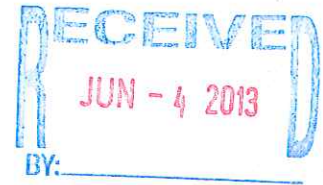


CHIMNEY ROCK VILLAGE

Resolution-



A Resolution Adopting the Reports, Catalogs, and Recommendations from the Market Assessment, Brand Development, and Marketing Plan Steering Committee

WHEREAS, the Town of Lake Lure and Chimney Rock Village understand the need to partner in identifying and securing common interests;

WHEREAS, the Town of Lake Lure and Chimney Rock Village jointly initiated a Market Assessment, Brand Development and Marketing Plan project to facilitate sustainable economic growth and development for both municipalities well into the future;

WHEREAS, this project has created good will and stronger friendships between the Town of Lake Lure, Chimney Rock Village, Rutherford County, and Chimney Rock State Park;

WHEREAS, Chimney Rock Village will use the information gathered from this project to support economic development in general, and residential population growth as desired; to assist the Chimney Rock Village Council and the Chimney Rock Village Community Development Association (CDA) in its marketing of Chimney Rock Village for the benefit of the merchants and the residents;

WHEREAS, the following Steering Committee was appointed from the Lake Lure - Chimney Rock Village Community to provide relevant input, general guidance, and periodic evaluations to facilitate forward progress relative to this project:

- " Andy Bell, Chair
- Tom McKay
- Charlie Ellis
- Kay Dittmer
- " Diane Barrett
- Michelle Yelton
- Adrienne Wallace
- James Ledgerwood
- Barbara Meliski
- " Bob Wald
- Genevieve Helms
- Tommy Hartzog
- Paula Jordan
- Linda Turner

WHEREAS, Arnett - Muldrow was retained by the Lake Lure Town Council and the Chimney Rock Village Council to work under the direct guidance of said Steering Committee during project;

WHEREAS, multiple stakeholder interviews and thematic roundtable forums were held with persons from the business community, community organizations, and local governments of the Lake Lure, Chimney Rock Village, and Rutherford County;

WHEREAS, zip code surveys were distributed in August and October 2012 to Lake Lure - Chimney Rock Village Community business owners to gain knowledge regarding customers' point of origin;

WHEREAS, Arnett - Muldrow conducted a community image building workshop that included focused roundtable discussion of marketing initiatives;

WHEREAS, there exists a need to develop a prioritized project list and associated costs in the form of a multi-year budget;

WHEREAS, there exists a need for ongoing oversight and an annual progress check on the implementation strategies and action plan;

WHEREAS, there exists a need to institutionalize quality control through formal brand steward operations;

WHEREAS, there exists a need to formally adopt and use the deliverables produced from the Market Assessment, Brand Development, and Marketing Plan project after completion;

THEREFORE, BE IT RESOLVED, that the Chimney Rock Village Council adopt the following documents as specified according to their titles:

- "Market Findings and Recommendations Report"
- "Community Image Report" (Community Image Style Guide & Collateral Catalog)
- "Photo Thumbnail Catalog"
- "Logo Thumbnail Catalog"
- "Advertising Catalog"

THEREFORE, BE IT RESOLVED, said Town of Lake Lure and Chimney Rock Village now creates a standing Community Marketing Committee (CMC) and invites the following organizations to send a representative to serve on the CMC as it works to formulate a strategic plan for overseeing the use and oversight of documents, annual budgeting process, quality control operations via brand stewardship functions, and an annual progress check on the implementation strategies and action plan:

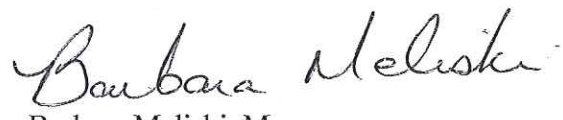
- Chimney Rock CDA
- Hickory Nut Chamber of Commerce
- Rutherford County TDA
- Rutherford County Board of Commissioners
- Rutherford County Economic Development Commission
- Rutherford County Airport Authority
- Chimney Rock State Park
- Rumbling Bald Resort

- Lake Lure Flowering Bridge
- Rutherford County Chamber of Commerce

Adopted this 21st day of May 2013

Attest:


William W. Whitman, Village Clerk


Barbara Meliski, Mayor

052113