

RESOLUTION 13-04-09

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF LAKE LURE ADOPTING THE REPORTS, CATALOGS, AND RECOMMENDATIONS FROM THE MARKET ASSESSMENT, BRAND DEVELOPMENT AND MARKETING PLAN PROJECT PREPARED BY THE STEERING COMMITTEE APPOINTED BY RESOLUTION 12-08-14

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

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; and

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; and

WHEREAS, the Town of Lake Lure will use the information gathered from this project to refine the Town Center Master Plan per ED-1-3.1 of the 2007-2027 Comprehensive Plan, and to launch useful initiatives in support of the Lake Lure Town Center, economic development in general, and residential population growth as desired; and

WHEREAS, the following Steering Committee was appointed via Resolution 12-08-14 from the Lake Lure – Chimney Rock Community to provide relevant input, general guidance, and periodic evaluations to facilitate forward progress relative to this project:

Andy Bell, Chair
Charlie Ellis
Diane Barrett
Adrienne Wallace
Barbara Meliski
Genevieve Helms
Paula Jordan

Tom McKay
Kay Dittmer
Michelle Yelton
James Ledgerwood
Bob Wald
Tommy Hartzog
Linda Turner

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

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 Community, and Rutherford County; and

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

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

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

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

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

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;

NOW THEREFORE, BE IT RESOLVED, the Town of Lake Lure and Chimney Rock Village adopt the following documents as specified according to their titles:

- “Advertising Catalog”
- “Community Image Report” (Community Image Style Guide & Collateral Catalog)
- “Logo Thumbnail Catalog”
- “Market Findings and Recommendations Report”
- “Photo Thumbnail Catalog”
- ToLL Branding Implementation Overview

BE IT FURTHER 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

Resolution No. 13-04-09

April 9, 2013

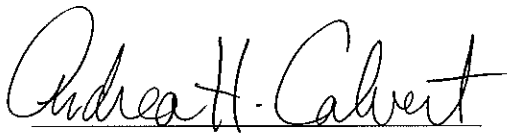
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- Chimney Rock State Park
- Rumbling Bald Resort
- Lake Lure Flowering Bridge
- Rutherford County Chamber of Commerce

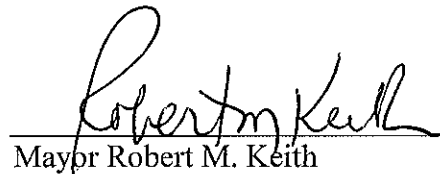
*Those willing to participate from these organizations will join other individuals appointed by TOLL and CRV to serve on the CMC.

Adopted this 9th day of April 2013

Attest:



Andrea H. Calvert,
Town Clerk



Mayor Robert M. Keith

