

## **Yancey County/ Burnsville Chamber of Commerce 2007 Highlights**

**The mission of the Yancey County/ Burnsville Chamber of Commerce is to represent the business community by promoting a vital, sustainable economy while safeguarding the high quality of life, heritage and uniqueness of our community!**

### **Membership**

Business After Hours	National Tourism Week Breakfast/Awards
Chamberware	Membership Drive
Annual Membership Dinner	Ribbon Cuttings
Member Business of the Year	Election of Board
Website – Chamber site & web pages for members	Visitor's Guide Display Room
Newsletter – bimonthly	Exposure & Referrals
Certifichecks – promoting local chamber businesses	Relocation Reports

### **Education**

NC Scholar's Luncheon  
Scholarships worth \$2,000  
Support MHHS Sports Calendar & Yearbook  
Provide classes through Maryland's Small Business Center  
Sponsor Farm City Citizenship Award  
Sponsor MHHS College & Career Day

### **Business**

Provide information to potential new & relocating businesses  
Provide resources for businesses  
Produce new quality of life/membership directory view book and distribute relocation packages  
Publicity of chamber activities through local paper, radio and chamber website  
Small Business Week – Free seminars and workshops  
Small Business Appreciation Luncheon  
Chamber Business Showcase

### **Events**

Mt. Mitchell Crafts Fair – chamber's largest event  
Old Timey Fall Festival  
Carolina Mountain Literary Festival  
Winterfest/Christmas Parade

### **Executive Director serves on the following committees or boards:**

Cultural Resource Commission  
Economic Development Commission – Treasurer  
Yancey County Joblink  
Yancey County Joblink Marketing committee  
Mayland Yancey Campus Advisory Board  
MHHS College & Career Day committee  
High Country Council of Government Workforce Development Board

High Country Rural Transportation Planning Organization  
Blue Ridge Mountain Host  
Partner with local government, Yancey History Association, PEDC, TRAC  
Western North Carolina Chamber Executives  
NC Association of Festivals & Events

**Members of:**

US Chamber of Commerce, NC Travel Council, WNC Chamber Executives, Blue Ridge Mountain Host, Blue Ridge Parkway Association, Carolinas Association of Chamber of Commerce Executives (CACCE), Association of Membership Executives (AMEC), NC Festival & Events Association

**Chamber Committees**

Crafts Fair, Fall Festival, Christmas Parade, Membership Services, Travel & Tourism, Small Business, Scholarship/Education, Executive

**Chamber operates the Visitor's Center**

Answer numerous phone calls, greet visitors, newcomers, & business people, advertisement for county and Burnsville, mailed **21,339** visitor packets in 2006 from direct leads, **7,419** visitors came in the chamber 2006, **202,321** web visitors, printed new County brochures, visitor guides, produce new county/town map, and calendar of events brochure, produce quality of life book and distribute relocation packages, new signage for the building and on the sidewalk (visitor's welcome)

**Advertise** in Asheville Citizen-Times, Take Five, Fun Things to do in the Mountains, Blue Ridge Mountain Host Guidebook, Blue Ridge Country, Arthur Frommer's Budget Travel, NC Travel Guide, various newspapers in Charlotte, Raleigh, Greensboro, Fayetteville, Greenville SC, Baltimore MD, Richmond VA, Augusta GA, Columbus GA, Dayton, OH, Norfolk VA, Charleston SC, Knoxville TN, Tallahassee FL, Miami FL, Ft. Lauderdale FL, AAA Home & Away, Johnson City press, NC Festivals, NC Recreation Guide, Blue Ridge Parkway Association, [www.visitnc.com](http://www.visitnc.com), Audobon, Southern Living, Our State

**Distributed Yancey County brochures** to Raliegh Travel Fest, Asheville Airport, Concord Mills, NC Welcome Centers, Chambers of Commerce & visitor centers, AAA offices in various states