



If you should need assistance with any matter relating to your membership please just contact one of our friendly staff members listed below.

Karen Proctor Wilmot, Executive Director
chamber@greatsmokies.com

Tanner Lawson, Member Liaison
membership@greatsmokies.com

Heidi Ramsey Woodard,
Visitor Services Supervisor

Frank Calhoun, Visitor Services

Rose Brostic, Visitor Services

828-488-3681, 828-488-8217
PO Box 509, Bryson City, NC 28713
greatsmokies.com



Swain County Chamber of Commerce

Membership Information

Our Business is
Your Success

828-488-3681
greatsmokies.com

Welcome and Thank You to all of you for your support and trust.

We are very proud of the work we do here and are constantly striving to best serve our members, our visitors, and our community.

Diana Clampitt, Chamber Board President

The Swain County Chamber of

Commerce consists of dues paying members and its mission is to make Swain County the best possible place to live and do business.

The Chamber Board of Directors meets on the third Thursday of every month at 6pm at the Chamber office.

The Swain County Tourism

Development Authority is a county appointed board that administers the occupancy tax collected from vacation rentals. Its goal is to increase tourism through marketing.

The TDA Board of Directors meets on the last Wednesday of the month at noon at the Chamber office.

Annual Investment Schedule

Individual/Patron: \$25.00

Licensed Professional

Base fee: \$150.00

\$10.00 for each additional licensed professional staff member

Manufacturing & Attractions

1 - 25 employees \$200.00 • 26 - 50 employees \$250.00
51 - 100 employees \$300.00 • over 100 employees \$300.00

Non-Profit Service Organization: \$50.00

Real Estate Rentals and Sales: \$200.00

Resort: \$300.00

Restaurant

Base fee: \$125.00

Additional \$3.00 for each seat
(not to exceed \$200 total)

Utilities & Hospitals: \$350.00

— The Chamber year runs from July through June —
— Dues may be prorated —

Collection of State Sales Tax

The North Carolina State Sales Tax of 6.75% must be collected and paid to:

Sales Tax Division, NC Department of Revenue
PO Box 25000, Raleigh, NC 27640
877-252-3052

Annual Investment Schedule

Business/Retail/Service

0 - 1 employee: \$95.00 • 2 - 5 employees: \$110.00
6 - 10 employees: \$120.00 • 11-15 employees: \$130.00
16-20 employees: \$140.00 • 21-25 employees: \$150.00
—Owners not considered employees—
—Full time employees only—

Campground/Camping Cabins

1 - 10 Spaces: \$12500 • 11-20 Spaces: \$135.00
21-30 Spaces: \$145.00 • 31-40 Spaces: \$155.00

Casino: \$300.00

Church: \$25.00

Financial Institution: \$300.00

Hotels, Motels, Cabins, Cottages, Bed & Breakfasts

1-10 Units: \$125.00 • 11-20 Units: \$135.00
21-30 Units: \$145.00 • 31-40 Units: \$155.00
Additional \$5.00 for each unit over 40

Chamber Board Members

Diana Clampitt.....Chamber Board President
Brad Walker.....Chamber Board Vice-President
Teresa Maynard.....Chamber Board Treasurer
Mike Glover.....Past President
Brett Hackshaw
Robin Fronrath
Ron LaRocque
Sarah Conley Pressley
Dennis White

Tourism Development Authority Board Members

Brad Walker.....Chair
Mike Glover.....Treasurer
Kevin Beauchesne
Andy Bhakta
Monica Brown
Sandi Fortner
Kevin King
Jim Mathis
Dennis White

Swain County Chamber of Commerce Membership Benefits

(included in annual dues – no additional cost)

- **A listing on the North Carolina website,** visitnc.com, for accommodations, events, outdoor adventure, restaurants and specialty foods
- An opportunity to **list your specials offers and coupons on our *Deals and Discounts* section** on greatsmokies.com
- **Free workshops and seminars** covering relevant topics to your business such as social marketing, customer service, and more
- **Weekly membership newsletter** filled with timely news and information for members—a way to promote your events and specials to the Chamber membership
- **Grand opening and ribbon cutting services** for new or remodeled businesses, complete with local newspaper coverage, photo opportunities, and email campaign
- **Placement of brochures,** business cards, event flyers, and promotional materials in both the Chamber office and the visitor's center
- **Prospective visitor and relocation leads** via weekly email blast
- **Mailing Lists:** the Chamber's membership list is available to all members in excel format
- A members only **referral program**

Room Tax Collection Information

All Hotel, Motel, Cabin Owners, and Landlords Renting Accommodations for 6 months or Less to Same Individual are required to collect and remit the 4% Tourism Development Authority Tax to Swain County. You may contact the Swain County TDA at: PO Box 509, Bryson City, NC 28713, 828-488-3681, 800-867-9246, chamber@greatsmokies.com for further information.

Make payment to: Swain County Finance Office
Please remit payment to: Swain County Finance Office at PO Box 2321, Bryson City, NC 28713

The tax imposed is 4% of the gross receipts derived from rental of any room, lodging, or similar accommodations furnished by a hotel, motel, inn, cottage, cabin, bed & breakfast, resort, etc. within Swain County that is subject to sales tax imposed by the State of North Carolina under G.S. 105-164.4 (3).

A person, firm, corporation or association who fails or refuses to file the return required shall pay a penalty of \$10 for each day's nonpayment. If not paid within 30 days after the time required, an additional tax of 5% of the amount due will be levied for each additional month or fraction thereof until the amount is paid in full.

Complaint Policy Concerning Chamber Members

Upon receipt of first written complaint, Chamber director will forward complaint and first complaint form letter to said member

Upon receipt of second written complaint, Chamber director will forward complaint and second complaint form letter of more questioning nature to said member

Upon receipt of third written complaint in any twelve month period, Chamber director will schedule visit to said business and upon completion of visit recommend either probation or other measures

All complaints are to be shared with said member

Chamber Board will be kept apprised of complaint status of said member

Probation term to be one Chamber fiscal year

If you have any questions please contact
Karen Proctor Wilmot, 828-488-3681,
chamber@greatsmokies.com

Swain County Chamber of Commerce Membership Benefits

(included in annual dues – no additional cost)

- A 50 word descriptive listing and hyperlink to your website and email on the Chamber of Commerce website, greatsmokies.com
- A 50 word descriptive listing and hyperlink to your website and email on the mobile Chamber of Commerce website, greatsmokies.com
- All of your social media links added to your membership listing on greatsmokies.com
- A listing in the annual Visitor's Guide—distributed statewide and included in guest information packages, relocation Packages, and mailed individually to visitors nationwide (Quantity: 85,000)
- For NEW Members
Fun Things to Do in The Mountains offers a one-time introductory ad, calendar listing and feature story
Contact Amy Ammons Garza, 828-631-4587, vammons@mchsi.com
Smoky Mountain News: buy 3 ads and get the 4th one free or buy four ads and receive free color on all ads. Contact Whitney Burton, 828-452-4251, whitney@smokymountainnews.com
Smoky Mountain Living: 50% off your first ad purchase
Contact Whitney Burton, 828-452-4251, whitney@smokymountainnews.com

Swain County Chamber of Commerce 2015 Performance Numbers

Greatsmokies.com Stats (includes Mobile)

Total Unique Visitors: 410,307 (11% increase)

Total Visitors: 522,382 (11% increase)

75% New Visits 61% Organic 21% Referral

13% Direct 5% Social

Greatsmokiesfishing.com Stats

Total Unique Visitors: 18,731

Total Visitors: 25,272

Online Visitor Guide Requests

10,490

Monthly Visitor Enewsletter

(10,000+ recipients)

Average 16% opening rate

Average 11% click through rate

Trip Advisor

Bryson City Destination Page

Click Through Rate: 8%

Interaction Rate: 14%

(Almost triple industry average)

PR

16 online & print pieces including Country Living, Southern Living, Garden & Gun, TripAdvisor, and HGTV.

Deep Creek Arts

Section IV: Withdrawal: Members shall be liable for all annual dues investments until written notice has been received by the Executive Director, and withdrawal is only considered valid when all debts are paid in full. Owner's death or termination of business shall be deemed as withdrawal.

Section V: Termination: Any member may be expelled for just cause by resolution passed by a quorum of the Board present at any regular or special meeting. Such members shall be notified of the intention of the board to consider his/her expulsion and shall be given the opportunity of a hearing before the Board. Passage of such resolution shall annul such membership. No refund of annual dues investments shall take place upon Member termination. No member may be expelled for their sex, race, or religion.

Section VI: Honorary: Any person upon a unanimous vote of the Board of Directors may be admitted to honorary membership. Such honorary members shall enjoy all rights and privileges as other members. Honorary members will not be responsible for annual dues investments.

**Swain County Chamber of Commerce Bylaws
Concerning Membership Qualifications/
Responsibilities**

**ARTICLE IV
Qualification**

Section I: Qualification: Any reputable individual, firm, corporation, partnership, Professional or association interested in the commercial, industrial and civic progress of the greater Swain County area shall be eligible for membership. Members shall enjoy all rights and privileges of the Swain County Chamber of Commerce. The Swain County Chamber of Commerce retains the right to refuse any application for membership.

Section II: Application: All applications for membership shall be submitted in writing.

Section III: Forfeiture: If any member fails to pay his/her annual dues investment within 30 days after the due date, the Executive Director shall inform the member by mail. If any member fails to pay his/her annual dues investment within 60 days after the due date, he/she shall again be notified by mail by the Executive Director and be contacted personally by a member of the Swain County Chamber of Commerce staff. Members will not be readmitted into the Swain County Chamber of Commerce until all delinquent accounts are paid.

**Swain County Chamber of Commerce
2015 Performance Numbers**

Visitor Center Numbers

Calls: 5,826 Walk-Ins: 29,780 Mailings: 20,856

Events

- Chamber Membership Annual Banquet (122 attendees)
- Music in the Mountains (22 performances)
- Folkmoot USA
- Freedom Fest (10 hours of music, 57 vendors, kids street and fireworks show)
- Chili Cook-Off (828 wristbands sold)
- Downtown Trick or Treat (over 5,000 attendees)
- 41st Annual Christmas Parade (45 entries)
- Spirit of Christmas (200 attendees)
- Two Business After Hours
- Five Ribbon Cuttings and Grand Openings

Facebook Fans: 87,284 Weekly Reach: 232,925

YouTube Video Views: 82,000 +

INNights Social Media Marketing

Relocation Package Inclusion:

This package is a standard request for anyone thinking of moving to the area. And for only \$75 annually, you can get a jump on the competition by placing YOUR BROCHURE (S) in this comprehensive package which includes the visitor's guide, town & regional maps, and all that anyone moving to the area would need to know.

FREE Weekly Leads:

Just give us a call or email to be added to the recipient list of our weekly leads that are collected from online requests of our visitor's guide.

FREE Coupon Program:

We offer printable coupons on greatsmokies.com and a printed coupon book at the visitor's center. Any Chamber member is welcome to participate in the program, just contact Tanner Lawson, 828-488-3681, info@greatsmokies.com, with your information for inclusion in the program.

**Eligibility Requirements for
visitnc.com Website**

We are pleased to offer our lodging members a listing on the state tourism website, visitnc.com. Unfortunately, there has been some confusion as to who is eligible to be included on the site, especially in the cabin rental program. The criteria set by the state are that any single cabin may be listed, however, if it is already a member of a group or vacation rental agency it is not eligible for Inclusion. The rental agencies will be listed. Of course, these rules are not applicable to inns, bed and breakfasts, etc.

All other tourism related businesses, i.e. retail, restaurants, attractions, travel professionals etc. are also included on the site.

The Chamber of Commerce is the listing entity for Swain County.

For further information; please contact
Tanner Lawson
828-488-3681, info@greatsmokies.com

Membership Eligibility Policy for Lodging/Accommodations

To be eligible for membership in the Swain County Chamber of Commerce in the lodging/accommodations category, a property must be physically located within the Swain County lines, per the Swain County Tourism Development Authority and Swain County Chamber of Commerce.

Swain County accommodations owners are required to collect a 4% tax for lodging that is paid to the County. The tax revenue collected supports tourism marketing efforts for Swain County administered through the Tourism Development Authority and promoted through the Chamber of Commerce. Swain County does not have the authority to collect lodging tax from out-of-county properties thus making such properties ineligible for Chamber membership.

For more information contact
Tanner Lawson
828-488-3681, info@greatsmokies.com

Guest Information Package:

While our visitor's guide is certainly comprehensive, we often receive requests for more specialized brochures including lodging, attractions and activities. For a nominal annual fee of \$75 your information/brochures will be included in this package; allowing you to be the first one the visitor sees as they are planning their getaway.

Thumbnail or Logo with Listing:

For just \$50 per year you can add a thumbnail photo or logo to your listing. On the main website and the mobile version, visitors will be able to view an enlargement by clicking on the thumbnail. To add a photo or logo to your listing, simply send us an email requesting this new feature, with your digital photo or logo attached. The image must be a horizontal JPEG that's at least 400 pixels wide (the size of the click to enlarge view. We'll create the thumbnail.) Email your request and photo to Tanner Lawson, info@greatsmokies.com or drop off a disc at the Chamber office.

FREE Member Specials:

As a Chamber member, you can now post your own special offer on greatsmokies.com.

1. Call the Chamber office at 828-488-3681 and request a **user name** and **password**. Please note that passwords are CASE SENSITIVE. If you lose or forget your login call the chamber for a new password.
2. Go to the greatsmokies.com home page and click the “Special Offers” link.
3. Click “Member Login”
4. Enter your user name and password and click “Login”
5. Enter the name of your special, the expiration date and description.

If your special was successfully posted, you’ll see a “Thank You” screen. Your special is now LIVE.

IMPORTANT: Click the link to “View Your Special.” This will take you back to the main specials page.

REVIEW YOUR SPECIAL. IF YOU NEED TO MAKE CHANGES OR DELETE YOUR SPECIAL, JUST LOG BACK IN. START WITH STEP 2 AND REPEAT THE PROCESS.

PLEASE NOTE: You may have only one special at a time. This is only for special offers, discounts, and internet promotions. Limit your description to 500 characters. Do not use all caps.

The Swain County Chamber of Commerce reserves the right to alter any special that does not follow the above criteria.

FREE Social Media:

– Use our Bryson City, Swain County Facebook page to market your business and reach over 25,000 potential customers!

We offer **free** links to your social media pages. Just send us your links and we’ll add them to your listing on greatsmokies.com

How to Grow Your Business on the Internet Consultation Package for New Members

Every business has hundreds of free resources at their fingertips to win over new customers on the Web, and most don’t know about them or are not using them. This package consists of a two-hour consultation to help you and your business grow through the use and understanding of online tools and social media including local and mobile search, website, social media and reputation management. New Chamber Member price: \$75.00 (1/2 off regular price). For more information call Mary Anne Baker at 828-226-4492 or email at marybaker22@gmail.com

Interested in something we don’t offer or in more information about what we do?

Give Tanner Lawson a call, 828-488-3681, or email, info@greatsmokies.com, for more information or to schedule a meeting.