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Department: Communications\Events\Grants

REPORT DATE: OCTOBER 31, 2021

PREPARED FOR: TOWN MANAGER

I. WEBSITE UPDATES

- a. The following articles were posted this month. A listing of these titles with hyperlinks was emailed to 1,482 citizens, along with a link to the Town Calendar.

Oct 29, 2021

[Thank You Lake Lure Artists, Volunteers, Supporters, and Bear Buyers!](#)

Oct 28, 2021

[Employment Opportunity - Town Manager for the Town of Lake Lure, NC](#)

Oct 27, 2021

[Lake Levels - Drawdown Schedule and Planned Projects](#)

Oct 26, 2021

[Town Council Special Meeting Wednesday, October 27, 2021 - 8:30 AM](#)

[Boosters for All Vaccines Available Now](#)

[Seeking Design-Build Team for Subaqueous Sanitary Sewer Replacement Project](#)

Oct 25, 2021

[Press Release - Rutherford County Expands Paramedic Service To Ensure 911 Coverage Dittmer-Watts Nature Trail Workday - 10/27/21 at 8:00 am](#)

Oct 21, 2021

[Will Bears Find A Good Winter Den At Your Place?](#)

[Veterans Day Program 11/11/21 at 9:00 am](#)

[Election Information](#)

Oct 20, 2021

[Town Hall Phone Lines are Temporarily Out of Service](#)

[LOADED FOR BEAR Ends Sunday, October 24th.](#)

[Mentoring for Medicine Learning Session - Please Join Us](#)

Oct 19, 2021

[10/19/21 COVID-19 Update](#)

[Town of Lake Lure Swears in New Police Officer Dana Bradley](#)

Oct 18, 2021

[Trips to Discover: The 15 Best Lake Towns in the U.S. By K.C. Dermody](#)

Oct 16, 2021

[Water is on 10/18/21 - Snug Harbor](#)

Oct 15, 2021

[Board Vacancies](#)

[Check Out Our Online Work orders?](#)

Oct 12, 2021

[Final Books and Bites Event with Author Michael Almond](#)

[Repairs/Paving on Lake View Drive](#)

Oct 11, 2021

[Town Council Zoom Meeting Reminder - 10/12/21 at 5:00 pm](#)

[Yoga on the Bridge](#)

[Register for Lake Lure's Emergency Notification System - Everbridge](#)

Oct 08, 2021

[NOTICE - Intermittent Delays for House Move 10/12/21](#)

[Preserving Lake Lure for Future Generations](#)

Oct 07, 2021

[Press Release -General Statue 143-215.1c](#)

[State of Emergency 10/7/21 - Town of Lake Lure Warning - Flood Alert](#)

Oct 06, 2021

[Fallen Tree - Buffalo Shoals Rd.](#)

[Weed Patch Mountain Workday 10/13/21](#)

[10/6/21 COVID-19 Update](#)

[Employment Opportunity - Firefighter](#)

[Employment Opportunity - Police Officer](#)

Oct 05, 2021

[Bill's Creek Volunteer Fire Department Yard Sale](#)

[Please Use Caution - Fraudulent Request for Funds](#)

[Employment Opportunity: Lake Lure ABC Store Manager](#)

Oct 01, 2021

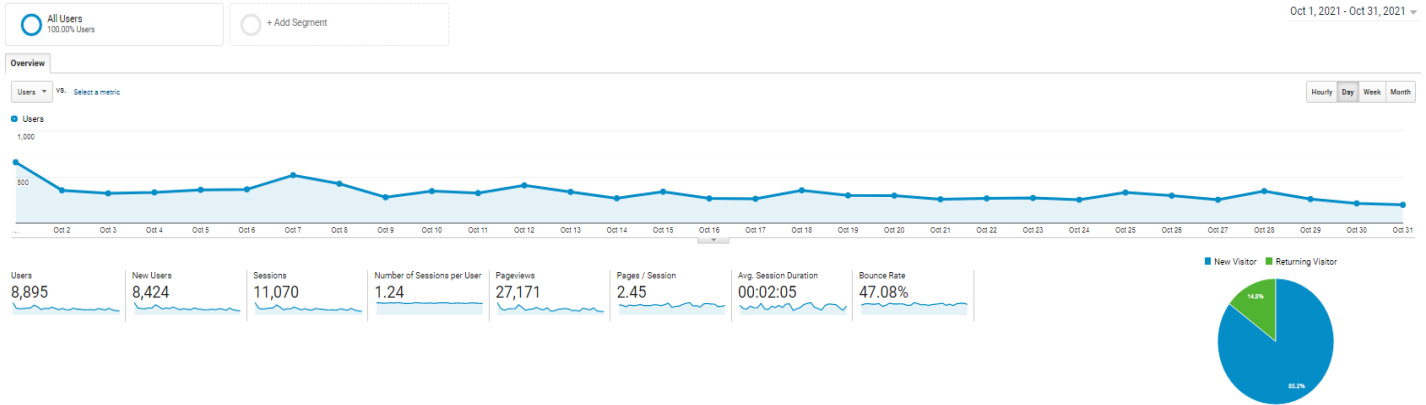
[Lake Lure Flowering Bridge Seasonal Features](#)

I. WEBSITE UPDATES

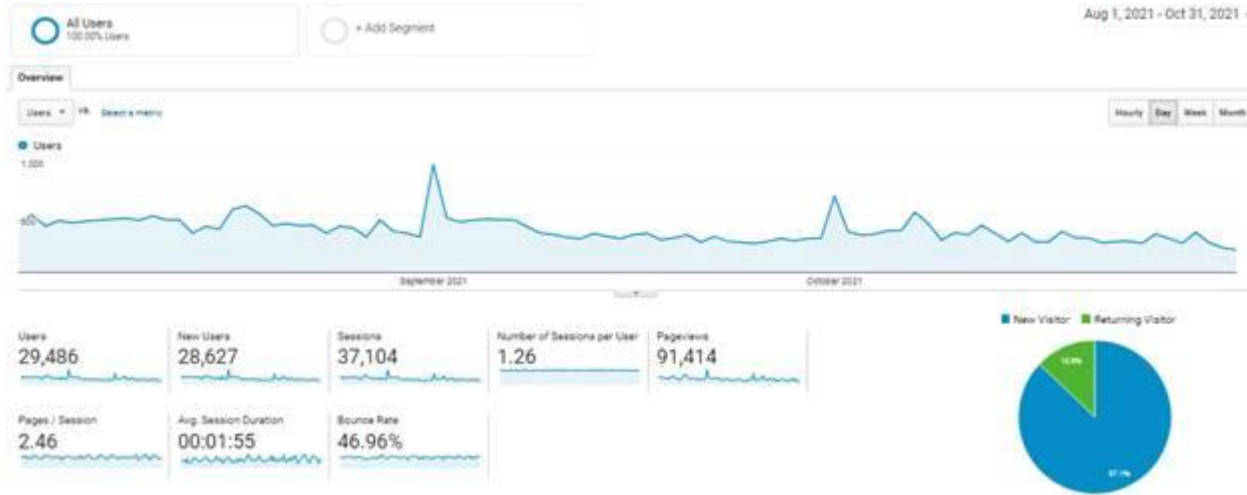
b. Website Analytics:

1) Website Inquiries: Responded timeline to 17 website inquiries, 6 online work orders and 16 online facility reservations.

2) Monthly Statistics:



3) Quarterly Statistics:



4) Top Pages this quarter:

		109,357		
		% of Total: 100.00% (109,357)		
1.	https://www.townoflakelure.com/	32,684 (29.89%)	11. /parksreclak/page/buffalo-creek-park	1,193 (1.09%)
2.	/parksreclak/page/town-lake-lure-parks-and-trails	6,465 (5.91%)	12. /parksreclak/page/recreation-and-around-lake-lure	1,162 (1.06%)
3.	/parksreclak/page/lake-lure-beach-and-water-park	3,564 (3.26%)	13. /jobs	1,103 (1.01%)
4.	/parksreclak/page/fishing-and-around-lake-lure-nc	2,818 (2.58%)	14. /parksreclak/page/lake-use-regulations	1,088 (0.99%)
5.	/calendar	2,720 (2.49%)	15. /news	1,082 (0.99%)
6.	/parksreclak/page/getting-out-lake-lure	2,642 (2.42%)	16. /404-error	898 (0.82%)
7.	/forms	1,836 (1.68%)	17. /contact	893 (0.82%)
8.	/parksreclak/page/washburn-marina	1,606 (1.47%)	18. /parksreclak/custom-contact-page/parks-recreation-lake-contact-information	843 (0.77%)
9.	/parksreclak/page/lake	1,492 (1.36%)	19. /cd/page/town-ordinances	811 (0.74%)
10.	/community/page/4th-july-fireworks	1,299 (1.19%)	20. /administration/page/fee-schedules	800 (0.73%)

II. FACEBOOK UPDATES

- Followers:** as of 10/31/21, the Town has 17,261 followers, a 6% increase over 10/31/21.
- The following posts were made in October 2021:**

Image	Text	Post Reach	Engagement	Image	Text	Post Reach	Engagement
	Employment Opportunity - Town Manager for the Town of Lake Lure, NC. Located in western... Thu, Oct 28	4460	262		Important Lake Drawdown Schedule and Construction Timeline: In May 2021, the Town ... Tue, Oct 12	2627	191
	Dittmer-Watts Nature Trail Workday Tue, Oct 26	0	--		TOWN COUNCIL ZOOM MEETING REMINDER - 10/12/21 AT 5:00 PM: Please join us for the monthly... Tue, Oct 12	668	17
	Town Council Special Meeting - Wednesday, October 27, 2021 - 8:30 AM: The Town Council has... Tue, Oct 26	512	9		House Moving Update - 10/12/21 2:00 PM: Thank you for your patience today with the... Tue, Oct 12	1303	15
	Boosters for All Vaccines Available Now: COVID-19 vaccine booster shots are now available for more... Tue, Oct 26	828	24		Have You Missed an Emergency Notification? Register now for the Town of Lake Lure, NC's... Thu, Oct 7	2427	112
	Seeking Design-Build Team for Subaqueous Sanitary Sewer Replacement Project: The public ... Tue, Oct 26	736	13		State of Emergency 10/7/21 - Town of Lake Lure: This morning, Rutherford County and the Tow... Thu, Oct 7	15830	1776
	Mentoring for Medicine (M4M) Learning Session 10/26/21 at 5:30PM: The Lake Lure communi... Mon, Oct 25	1019	21		Warning - Flood Warning: Heavy rain in the area is continuing to cause localized flooding! Please... Thu, Oct 7	2726	119
	2021 Veterans Day Program Thu, Oct 21	0	--		Tree Down - Buffalo Shoals Rd.: Local crews are working to clear a tree that is down on Buffalo... Thu, Oct 7	2504	149
	Lake Lure Town Hall Phone Lines are Temporarily Out of Service: The phone lines in Town Hall are... Thu, Oct 21	1567	28		Warning - Flood Alert: Heavy rain in the area is causing localized flooding! Please use caution... Thu, Oct 7	1402	26
	10/19/21 COVID-19 Update: There have been (265) Total Positive COVID-19 Cases in the Lake Lure... Tue, Oct 19	967	73		NOTICE - Intermittent Delays for House Move 10/12/21: WHAT: Intermittent Delays for House... Wed, Oct 6	2313	92
	Temporary Water Shut Off on 10/18/21 - Snug Harbor: Unfortunately, a water leak has... Mon, Oct 18	1768	55		10/6/21 COVID-19 Update: There have been (257) Total Positive COVID-19 Cases in the Lake Lure... Wed, Oct 6	1420	41
	The 15 Best Lake Towns in the U.S.: If you're looking for a lake getaway that not only brings the... Mon, Oct 18	5254	530		Employment Opportunity - Police Officer: The Town of Lake Lure, NC Police Department is accepting... Wed, Oct 6	2480	168
	Board Vacancies: The Town of Lake Lure, NC encourages residents of all ages and from all background... Fri, Oct 15	740	31		Employment Opportunity - Firefighter: The Town of Lake Lure, NC is accepting applications for ... Wed, Oct 6	915	22
	Seeking Design-Build Team for Subaqueous Sanitary Sewer Replacement Project: The public ... Fri, Oct 15	1698	36		Employment Opportunity: Lake Lure ABC Store Manager: The Town of Lake Lure, NC ABC Boar... Tue, Oct 5	5431	419
	LOADED FOR BEAR AUCTION Begins Today and ends Sunday, October 24th: Members of the... Fri, Oct 15	4514	548		Please Use Caution - Fraudulent Request for Funds: Recently a local merchant received a phone... Tue, Oct 5	3126	81
	Repairs/Paving on Lake View Drive: The Town of Lake Lure, NC is working to repair and pave La... Tue, Oct 12	1619	43				

III. COMMUNICATIONS UPDATES

- 1. Everbridge:** increased Everbridge registrants by 25 **this month** with 1,038 Everbridge registrants + 1 127 Nixel registrants) as of 10/31/21. We sent out three notifications this month:
 - 10/7/21: Notification of Heavy Rain
 - 10/8/21: Flooding Alert
 - 10/17/21: Lake Drawdown Notification
- 2. Illuminated Signage:** Town Council approved the new signage. The company has been notified and we are working to replace the existing sign.
- 3. Lake drawdown schedule/project overview:** The lake drawdown schedule and related project summary has been updated again this month to include an update of the project timeline. This summary has been posted several times under Town News since the drawdown schedule was announced in May 2021 and has been shared via the email message referenced on page 1. The summary is posted under lake levels on the website at the following link: <https://www.townoflakelure.com/parksreclak/page/lake-levels-drawdown-schedule-and-planned-projects>
- 4. Communications Plan:** developed a comprehensive communication plan based on recent budget and infrastructure developments. Numerous stakeholders for input which has been incorporated and shared with town council for their review and further input. **Update 10/31/21:** Await input regarding Town Council recommendations. May need to revise the Social Media Policy based on recommendations found through the recent research related to Facebook Comments.
- 5. Facebook (FB) Comments:** Memo WAS COMPLETED AND forwarded to the Town Manager and Town Council 10/6/21 with the findings and input regarding the questions raised about Facebook comments.
- 6. New Website Orientation Guide:** Working to develop an orientation video to help new users with the website.
- 7. NC Governor's Advisory Council on Film, Television, and Digital Streaming:** Awaiting a copy of the footage for our own use.

IV. Grants

- 1. FEMA High Hazard Potential Dam (HHPD) Grants:**
 - A. 2020 FEMA HHPD grant:** the 2020 grant application was approved and the town was officially awarded \$121,000 for this project. The total project cost is **\$185,710**. The town must contribute 35% (**\$64,998.50**) to support completion of this project. The FEMA HHPD grant contract was reviewed and approved by the town attorney and signed and forwarded to NC DENR for their signature. **Update 10/30/21:** Quarterly report submitted 10/1/21.
 - B. Second 2020 FEMA HHPD grant:** completed a proposal for a **conceptual design of a replacement for the lake lure dam. The total cost of this project is \$58,568**. This grant opportunity requires a 35% match. The town must contribute **\$20,498.80** to support completion of this project, if awarded the remaining **65% (\$38,070.20)**. **Update 10/31/21:** **The NC DSO advised that the National FEMA office approved this grant.** Notified the contractor and confirmed that the work order was ready for signature. Worked with the Finance Director to prepare a Budget Amendment for \$58,568 for Town Council's approval.
 - C. FY2021 FEMA HHPD grant:** The grant application for this year was submitted 6/11/21. I worked closely with Schnabel Engineering to submit this application for the field investigation to support the dam reconstruction of the replacement dam. The cost was estimated at 1.3 million. FEMA grants awards in NC are expected to be in the \$100 – 120,000 range for this opportunity per NC DEQ DSO. **Update 10/31/21:** **We were advised by the NC DEQ DSO that we could expect a grant in the amount of \$150,000 for this project.** Worked with the contractor to revise the proposal to include the first phase of this work. The new work order was drafted for \$231,000, based on a pending grant of \$150,000. Await Town Council approval to move forward once the previous grant and budget amendment are secured.
- 2. Transportation and infrastructure committee funding - Representative Cawthorn:** Worked with Commissioner Diorio and the Town Manager to submit an application for funding through representative Cawthorn's office for the Transportation and Infrastructure committee, based on the State Transportation Improvement Program (STIP) and Transportation Improvement Program (TIP). Obtained letters of support from Senator Burr's Office, the Isothermal RPP, Rutherford County and the Mayor of Lake Lure. **Update 10/31/21:** Lake Lure's project remains on the listing for \$8,000,000. Requested a status update from Rep Cawthorn's office but as we know from the news this funding has not yet been approved.
- 3. NC Safety Grant:** Working with the Police/Fire Chiefs to submit a grant for police/firefighter equipment.

V. EVENTS/COMMUNITY OUTREACH

- 1. Communications Meeting with Realtors:** awaiting dates and points of contact from Doug Kelly to schedule the realtor's forum.
- 2. Round Table:** Await confirmation from Town Council to plan and coordinate the next Round Tables sessions.
- 3. Veterans Day:** Working with Rumbling Bald to hold the next Veterans Day program in partnership. The Lion's Club will help support the program as well. We are pleased to have Gen John Longhouser providing special remarks and Lake Lure Classical Academy Elementary School Students participating as well.
- 4. Lighting Up the Gorge** will be hosted by the Chamber and is scheduled for 11/28/21 at 4:00 in Town Center.
- 5. Lighting Up Lake Lure:** The Town of Lake Lure and the Flowering Bridge Board, in partnership with Lake Lure Classical Academy will ring in the holidays with the Lighting of the Flowering Bridge 12/1/21 at 5:30.