating Challenge (Sevierville Police Department vs. Sevierville Fire Department)

*For more information, go online to
fb.com/seviervillecommons*

Sevierville Launches FanZooma.com Service for Visitors & Chamber Members

The Sevierville Chamber of Commerce now offers the FanZooma.com texting and email service to alert visitors and members of upcoming opportunities. For visitors, the text message and email service will push timely event information, deals and specials. For our members, it will provide timely reminders about upcoming events like Coffee Talk and Business After Hours.

FanZooma offers more control to those who sign up for it by allowing users to choose the brands that contact them, how often they would like to be contacted (daily, weekly, monthly) and the means by which they would like to receive information (text or email).

Sign up for Sevierville Chamber of Commerce updates here:

<http://fanzooma.com/SeviervilleChamber>

Sign up for Sevierville Visitor updates here:

<http://fanzooma.com/SeviervilleExclusives>

COMMUNITY EVENTS

July 1-2- Rising Star Talent Competition @ Sevierville Conv. Center
July 1-3 - TN Smokies vs. Montgomery
July 2 – Family Night @ Ryan’s Buffet (Every Thursday 5-8pm)
July 2 – Thursday Night Bike Night @ THE DINER (Every Thurs.)
July 3 – Sevierville Farmer’s Market @ Sevierville Commons Downtown (every Friday 9am-1:30pm)
July 3-5 – ISA Girls Fast Pitch Softball @ Sevierville City Park
July 3 –Free Outdoor Movie @Applevue River Resort(Big Hero6)
July 3 – First Class Concerts Presents Shenandoah feat. Marty Raybon at Country Tonite Theatre
July 6 – Kids’ Night @ Texas Roadhouse (Every Monday)
July 9-13 – TN Smokies vs. Biloxi Shuckers
July 10-12 – Gameday USA Baseball @ Sevierville City Park
July 10 –Free Outdoor Movie @Applevue River Resort (Guardians of the Galaxy)
July 15 – KaTom cooking demonstration with Courtney Burlingame of Swaggerty’s Sausage 6pm @ Chef Supplies by KaTom
July 17-19 - Gameday USA Baseball @ Sevierville City Park
July 17 – Wine on the Lawn @ Hillside Winery 6pm
July 17 – Free Outdoor Movie @ Applevue River Resort (Chimpanzee)
July 20 – TN Smokies vs. Birmingham Barons
July 24-26 - ISA Girls Fast Pitch Softball @ Sevierville City Park
July 24 – Free Outdoor Movie @ Applevue River Resort (Frozen)
July 24 – First Class Concerts Presents Pam Tillis & Lorrie Morgan @ Country Tonite Theatre
July 24-26 - TN Smokies vs. Chattanooga Lookouts
July 31 – Free Outdoor Movie @ Applevue River Resort (Jurassic Park)

SAVE THE DATE

*Sevierville Chamber of Commerce
 Annual Banquet
 September 1 @ 5:30pm
 @ Sevierville Convention Center
 Tickets \$65 in advance
 Ticket Sales Dates Announced Soon*

City of Sevierville Hospitality Taxable Sales and Revenue

| Taxable Sales | Most Recent Collection Month: May | | | | | | |
|-------------------|--|-----------|-----------------------|-----------|----------------------|------------|-----------------------|
| | 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% | \$ 12,414,781 | 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 | \$ 5,584,719 | 10% | \$ 13,130,874 | 7% | \$ 832,722 | 12% | \$ 19,548,315 |
| June | \$ - | n/a | \$ - | n/a | \$ - | n/a | \$ - |
| FYTD Total | \$ 64,448,160 | 8% | \$ 143,957,066 | 5% | \$ 10,228,812 | -3% | \$ 218,634,037 |

11 businesses pending
 10 businesses unfiled

JULY EVENTS

*Sevierville Hospitality Association
 July 2nd @ Sevierville Golf Club
 9am – 10am*

*Business After Hours
 July 9th @ Eagle Springs Winery
 5-7pm*

*Y.E.S.! Meeting (Under 40 Networking)
 July 14th @ Boys & Girls Club of the Smoky
 Mountains (Sevierville) Service Project
 4:30-5:30pm*

RSVP at www.fb.com/YESeSevierville

*Sevierville Chamber of Commerce
 Education Seminar-
 Office 365 Best in Class Office Tools
 July 15th @ Sevierville Chamber of Commerce
 110 Gary Wade Blvd.
 Free to SCOC Members*

RSVP to dstanfill@scoc.org (865) 453-6411

*Coffee Talk – sponsored by Rocky Top Wine Trail
 July 21st @ Sevierville Civic Center
 Doors Open 8am
 RSVP to (865) 453-6411*

*Area Attractions Luncheon
 July 23rd @ Golden Corral Pigeon Forge
 11:30am – 1:30pm*

QUICK STATS

*June Membership
 New Members – 5
 Total Members – 558*

*May Leads
 Leads – 41,725
 Total YTD – 176,018*

MAY CHAMBER FRIEND

Congratulations to the May Chamber Friendship Award recipient, Missy Norris of New Directions Real Estate. Norris received \$100 in gift cards from Asen Marketing for Copper Cellar Restaurants and a plaque courtesy of SignMaster. The next Chamber Friendship Award will be presented at Coffee Talk July 21 sponsored by Rocky Top Wine Trail. For more info, contact Jim McGill at (865) 453-6411.

Get Social With Us!

www.fb.com/seviervillechamber
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www.youtube.com/visitsevierville
www.twitter.com/sevierfun

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www.SCOC.org