



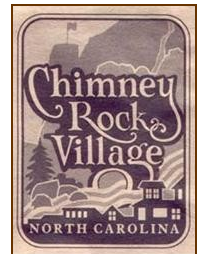
## Two Municipalities - One Commitment

*To Preserve & Promote both communities in a way that Showcases our own Unique Strengths while building up the other*



## The Town of Lake Lure & Chimney Rock Village Want Your Insight, Perspective & Feedback

*As a Stakeholder in the Community, You're personally invited to participate in Roundtable Discussions related to a Joint Market Assessment, Brand Development & Marketing Plan Initiative between our two municipalities*



**I**n order to facilitate sustainable economic growth and development for both municipalities well into the future, the Town of Lake Lure & Chimney Rock Village will craft a comprehensive marketing plan and branding development initiative for our two communities.

In the spirit of cooperation and enhanced communications, the mayors and governing councils of both municipalities are launching this plan jointly and through key stakeholders like you from Lake Lure and Chimney Rock Village. We have partnered with the firm of [Arnett-Muldrow](#) in Greenville, SC to assist the municipalities with this strategic project.

The Town of Lake Lure will use the information gathered from roundtable discussions during this project to further refine the Town Center Master Plan, the 2007-2027 Comprehensive Plan, and to develop other useful initiatives as needed. Thus, the Steering Committee and stakeholder input will play *the* central role in creating the marketing plan and branding for both communities.

Your insights are vital in providing general guidance as this project moves forward. You are invited to participate in a series of stakeholder interviews in a roundtable discussion format so that the steering committee and ultimately the resulting plans reflect your values, your insights and your preferences for the two communities.

The entire project, as well as the roundtable discussions will take place between September and early December when the project is completed and the plans are unveiled to the community as a whole. As in other projects of this magnitude, community drop ins are planned to garner feedback from all interested parties.

It is our hope that you will weigh this invitation carefully and thus be able to provide your time and expertise to the process. Therefore, if you are willing to participate as a stakeholder in the roundtable discussions, please let us know as soon as possible.

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**Thank you for all you do in Lake Lure & Chimney Rock Village**