



FOR IMMEDIATE RELEASE

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Jackson County Chamber of Commerce Announces New Executive Director and Assistant Director

Sylva, NC – The Jackson County Chamber of Commerce is pleased to announce the appointment of Todd Vinyard as its new Executive Director and Holly Bryant as Assistant Director, effective June 23, 2025. These key leadership changes mark a new chapter for the Chamber as it builds upon decades of progress in community engagement, tourism promotion, and small business advocacy.

Vinyard brings more than two decades of experience in strategic communications, public service, and nonprofit leadership to the role. A Jackson County resident, Vinyard most recently served as Director of Communications for the North Carolina Center for the Advancement of Teaching (NCCAT), where he led statewide marketing and legislative advocacy efforts that restored and expanded the organization's recurring state funding. He also served as President of the Sylva Rotary Club and Vice Chair of the Jackson County Public Schools Foundation. He holds a Master of Public Administration from Western Carolina University and has been widely recognized for his collaborative approach and passion for local development.



"During the past 12 years, I've come to love the Jackson County community," Vinyard said. "I'm honored to continue serving this place, my family and I are fortunate to call home, by working alongside the outstanding Chamber board and staff to help Jackson County thrive as a great place to live, work, and visit. I believe the Chamber can be a strong collaborator of great ideas for the county, and I'm excited to hear ideas from Chamber members and the broader community about shaping our shared future moving forward together."

Joining him as Assistant Director is Holly Bryant, a seasoned professional with 25 years of experience in economic development, event coordination, marketing, and small business support. Bryant currently serves as the Director of the Small Business Center at Tri-County Community College, where she has provided counseling, programming, and outreach to help new and existing entrepreneurs thrive. Her dynamic background includes work with real estate, nonprofit fundraising, and higher education event management.



"Jackson County is full of opportunity, talent, and heart," Bryant said. "I'm honored to join the Chamber and help strengthen the connections between our small businesses, our community, and

the resources that can help them grow. It's a privilege to support the people who are building something meaningful here."

The new leadership team succeeds longtime Executive Director Julie Spiro Donaldson and Assistant Director Kelly Donaldson, who together have shaped the Chamber's award-winning programs and visibility over the past two decades. Their tenure saw the creation of signature events such as Concerts on the Creek, holiday festivals, and the launch of the N.C. Fly Fishing Trail — all of which helped position Jackson County as a premier destination in Western North Carolina.

The Jackson County Chamber of Commerce, based in Sylva, serves as a hub for business support, visitor engagement, and community programming. It also operates the county's Visitor Center and works in close partnership with the Jackson County Tourism Development Authority. With over 400 members, the Chamber is committed to fostering a vibrant, year-round economy while preserving the natural beauty and small-town spirit that define the region.

For more information, please contact the Jackson County Chamber of Commerce at (828) 586-2155 or visit www.mountainlovers.com.