

Memorandum of Understanding
Agreement for Economic Advancement
Alliance between



and



To promote economic progress and quality of life in the Hickory Nut Gorge Community while helping to protect the natural integrity and unity of the communities of the Gorge.

The Chamber is a catalyst for the creation of activities and opportunities for both visitors and residents and promotes an atmosphere that encourages visitation, business growth, and a strong sense of community.



The attached document, reflects goals and deliverables The Chamber of Hickory Nut Gorge will focus on and work with the Town of Lake Lure over the course of the next year 2019/2020.

The Chamber of Hickory Nut Gorge and the Town of Lake Lure will meet monthly to review progress/identify obstacles/provide updates.

This Memorandum of Understanding Agreement is agreed upon and meets expectations provided by the Town of Lake Lure at the May 23, 2019 Budgetary Meeting subject to the following stipulations:

- 1) No dual applications submitted by the Chamber as the Town has a Grant Writer;
- 2) No commission shall be granted to the Chamber for securing grants for the Town;
- 3) All grant applications submitted by the Chamber on behalf of the Town shall be approved by the Town Manager prior to application being submitted; and
- 4) The MOU shall expire June 30, 2020.

Acknowledged by and agreed with:

 11-13-19
Town of Lake Lure Manager

 11-18-19
Chamber of HNG Director

This instrument has been
preaudited in the manner required
by the Local Government Budget
and Fiscal Control Act

**2019/2020 MOA
between Chamber
of Hickory Nut
Gorge and Town
of Lake Lure**



GOAL	Specific Items	Scope of Work	OWNERS / PARTNERS	Resources	Deliverables
Secure Funding for Economic Development Opportunities	Secure funding that will aid in economic development and improvement on a Gorge wide basis that will benefit the Town of Lake Lure.	Petition Legislators, Dept Secretaries, Governor & County Officials, Foundations and others funding partners.	Laura Doster; Chamber Community Development Committee; Chamber Economic Development Committee	Financial resources under the authority of elected/appointed officials at the federal, state and local levels in addition to private foundations	Completed Grant Applications, Grant Application Wins
Expand Commercial Tax Base in Town Limits	Recruit new businesses to locate in the town limits in accordance with the Future Land Use Map (Figure #8) 2007-2027 Comprehensive Plan.	Identify specific properties to locate new businesses/services (hardware store, dry cleaner, auto parts, urgent care, building material/garden supply, sport outfitter, local pharmacy, gas station, etc) using Arnett/Muldrov Study and other market resources for guidance.	Laura Doster; Brad Burton; Shannon Baldwin	2007-2027 Comprehensive Plan, Arnett/Muldrov Study, Lake Lure Zoning & Planning Board; Ingles Real Estate;	Work with local medical centers to open an Urgent Care Facility. Meet with Ingles Real Estate Sr VP to implement expansion of Ingles Shopping Center. Design & implement a Social, Marketing, Digital Media Campaign called "Doing Business in Hickory Nut Gorge" that includes TOLL properties and how to have a successful business in Lake Lure. Implementation of West Side Connector discussions and effort until completion. Drive Affinity Assisted Living to begin ground breaking. Work with North Carolina Film Association to draw movie developers to area due to historical successful movies.
Strengthen Businesses through Enhanced Tourism	Grow Shoulder Season (December - April)	Work to expand the shoulder season for December - April. Create task group to determine how hanging fruit for items to be implemented in 2019/2020. Create easy to deliver events to enhance locals "off season" experience (dinner/movie night; performing arts play, Christmas Tree Lighting/Ice Skating event). Study Each event relative to ROI.	Crystal Morrison; Laura Doster; Laura Krejci; Brad Burton;	Chamber Community Development Committee; Chimney Rock State Park; Lake Lure Inn & Spa; TOLL Communications & Zoning; Lake Lure Tours	Creation of one event/biweekly January - March to enhance locals experience (movie night, New Year's Celebration, Game Night, etc.). Develop a plan promoting HNG as a backdrop for conferences, workshops, seminars, reunions, retreats, and weddings.
Market Town Events	Continue to Market/Promote/Host Key Events	Stay the course and continue supporting through financial donations, leadership, marketing & PR campaigns with the following events: Polar Plunge, Arts & Crafts Festivals, Beach Opening, Classical Car & Boat Show, expand July 4th w/Town, Dirty Dancing Festival, Christmas Gala, SpringGo, Ring in Spring @ Flowering Blidge, Raptor Race, Olympiad, etc. Continue to work with publications, radio and marketing veins for exposure. Study each event relative to ROI.	Laura Doster; Laura Krejci	Existing Support Teams & Committees	Scheduled and successful YOY completion of events - Polar Plunge, Arts & Crafts Festivals, Classical Car & Boat Show, July 4th, Dirty Dancing Festival, Christmas Gala, Ring in Spring, Raptor Race, Olympiad, Christmas Lighting Event.