

Guiding Values:

VISION STATEMENT FROM THE 2007-2027 COMPREHENSIVE PLAN

Lake Lure, the gem of the Carolinas, is a mountain-lake community that has a harmonious balance of interests of our citizens, businesses and visitors, achieved through open communication and managed growth that emphasizes fiscal responsibility and stewardship of our natural beauty and environment.

CRITERIA ESTABLISHED FOR EVALUATING & PRIORITIZING PROJECTS:

Taken from the 2007-2027 Comprehensive Plan & the 2015 Visioning Workshop

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| <ul style="list-style-type: none">• Increases the tax revenue base• Contributes to a more balanced age demographic• Preserves or improves quality of life for all citizens (natural beauty & environment)• Strengthens open communication internally and/or externally• Improves the visitor experience• Contributes to being fiscally responsible | <ul style="list-style-type: none">• Manages growth conservatively• Develops a sustainable economy• Promotes & preserves Lake Lure's character• Enhances and preserves the environment• Improves public infrastructure• Provides public services efficiently |
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Our Brand Statement:

We are a town born of a grand vision in an era where lofty dreams led to bold plans.

Influenced by the lake and mountain resorts of Europe, we were envisioned as a sanctuary for serenity and relaxation. We have evolved into a place where generations come to reconnect and newcomers discover a retreat from the rigors of day-to-day life.

We are a village built with a deep pioneering spirit to enchant visitors.

We are here to delight the young and the young at heart.

We are a place that hearkens to a simpler time where the laughter of a child, a friendly smile, and the warmth of a small town captivate our guests.

We are the best of all that is Western North Carolina, a setting of unrivaled beauty.

Our backdrop is a cathedral of mountain cliffs and our forefront is a rushing river and a serene lake. We are a place where romance and charm converge with a storied history in a stunning setting.

We are a place for outdoor adventures, a hike in the woods, a bike ride, a climb on a sheer rock face, a day on the water fishing, boating, or kayaking.

We are a place of relaxing inns, charming shops, a stroll on the river—a place to pause, reflect, and be inspired. A place of art, craft, and music and a place of learning.

We are a place where guests become residents and those who choose life here wish to move not with the ticking of a clock but with the rhythm of the seasons.

Connections here run deep and hold fast.

We invite you to experience this amazing place as our welcomed guest or as our future neighbor.

We are Lake Lure, We are Chimney Rock Village.

Lofty views, deep history