

Name: Laura Krejci

Department: Communications\Events\Grants

REPORT DATE: MAY 30, 2021

PREPARED FOR: TOWN MANAGER

I. LAKE LURE RECOMMENDATIONS/REGOGNITION

Read the latest recommendations for Lake Lure – Recently added to our website:

Lake Lure, North Carolina's Hidden Gem (*Direct Placement - March 5, 2021*)

A small town with a big heart, Lake Lure is home to less than 2,000 permanent residents. Despite its small population, the town has a lot to offer to visitors looking to get away on a fun and relaxing vacation. With stunning views, exciting lake activities, big events, golf and excellent hospitality, Lake Lure has all the bases covered for a fulfilling retreat. There's a reason it has been named as "One of America's Best Lakes" by USA Today.



The namesake of the town, Lake Lure is nestled between vast tree covered hills. With about 720 acres, 21 miles of shoreline and a beach area, the lake has plenty of space to accommodate whatever lake activities your heart desires. From water skiing to lounging at the beach to paddle boarding, the lake is never boring. You can even hire experienced professionals with high quality gear to maximize your lake adventure! Hit the water on a pontoon boat or glide over the surface on a tube! If you're looking for something out of the water, check out the local ziplines that take you through the Blue Ridge foothills!

Only about 20 minutes from the town of Lake Lure is Chimney Rock State Park. If you enjoy hiking and awe-inspiring views, this is definitely a destination you don't want to miss. At the heart of the historical Hickory Nut Gorge, Chimney Rock provides incredible views reaching as far as 75 miles. Hickory Nut Falls is a waterfall 404 feet high and another sight to behold. Hiking paths range from kid friendly to pretty intense for the avid hiker. The Rocky Broad River offers good fishing as well. Nature lovers will be in bliss with the best that North Carolina has to offer. Check out the Discovery Den to learn about the local wildlife and see them up close. If you are a rock climber or are interested in getting into rock climbing, the park has excellent guides that can take you to the top!



One of the most interesting features in Lake Lure is the flowering bridge. A community based non-profit designs and maintains the pedestrian bridge that crosses the Rocky Broad River. It is designed as "a gateway to somewhere beautiful" with a focus on native plants. The gardens are always open and there is no admission fee to check them out. Upstream lies a clear view of Chimney Rock and downstream is the lake. A charming walk into a charming town.

Lake Lure is very proud to be the location where the classic movie Dirty Dancing was filmed. They even have a festival dedicated to the movie. The festival features live bands, dance performances, beer/ wine gardens, dance lessons, watermelon carrying and of course a competition dedicated to the famous lake lift scene. Definitely a fun time for any lovers of the movie. Also, a portion of the proceeds go to benefit the Pancreatic Cancer Action Network! Fun with a good cause.



Lake Lure has an annual Olympiad competition for those that love outdoor sports. There is something for most sport lovers, including a golf tournament, pickleball tournament, triathlon, races and long-distance swim contest. One thing that is really cool about this event it that it is held for charity, having raised over \$250,000 for local charities.

There are a number of golf courses that would excite even the most avid of golfers. Lake Lure Golf Club, Bald Mountain Golf Course and Apple Valley Golf Course all have a lot to offer. Grab your clubs and bring your A game!

Food, wine and beer lovers will not be disappointed. There are many places to eat and lots of wineries and breweries in the area. Whether you like Mexican food, Italian food, sandwiches, or anything in between, there are restaurants for you.

Lake Lure is a gem among the mountains in North Carolina. An amazing place for a getaway, Lake Lure will bring you whatever you're looking for in a vacation. Whether you're looking for lake fun, fishing, festivals, sports, or just a relaxing getaway with outstanding views, this charming little town has you covered.

II.ANALYTICS

1. Facebook Analytics

































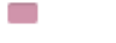


































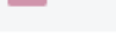















a. Posts:

Published	Post	Type	Targeting	Reach	Engagement
06/01/2021 5:41 PM	 YOU ARE INVITED - LAKE LURE ROUND TABLES: Mayor Carol			1.2K 	105 25 
06/01/2021 4:35 PM	 6/1/21 COVID-19 UPDATE: There have been (178) Total Positive			779 	4 2 
06/01/2021 12:55 PM	 Statewide Smoke Alarm Canvassing Day: Any household in the Lake Lure			616 	1 7 
06/01/2021 12:33 PM				518 	3 5 
06/01/2021 12:31 PM	 Honoring Our Nation's Heroes: The Town of Lake Lure, NC held a special			1.7K 	115 48 
05/28/2021 5:28 PM	 CHECK IT OUT! The Lake Lure Beach opens weekend! The Lake			5.2K 	195 128 
05/27/2021 5:09 PM	 REMINDER: Please join the Lake Lure community as we honor and			1.2K 	7 30 
05/26/2021 1:37 PM	 REMINDER - SPECIAL TOWN COUNCIL MEETING 5/26/21 @			1.1K 	14 4 
05/24/2021 5:54 PM	 5/24/21 COVID-19 UPDATE: There have been (177) Total Positive			1.2K 	28 8 
05/23/2021 8:50 PM	 A Budget Message from Our Mayor: Please take a moment to hear Mayor			1K 	114 12 
05/19/2021 3:24 PM	 The Lake Is Rising: The Town of Lake Lure, NC lowered the lake by 1 foot			1.5K 	34 24 

II. ANALYTICS

2. Facebook Analytics (Continued)

a.Posts:

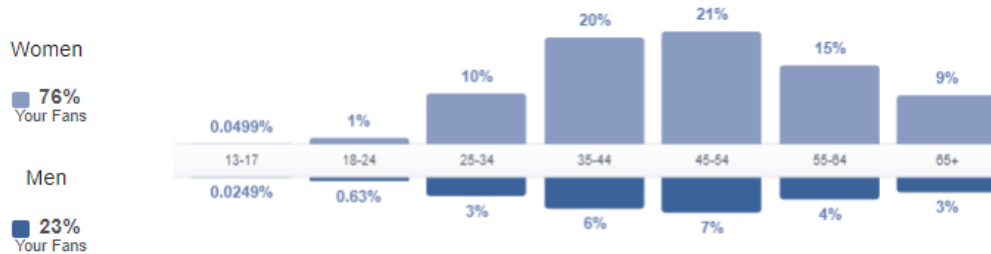
Published	Post	Type	Targeting	Reach	Engagement
05/18/2021 5:38 PM	 A Message from Our Mayor - Carol Pritchett: Spring has been in full			2.4K 	94 43 
05/18/2021 1:44 PM	 EMPLOYMENT OPPORTUNITY - PARKS AND RECREATION			1.5K 	55 20 
05/18/2021 1:40 PM	 EMPLOYMENT OPPORTUNITY - DEVELOPMENT AND			676 	9 2 
05/18/2021 1:21 PM	 EMPLOYMENT OPPORTUNITY - COMMUNITY DEVELOPMENT			797 	7 2 
05/17/2021 4:49 PM	 BRIEF LAKE LOWERING FOR REPAIRS: An emergency utility line			2.6K 	125 57 
05/17/2021 2:49 PM	 FREE BONSAI CLASS - JOIN US TOMORROW - *Bonsai Principles			1.2K 	15 23 
05/15/2021 12:17 PM	 The Lake Lure Classic Boat and Auto Show is well underway at the			5.3K 	955 283 
05/15/2021 12:11 PM	 Come out and enjoy the Lake Lure Classic Boat and Car Show today!			2.2K 	207 104 
05/14/2021 7:23 PM	 News New CDC Guidance on Face Coverings 5/14/21: Following New			1.2K 	50 6 
05/13/2021 6:42 PM	 VACCINE UPDATE 5/13/21: The county is excited to offer a teen			433 	1 2 
05/10/2021 4:29 PM	 5/10/21 COVID-19 UPDATE: There have been (176) Total Positive			992 	6 4 
05/10/2021 1:13 PM	 REMINDER: LAKE LURE TOWN COUNCIL MEETING - TUESDAY			829 	16 5 
05/06/2021 9:48 PM	 Lake Lure Appreciates Nurses!: National Nurses Day is observed			806 	9 17 
05/05/2021 5:44 PM	 VISIT YOUNGS MOUNTAIN TRAIL: Youngs Mountain Trail is a new 2.1-			6.7K 	470 349 
05/04/2021 4:27 PM	 LAKE LURE APPRECIATES TEACHERS!: National Teacher			898 	7 16 
05/03/2021 1:10 PM	 EASING STATEWIDE RESTRICTIONS: Governor Cooper			1.2K 	20 7 
04/30/2021 12:36 PM	 AmeriCorps: The Town of Lake Lure, NC is now taking applications for our			1.2K 	24 18 

1. Facebook Analytics

- a. Followers** (People who have opted-in to “follow” our profile or page, meaning that they will receive our updates in their timeline): **We had a 5% increase this month over this same time last year with 16,475 followers as of 5/31/21**, compared to 15,455 on 5/31/20.
- b. Likes** (When someone “likes” a page, they’re showing support for the page and indicating they want to see content from the page): **We had a 4% increase this month over this same time last year with 16,132 followers as of 5/31/21**, compared to 15,455 on 5/31/20.
- c. Fans:** Note that 480 of our Facebook fans live in Lake Lure. The following is the list of our two fans.

City	Your Fans	City	Your Fans
Rutherfordton, NC	519	Gastonia, NC	171
Lake Lure, NC	480	Greenville, SC	163
Asheville, NC	470	Marion, NC	128
Forest City, NC	388	Gaffney, SC	127
Charlotte, NC	362	Mill Spring, NC	123
Hendersonville, NC	315	Boiling Springs, SC	121
Shelby, NC	239	Kings Mountain, NC	114
Spartanburg, SC	196	Morganton, NC	108

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



1. Website Analytics: Note that 2,010 of the website users in May 2021 are from the Lake Lure zip code.

- **Users:** There were 16,691 website users in May 2021.
- **New Users:** There were 12,875 new users in April 2021.
- **Sessions:** There were 15,989 website users in April 2021.
- **Page Views:** There were 32,141 website users in April 2021.
- **Inquiries:** All web inquiries were answered timely by the Customer Service Specialist.

City ?	Acquisition
	Users ? ↓
	8,181 % of Total: 49.01% (16,691)
1. Lake Lure	2,010 (24.16%)
2. Charlotte	1,235 (14.84%)
3. Forest City	581 (6.98%)
4. Asheville	485 (5.83%)
5. Raleigh	435 (5.23%)
6. Hendersonville	320 (3.85%)
7. Black Mountain	177 (2.13%)
8. Rutherfordton	126 (1.51%)
9. Durham	118 (1.42%)
10. Gastonia	103 (1.24%)

III. EVENTS

a. Past Months Events:

1. **Memorial Day Program:** The 2021 Memorial Day Program was well received and well attended with approximately 100 people in attendance. The Memorial Day post with Pictures reached 1,877 people.

 **Town of Lake Lure, NC**
Published by Laura P. Krejci · June 1 at 12:31 PM · 🌐

Honoring Our Nation's Heroes: The [Town of Lake Lure, NC](#) held a special tribute for Veterans yesterday at the 2021 Lake Lure Memorial Day Program. The service was held in front of the Lake Lure Veterans Memorial with the support of Lake Lure Tours and [The 1927 Lake Lure Inn and Spa](#). The program honored Veterans who gave their lives in service of our country and paid tribute to the Veterans, active duty military personnel, and their family members who sacrificed so much for our freedoms.

Special thanks to all those who came out in support of Veterans and to those who led the program including Master of Ceremonies Capt. Jim Walters, USN Ret. and Rutherford County Sheriff Chris Frances and his Honor Guard (Det. Julie Greene, Det. Ryan Bailey, Sgt. Ben King, and Sgt. Will Stroupe). We appreciated [Lake Lure Classical Academy](#) student, Miss Johanna Khalafalla who led "The National Anthem" beautifully and Ms. Kathy Cox who gave a stunning performance of "Go Rest High on that Mountain." Mayor Carol Pritchett expressed her gratitude to all Veterans and their family members and Lt. Col Kent Loud, USAF Ret. and Capt. Ed Dittmer, USN Ret. laid the Memorial Wreath. Commissioner Patrick Bryant played "Taps" masterfully and Pastor Anton Roos gave a poignant invocation and closing prayer. All those who attended the service enjoyed a continental breakfast served by The 1927 Lake Lure Inn and Spa. Please send any photos you may have taken to Communications@townoflakelure.com.



1,877
People Reached

203
Engagements

[Boost Post](#)

b. Upcoming Events:

1. The Ribbon Cutting Ceremony for the Lake Lure Boardwalk and Washburn Marina is planned for 5/14/21 at 11:00. We have sent out 130 invitations. The event will be filmed and available online following the event. 13 people have sent in their RSVP.
2. Other scheduled events are as follows. Please note the Round Table Meetings scheduled for Thursday, 6/14/21 at Municipal Hall and Monday, 6/14/21 at The Terrace at Rumbling bald. Both forums will begin at 6:00.



Statewide Smoke Alarm Canvassing Day
622 Memorial Hwy, Lake Lure, NC 28746
Sat Jun 5, 9:00am



ROC Trail Workday: Dittmer-Watts
Dittmer-Watts Nature Trail Park Lake Lure NC
Tue Jun 8, 8:00am



Marine Commission Meeting
Lake Lure Municipal Hall, 2948 Memorial Highway,
Lake Lure, NC 28746
Tue Jun 8, 4:00pm



Lake Lure Round Table Meeting
2948 Memorial Hwy, Lake Lure, NC 28746-9249,
United States
Thu Jun 10, 6:00pm



Lake Lure Round Table Meeting
Legends Restaurant (The Terrace)
Mon Jun 14, 6:00pm



**Town of Lake Lure and ROC Workday at
Weed Patch Mountain**
Buffalo Creek Park, Lake Lure NC
Tue Jun 15, 8:00am



**Special Marine Commission Meeting and
Public Hearing**
Lake Lure Municipal Hall, 2948 Memorial
Highway, Lake Lure, NC 28746
Thu Jun 17, 5:00pm



**Town of Lake Lure and ROC Workday at
Buffalo Creek Park**
Buffalo Creek Park, Lake Lure NC
Tue Jun 22, 8:00am

III. GRANTS

1. **FEMA High Hazard Potential Dam (HHPD) Grants:**

- a. **2020 FEMA HHPD Grant:** The 2020 Grant application was submitted for the design work related to the reservoir drain. The total project cost is **\$185,710**. We applied for the FEMA HHPD grant to cover 65% of this project and were advised that the Town has been awarded **\$121,000**. 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 5/31/21: The Town was officially awarded \$121,000 for this project.

- 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**).
- c. **FY2021 FEMA HHPD Grant:** The notice of funding for the next year's FEMA grant has just been released. The grant application is due 6/12/21 and I am working closely with Schnabel Engineering to submit this application for the Field Investigation to support the Dam Reconstruction of the Replacement Dam. Costs are estimated between \$1.6 - \$2 million. FEMA Grants Awards in NC are expected to be in the \$100 – 120,000 range for this opportunity.

2. **Transportation and Infrastructure Committee Funding:** 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 RPO, Rutherford County and the Mayor of Lake Lure.

Update 5/31/21: Worked to submit a second questionnaire for this **FY2022 Infrastructure Appropriation Request**. Have responded to numerous inquiries from Madison Cawthorn's Washington DC office and have submitted a follow up letter confirming that the Town will be able to provide the 20% matching funds for the \$8 million project to support the design phase of the dam replacement project. The \$1.6 million will come from the Lake Lure Dam Reserve Funds, if awarded.

3. **Asset Inventory and Assessment Grant Program:** The purpose of this grant is to support developing asset inventories, condition assessment of critical assets, and other components of a comprehensive asset management programs. LaBella Associates will take the lead in applying for this grant in 2021.

4. **Grants Database:** We continue to update the Grants Database as new information becomes available.

IV. COMMUNICATIONS

1. **Mayor's Video:** Worked with the Mayor to produce a video of her explaining the proposed budget. The video reach over 1,000 people via Facebook and was also posted on the Town Website. The video can be viewed at the following link:
<https://www.youtube.com/watch?v=itCwey9ghQw>



2. **Website Transition:** The creation of the new website is largely complete and is under review by Town Council.

- The website has a responsive design, meaning that it will automatically convert to your phone, table, ipad, etc. making it easy to find the content that one needs.
- There is a Mega Menu on the top right. One may hover over any of these key headers to see additional information and links.
- There are also quick lines at the bottom along with links to Town News and Upcoming Meetings/Events.
- We are especially pleased to have a search bar which will allow the public to find resources much more easily. *Our current site does not have this feature.*

We are ahead of schedule in developing the website and are ready to go live as soon as we decide the content and features meet Town Council expectations. We will have to maintain two sites until we go live with the new site.

Some of the new features are highlighted below. We are still making enhancements to each of these features.

- [Upgraded Council/Board Meeting Agenda, Packet & Minutes System](#)
(Note that documents are readily accessible verses having to search through folders and subfolders)
- [Online Work Orders](#)
(Note that the public will be able to submit work orders online and will receive updates online as well. A monthly report can be printed to track and document work orders.)
- [Online Facility Rentals](#)
(Facility Rentals can be made online with an automatic reply and email updates as needed.)
- [Online Payment for Utility Bills](#) (This feature exists currently)
- [Upgraded Online Parks and Trails Package](#)
(This new package offers many new features and additional information on our Parks and Trails.)
- Note that Boat Slip Rentals and Boat Permits will be available online next year.

3. **Everbridge:** Increased Everbridge registrants by 18 people this month with 1,989 total registrants (875 Everbridge registrants + 1114 Nixel registrants) as of 5/31/21. **We sent out the following notification this month:**

- **Lake Lowering for Emergency Utility Line Repair:** An emergency utility line repair will require lowering the lake 1 foot below full pond to 989.5 MSL by Wednesday 5/19/21 at 7AM. The goal is to begin raising the lake back up by Wednesday evening, 5/19/21.

3. **Tax Payer Data Base:** Have obtained mailing addresses for the 5,187 tax payers to be used as needed for increased communication. After removing duplicates the list include 3,190. I have obtained a quote for a postcard mailing to all tax payers. My idea is to send a post card once the new website is up and running to raise awareness for the new user friendly website and post a synopsis of key infrastructure issues in the Town News for their awareness.

4. Signage:

- a) **Town Hall:** Obtaining bids for a two sided electronic sign for the Town. Started with the company that provided the signage for the Public Library, Stewart Signs. The first quote is for \$17,228 for a one color sign shown below on the left. One concern about the one color is that the writing is in red. In order to get multi colors, the cost is \$18,427, a small difference for the visual impact shown below on the right. I am awaiting a second quote from a second company.



- b) **Pool Creek Picnic Park Signage:** Worked with the Parks, Recreation and Lakes Department to develop new signage for the park to ensure boaters placing their boats from this end of the Lake new that boat permits were required. The new signage is complete and is being placed in the park.
- c) **Morse Park Signage:** I am working with the Parks, Recreation and Lakes Department to develop replacement signage for Morse Park that would focus on the lake on one side and fishing on the other side. We are working to determine if we can reuse the old structure to reduce the cost of the signage and I am in discussion with the sign company about this and we are creating a new map of the local parks and trails.

4. Leadership Support:

- a) **Support to the Mayor:** Provided assistance as needed with Town communications including the Mountain Breeze article, video updates for the community, coordination with presentations to the public.
- b) **Town Manager Support:** Provided assistance as needed with Town communications including departmental updates, infrastructure, special project updates, and grant applications.

5. **Round Table meetings:** The Round Table Meetings have been widely promoted on Facebook and our Website. 34 people are currently registered for the meetings.

6. **Sewer System (SS) Renovation Replacement and Renovation Project:** Worked with the UAB, contractors and key staff to develop a strategic communication plan including an introductory letter, detailed overview and update, property owner survey, and Cove Captain meeting outline with the SS team. We are now in the process of creating a list of frequently asked questions and answers to be utilized as needed as we proceed with Phase 1 of the project. A key part of this involves an analysis of the related policies.

- a) **Mailer/Letter:** On hold awaiting completion of the policy analysis
- b) **Frequently Asked Questions:** On hold awaiting completion of the policy analysis
- c) **Community Outreach Schedule Updates/Adjustments:** On hold awaiting completion of the policy analysis
- d) **Grant Submittals/Results relative to Reservoir Drain (Design & Construction)**

7. Email Updates: An email update with the month's headlines and upcoming events will be shared this week with the Town's email database.

Greetings from the Town of Lake Lure,

We hope this note finds you enjoying the beauty of spring in Lake Lure! We want to be sure you are up-to-date on all the [Town News](#) on our [Lake Lure Website](#).

Please be sure to mark your calendar for the upcoming Round Table Meetings. The purpose of the meeting is to give community members opportunities to ask questions, share ideas, and get information about the Town of Lake Lure and upcoming projects.

The meetings are open to the public. One forum will be held in the Lake Lure Municipal Hall and one will be held on The Terrace, outside of Legends at Rumbling Bald on Lake Lure. Everyone is welcome to attend.

Please reserve your seat at the Round Table discussion by emailing Laura Krejci at Communications@townoflakelure.com or call 828-625-9983 x 103.

WHAT: Lake Lure Round Table Meeting

WHEN: Thursday, 6/10/21 from 6:00 PM – 8:00 PM

WHERE: Lake Lure Municipal Hall, 2948 Memorial Highway, Lake Lure, NC 28746

RSVP: Please RSVP to Laura Krejci at Communications@townoflakelure.com or call 828-625-9983 x 103.

WHAT: Lake Lure Round Table Meeting

WHEN: Monday, 6/14/21 from 6:00 PM – 8:00 PM

WHERE: The Terrace of Legends at Rumbling Bald, 153 Mountains Blvd, Lake Lure, NC 28746

RSVP: Please RSVP to Laura Krejci at Communications@townoflakelure.com or call 828-625-9983 x 103.

If you haven't had an opportunity to follow updates online as they are posted on our [Town of Lake Lure Facebook Page](#), you may want to take a moment to review some of the past month's headlines, resources, and information to be sure you have not missed anything that might be important to you. Just click on [Town News](#) and scroll through the updates or review specific headlines of interest below. (* Indicates the information is embedded within the Town News page.) **And be sure to check out upcoming meetings and events.**

Mayor Pritchett's FY2021-2022 Budget Video Messages from the Mayor	FY2021-2022 Budget	5/11/21 Town Council Recording Meeting Summary	Lake Drawdown Schedule
NC, Rutherford County & Lake Lure COVID-19 Data and Updates	Round Table Meetings (Please RSVP to reserve your seat)	Upcoming Meetings and Events (Mark Your Calendars!)	Memorial Day Pictures

Visit Lake Lure and Chimney Rock*	<i>Check out the latest recommendation!</i> Lake Lure, North Carolina's Hidden Gem	AmeriCorps Project Conserve is <i>hiring!</i> *	Best of Travel 2021 Place your vote for Lake Lure, NC
Register for Everbridge (Lake Lure's Emergency Notification System) <i>(Register Today!)</i>	Recycling in Lake Lure <i>(Sign Up Today!)</i>	Easy Options for Utility Payments <i>Sign up for AutoDraft</i>	Visit The Lake Lure Flowering Bridge * <i>(Check It Out!)</i>

If you have any questions or recommendations, please contact me at 828-625-9983 x 103.

Warm regards,
Laura

Laura Krejci, MSW

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