



State of the Town & Citizen Survey

October 2015

State of the Town

- 1. Strengths**
- 2. Weaknesses (Challenges)**
- 3. Opportunities**
- 4. Threats (Obstacles)**

Strengths

- **Standout beauty – tourism destination**
- **Two distinct, but complementary communities**
- **Great visitor attractions & outdoor recreational assets**
- **Plenty of lodging options**
- **A well-managed lake and plentiful water resources**
- **A new school**
- **Quality medical care**
- **Housing inventory**
- **Safe and family friendly; a strong volunteer spirit**
- **Low municipal debt**
- **Skilled Town staff; Guiding principles/standards/plans**

Weaknesses / Challenges

- **Seasonal economy**
- **Lack of a town center / Main street**
- **Lack of walkability between Lake Lure & Chimney Rock**
- **Roads not bicycle or pedestrian friendly**
- **Sparse workforce housing**
- **Few senior care services/facilities**
- **New school has no gym/auditorium**
- **Many not served by public water & sewer**
- **Low full-time population, not very diverse**
- **Community is highly dispersed and fragmented**
- **Weak tradition of significant philanthropy**
- **No dominant communication outlet**

Opportunities

- **Build a Town Center (retail and residential)**
- **Make better use of land and buildings**
- **Decommission the sewer plant and connect to Spindale**
- **Promote the area to home-based workers**
- **Expand destination wedding business**
- **Develop and promote more outdoor, adventure recreation**
- **Utilize room taxes to improve local tourism assets**
- **Establish a reputation as a center of lifelong learning**
- **Leverage the Tryon International Equestrian Center**
- **Leverage local food and farming**
- **Anticipate significant population growth expected in NC**
- **Prepare to utilize our water resources as a valuable commodity**

Threats / Obstacles

- **Pervasive silt shrinks the lake**
- **Traffic jams on Memorial Highway**
- **School enrollment flattens or declines**
- **Sewer plant compliance challenges**
- **Failure to protect the natural environment**
- **Motorcycle muffler noise**
- **Loss of experienced staff / local knowledge**
- **Lack of diversity (age, economics, social)**

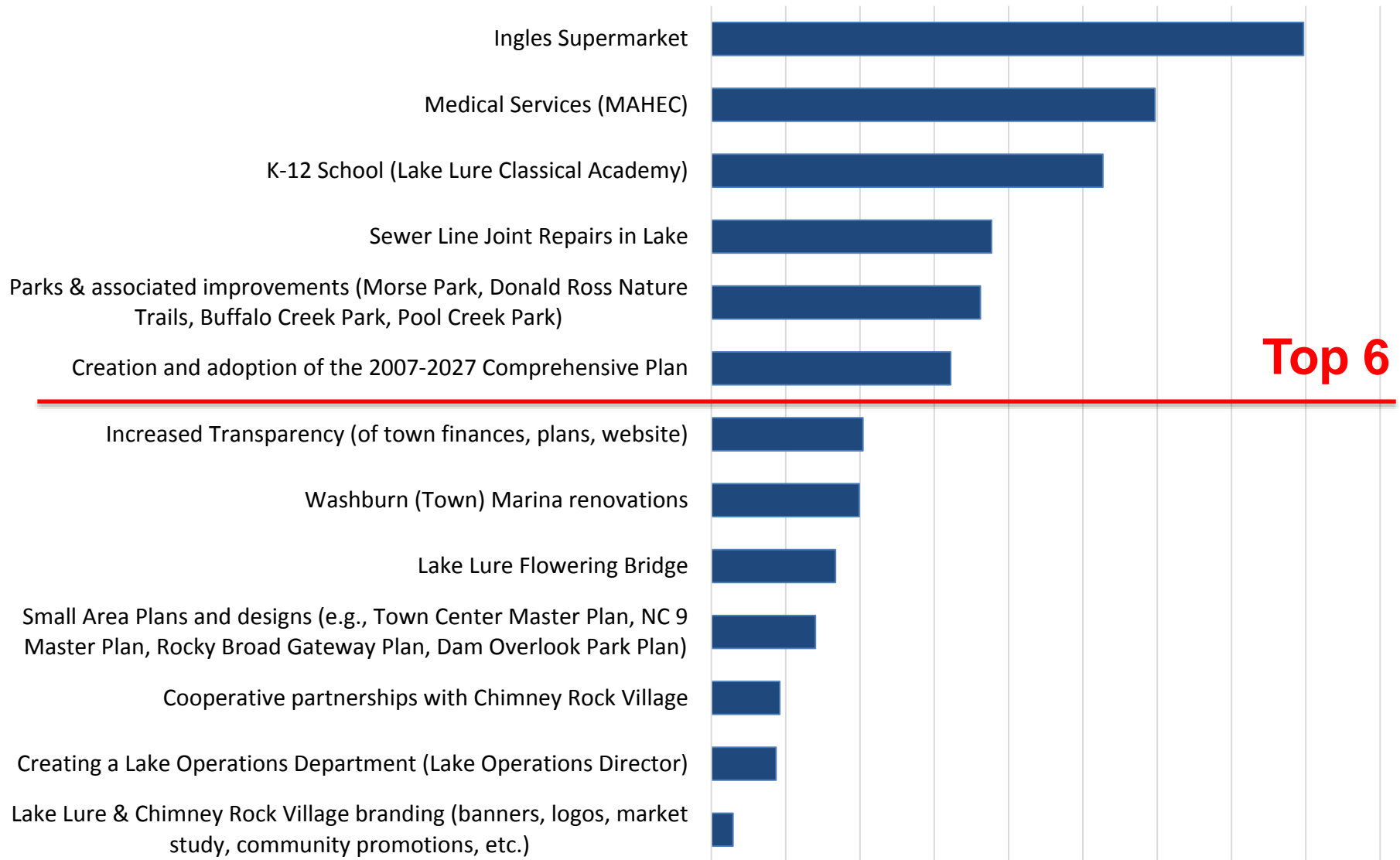
Survey Results

4 Questions:

1. Rank the initiatives we've completed
2. Write in any not mentioned
3. Rank our planned initiatives
4. Write in any not mentioned

384 respondents (32% of our population)

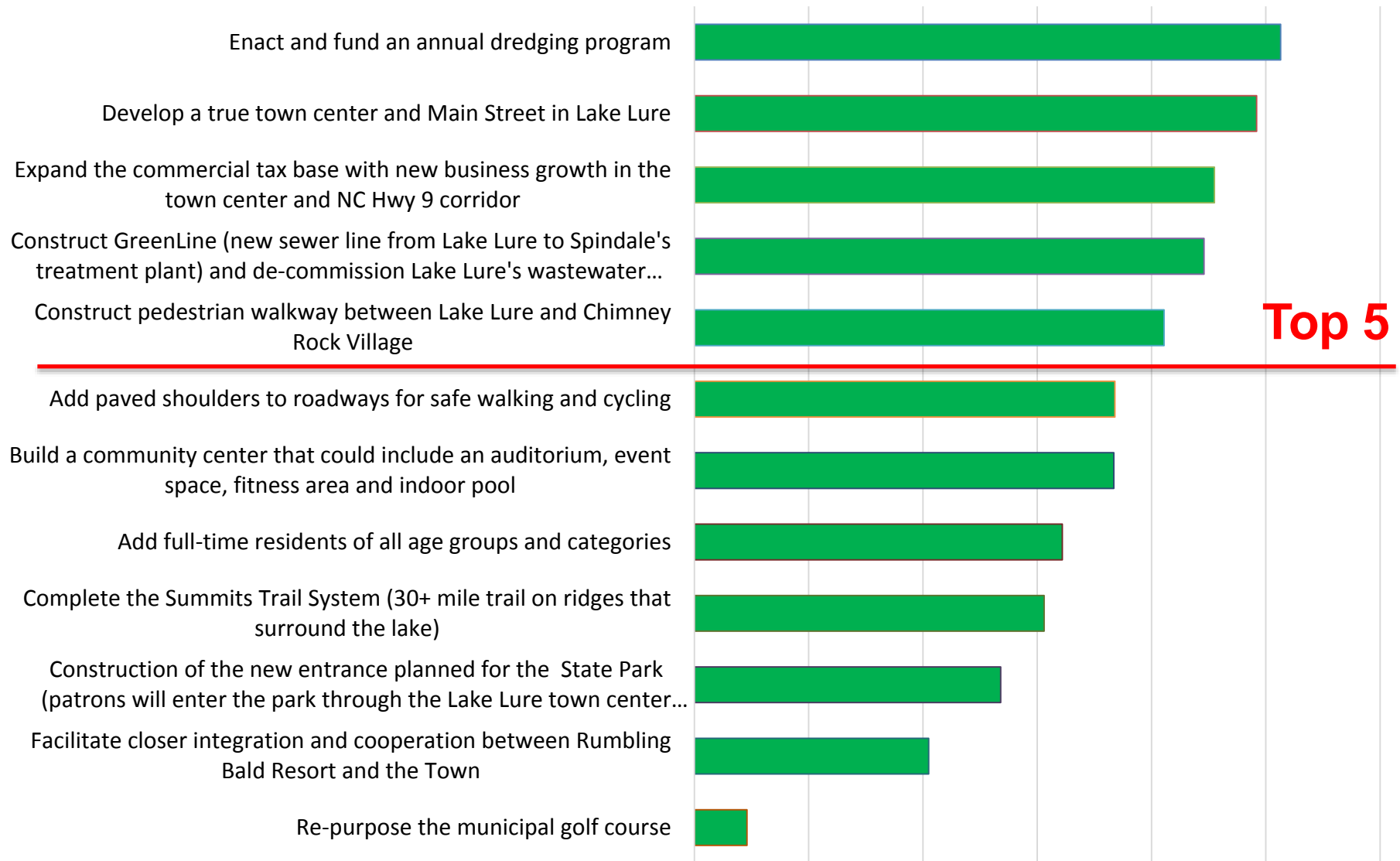
Q1: Which of these efforts has had the most positive impact on Lake Lure over the last 10 years?



Q2: Additional Positive Impacts From:

- **Activities / Events**
- **Recruiting a Bank**
- **Chamber of Commerce**
- **Visitor Welcome Center**
- **Dredging**
- **Road Repairs**
- **Municipal Services**
- **Revitalization & Preservation**
- **Chimney Rock Park**
- **Golf Course**
- **Communication**
- **Internet/Wi-fi**

Q3: Which of these projects being considered will have the most positive impact on Lake Lure?



Q4: Other projects not listed (citizen concerns):

Economic development

- **Dedicated strategy & team**
- **Public+private efforts**
- **Preserve our character and environment – control growth**
- **More restaurants**
- **Needed businesses/services**
- **Care services (child, senior)**
- **Promote our area and recruit residents & businesses**

Infrastructure

- **Connect Rumbling Bald Resort with the Town**
- **Internet & cellular services**
- **More parking**
- **More public restrooms**
- **Road repairs**
- **Extend water and sewer**

Q4: Other projects not listed (citizen concerns):

Parks & Recreation

- **Dog park**
- **YMCA/YWCA with pool**
- **Bottomless Pools**
- **Enhance golf course**
- **Improvements to Lake Operations and policies**

Appearance / Quality of Life

- **Revitalization & beautification**
- **Kudzu control**
- **Reduce traffic jams**
- **Noise pollution (motorcycles)**
- **Workforce/affordable housing**
- **Add theater/concert space**
- **“Friendly” policing**
- **More frequent garbage collection / litter pickup**

A few words about taxes:

“Where are the \$\$ coming from?”

***“Raise residential taxes (as opposed to business/tourism taxes):
peace and beauty have a price”***

***“Lower taxes for people living on the lake and in Rumbling Bald
Resort”***

***“Assure that taxes paid to Rutherford County by Lake Lure
property owners results in value to Lake Lure, not a subsidy to
other parts of the County”***

***“Treat vacation rentals as commercial businesses as the county
and other towns and cities do.”***

What is our vision for Lake Lure?