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Department: Communications\Events\Grants

REPORT DATE: JULY 6, 2021

PREPARED FOR: TOWN MANAGER

I. NEW WEBSITE LAUNCH

1. **LAUNCH:** Oversaw the development of the new website with input from Town Council and all Department Heads. The new site launched 6/30/21 with no major issues.

2. **REACH:** Over 3,000 individuals have visited the site in the first weekend.

3. **NEW FEATURES:**

- ✓ The new website has a **responsive design** and will automatically convert to the users phone, tablet, or ipad.
- ✓ There is a **mega menu** on the top right. The user may hover over any of these key headers to see additional links related to **Government, Community, Departments, and Services.**



A: Government:

LEADERSHIP

Lake Lure Mayor
Mayoral Messages
Town Council
Marine Commission
Council Meetings
Public Hearings

MEETING INFORMATION

Agendas, Packets & Minutes
Watch Livestream Meetings

Comprehensive Plan

APPOINTED BOARDS

ABC Board
Board of Adjustment
Lake Structures Appeals Board
Lake Advisory Board
Parks & Recreation Board
Utility Advisory Board
Zoning & Planning Board

Transparency in Government

Annual Budget
Annual Audits
Capital Improvement Plan

Form of Government

Code of Ordinances

News

Events



B: Community:

Discover Lake Lure

Lake Lure Yesterday & Today
Recommendations
Neighbors
Quick Facts

Town News

TOWN CALENDAR

Council & Board Meetings
Events

Comprehensive Plan

Frequently Asked Questions

PLACES OF INTEREST

The Beach
The Lake
Parks & Trails
The Library

Facility Rentals

Visitor Information

Welcome Center
Chamber of Commerce

Schools

Medical Resources

Police

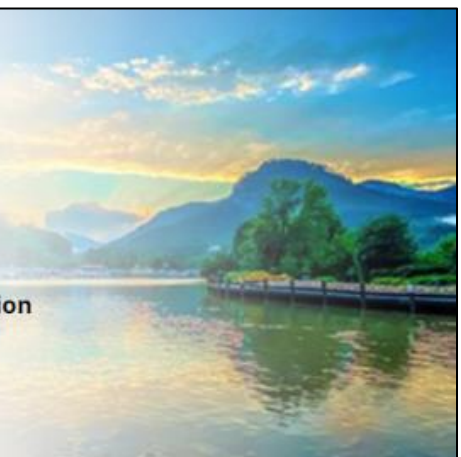
Fire/Emergency Management

Burn Permits
Fire Stations

Emergency Notification System (Everbridge)

Rutherford County

Area Links



C. Departments:

Administration Town Manager Town Clerk Human Resources Communications Finance Customer Service	Community Development Dam/Hydroelectric Plant Fire/Emergency Management	Parks, Recreation, & Lake Parks & Trails Getting Out on the Lake Lake Use Regulations Lake Levels Police Public Works Water Sewer Streets Garbage Pickup	
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D. Services

PUBLIC SAFETY Police Fire/Emergency Management Medical Resources STAY CONNECTED Town News Emergency Notification System (Everbridge) Email Subscriptions Town Calendar	RESIDENTIAL SERVICES Utilities - Water & Sewer Trash Collection Medication Disposal Street Maintenance Work Order Request DOCUMENTS & FORMS Forms, Permits & Applications Documents & Reports Fee Schedule	RECREATIONAL AREAS The Beach Boating Information Parks & Trails Washburn Marina	
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- ✓ If the user has any difficulty finding the information they are looking for within the links provided, there is a **search bar** which creates a list of related links for the users.
- ✓ The latest **Town News** and **Upcoming Meetings and Events** are featured on the home page.
- ✓ There are quick links on the home page for **Meetings, the Calendar, Fees-Forms-Permits, Ordinances, Recreation and Online Payments.**
- ✓ There is an **upgraded Town Council/Board Meeting Agenda, Packet & Minutes system** (Note that documents are readily accessible verses having to search through folders and subfolders.)
- ✓ There is an option for **Online Work Orders.** (Note that the public may submit work orders online and they will receive email confirmation and updates as submitted by the respective points of contact.)
- ✓ There is an option for **Online Facility Rentals** (Facility rentals can be made online with an automatic reply and email updates provided by the points of contact.)
- ✓ There is an option for **Online Payment for Utility Bills:** (This feature exists currently)
- ✓ There is an **upgraded Online Parks and Trails Package:** (This new package offers many new features and additional information on our parks and trails including online maps and amenities for each park/trail.)
- ✓ Note that boat slip rentals and boat permits will be available for online purchases next year.

4. **STAFF TRAINING:** Provided training to all staff who have access to update/edit their respective departmental microsites.

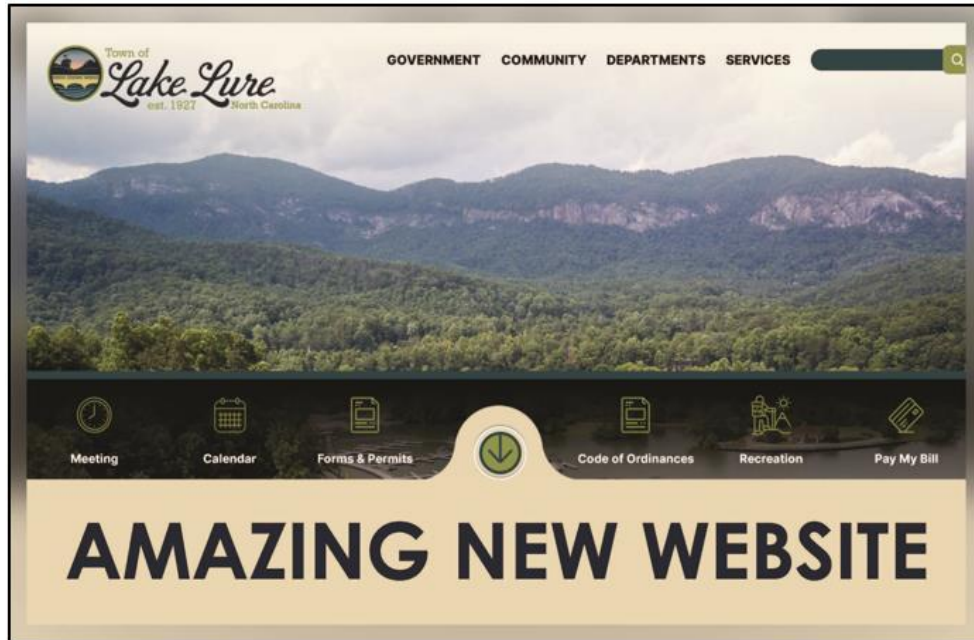
5. **LINKAGE WITH MUNICODE MEETINGS PACKAGE:** Provided training to staff who are clerking the various boards as their agendas and minutes will all show up online as they are published.

Date	Meeting	Agenda	Agenda Packet	Minutes
07/19/2021 - 3:30pm	ABC Board Regular Meeting			
07/13/2021 - 5:00pm	Town Council Regular Meeting			
07/13/2021 - 4:00pm	Marine Commission Special Meeting			
07/12/2021 - 3:30pm	Lake Advisory Board Regular Meeting			
07/02/2021 - 1:00pm	Town Council Special Meeting			
07/01/2021 - 1:30pm	Parks and Recreation Board Regular Meeting			

6. **TOWN NEWS:** The following updates were shared on town news in June 2021:

Town Council Special Meeting	Public Hearing	Wed, 06/30/2021
Marine Commission Special Meeting	Public Hearing	Wed, 06/30/2021
Paws for the Cause Fundraiser	Press Release	Tue, 06/29/2021
6/25/21 COVID-19 Updates	Press Release	Fri, 06/25/2021
Employment Opportunity	Press Release	Mon, 06/21/2021
New Lake Lure Marina and Boardwalk Revitalizes Historic Lake Lure Community	Press Release	Mon, 06/14/2021

7. **MARKETING THE NEW SITE:** I recommend sending a postcard to property owners announcing the new website and encouraging them to visit the site. I obtained mailing addresses for the 3,190 tax payers in Lake Lure and obtained a quote for the postcard. The cost of creating and mailing the postcard is estimated at \$2,250.





WE HAVE A NEW WEBSITE

The Town of Lake Lure's New Website Features the Following:

- ✓ A responsive design which automatically converts to your phone, tablet, or iPad.
- ✓ The latest Town News and Upcoming Meetings and Events.
- ✓ Quick links to Fees-Forms-Permits, Ordinances, Recreation and Online Payments.
- ✓ Upgraded Council/Board Meeting Agenda, Packet & Minutes System
- ✓ Online Work Orders
- ✓ Online Facility Rentals
- ✓ Upgraded Online Parks and Trails Package
- ✓ Search bar which allows you to find resources much more readily.

Check It Out: www.townoflakelure.com

II. LAKE LURE RECOMMENDATIONS/REGOGNITION

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

Blue Ridge Mountain Life: <https://blueridgemountainlife.com/lake-lure-nc-travel-guide/>

Lake Lure NC is town that is literally built around a lake, nestled in the steep rocky cliffs of Hickory Nut Gorge area of NC, and south of the city of Asheville NC. Lake Lure is one of the most beautiful mountain lakes in not only the Blue Ridge Mountains, but in the United States as well.



Hickory Nut Gorge, including Chimney Rock Village and Lake Lure, have been enticing people to visit since before the early 1900s, due its beauty and reputation for being one of the Grand Canyons of the east.

Lake Lure is an excellent spot of visit and vacation, and is just prefect for that quiet getaway you need.

WHAT'S IN THIS GUIDE?

[Where is Lake Lure NC?](#)

[What's in Lake Lure NC?](#)

[Where to stay in Lake Lure?](#)

[Where to Eat in Lake Lure NC?](#)

[Top 10 Things to do in Lake Lake NC](#)

[1- Water activities](#)

[2 - The Beach](#)

[3 - Take a Guided Boat Lake Tour](#)

[4 - Hiking and Mountain Biking](#)

[5 - Visit Chimney Rock State Park](#)

[6 - Go Ziplining at Canopy Ridge Farms](#)

[7 - Visit the small shops in Chimney Rock Village](#)

[8 - Golf](#)

[9 - Visit the Town Center Walkway and the Magical Lake Lure Flowering Bridge](#)





[10 - Morse Park and Greenway](#)



III. ANALYTICS

1. Facebook Analytics

a. Posts:

Published	Post	Type	Targeting	Reach	Engagement
07/04/2021 3:38 PM	 Happy Independence Day from the Town of Lake Lure, NC! As you			2.6K 	71 112 
07/01/2021 11:30 AM	 COUNT DOWN TO JULY 4th! Please send in your favorite Patriotic			3.3K 	177 144 
06/25/2021 4:15 PM	 6/25/21 COVID-19 UPDATE: There are no new cases in lake Lure as of			1.3K 	20 13 
06/21/2021 5:18 PM	 EMPLOYMENT OPPORTUNITY: The Town of Lake Lure, NC is			3.4K 	185 32 
06/15/2021 4:46 PM	 6/15/21 COVID-19 UPDATE: There have been (179) Total Positive			1.3K 	8 10 
06/11/2021 4:13 PM	 YOU ARE INVITED - LAKE LURE ROUND TABLE MEETING: Mayor			1.3K 	57 14 
06/10/2021 9:30 PM	 REMINDER - Lake Lure Boardwalk and Washburn Marina Ribbon			11.6K 	379 138 
06/09/2021 10:05 AM	 THANK YOU FIREFIGHTERS AND FIRST RESPONDERS! The Lake			1.9K 	44 62 
06/08/2021 9:07 PM	 EMPLOYMENT OPPORTUNITY: The Town of Lake Lure, NC is			854 	24 3 
06/08/2021 1:56 PM	 TOWN COUNCIL MEETING REMINDER - 6/8/21 @ 5:00PM: The			778 	9 2 
06/08/2021 1:52 PM	 REMINDER - MARINE COMMISSION MEETING - 6/8/21 @			756 	8 2 
06/01/2021 5:41 PM	 YOU ARE INVITED - LAKE LURE ROUND TABLES: Mayor Carol			1.7K 	139 35 
06/01/2021 4:35 PM	 6/1/21 COVID-19 UPDATE: There have been (178) Total Positive			1.1K 	7 3 
06/01/2021 12:55 PM	 Statewide Smoke Alarm Canvassing Day: Any household in the Lake Lure			841 	3 7 
06/01/2021 12:33 PM				831 	5 12 
06/01/2021 12:31 PM	 Honoring Our Nation's Heroes: The Town of Lake Lure, NC held a			2.1K 	152 70 

III. ANALYTICS

2. Facebook Analytics (Continued)

- a. **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 16,148 followers as of 6/30/21**, compared to 15,584 on 6/30/20.
- b. **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 4% increase this month over this same time last year with 16,475 followers as of 6/30/21**, compared to 15,896 on 6/30/20.
- c. **Demographics of Followers:** Note that **506** of our Facebook followers live in Lake Lure. The following is the list of our top followers.

Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	16,367	Rutherfordton, NC	508	English (US)	16,034
United Kingdom	16	Lake Lure, NC	506	English (UK)	254
Canada	15	Asheville, NC	440	Spanish	95
Mexico	10	Forest City, NC	399	French (France)	33
Germany	7	Charlotte, NC	381	Portuguese (Brazil)	18
Australia	7	Hendersonville, NC	282	Arabic	12
Iraq	4	Shelby, NC	231	Spanish (Spain)	11
Pakistan	4	Spartanburg, SC	185	German	8
Puerto Rico	3	Greenville, SC	173	English (Pirate)	6
Bangladesh	3	Gastonia, NC	165	Simplified Chinese (Chi...	5

IV. EVENTS

a. Past Months Events:

1. **Round Table Meetings:** The Lake Lure Town Council Members recently held a series of public round table forums with the community to discuss this project. The meetings were widely attended with 55 in attendance at the meeting in Lake Lure’s Municipal Hall and 81 in attendance at the forum held at Rumbling Bald’s Terrace.
2. **Ribbon Cutting:** 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.
3. **Fireworks:** Rumbling Bald held their Fireworks event on 7/3/21. The Chamber and Lake Lure Tours hosted the Fireworks event on 7/4/21 which was a big success. The Fire Chief estimated there were 5,000-7,000 people in town for the event.

b. Upcoming Events:



Town Council
Town of Lake Lure, NC
12 Dates - Jan 12 - Dec 14



Town of Lake Lure and ROC Workday at
Weed Patch Mountain
Buffalo Creek Park, Lake Lure NC
Wed Jul 7, 8:00am



ROC Trail Workday: Dittmer-Watts
Dittmer-Watts Nature Trail Park Lake Lure NC
Tue Jul 13, 8:00am



Town of Lake Lure and ROC Workday at
Buffalo Creek Park
Buffalo Creek Park, Lake Lure NC
Tue Jul 20, 8:00am

III. 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 6/30/21: Updated report submitted to the NC DEQ Dam Safety Office 6/22/21.
- 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).
- 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.

2. Transportation and Infrastructure Committee Funding:

- a. **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 RPO, Rutherford County and the Mayor of Lake Lure.

Update 6/30/21:

- b. **Transportation and Infrastructure Committee Funding:** Met with Robin Ramsey, Field Representative for Senator Burr on 6/11/21 to discuss the Town's infrastructure issues. Worked with Ms. Ramsey to submit a **FY2022 Infrastructure Appropriation Request** for funding to support the dam replacement through Senator Burr. The request confirmed 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.

III. GRANTS (CONTINUED)

- c. **Transportation and Infrastructure Committee Funding:** Met with Jordan Ramsey Regional Representative for Senator Tillis on 6/15/21 to discuss the Town's infrastructure challenges. Worked with Mr. Barnes to submit a **FY2022 Infrastructure Appropriation Request** for funding to support the dam replacement through Senator Tillis. The request confirmed 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.
- d. **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.
- e. **Grants Database:** We continue to update the Grants Database as new information becomes available.

IV. COMMUNICATIONS

1. **Declaration of Independence Video:**

Produced the video of Jim Walters reciting the Declaration of Independence at the recommendation of Mrs. Betty Ross. The video was placed on the website and on Facebook and has reached over 2,600 people.

Happy Independence Day

Happy Independence Day from the Town of Lake Lure, NC! As you celebrate the 4th with family and friends today, take a moment to remember the meaning behind the day. Please click on the following link to hear Capt. James Walters, USN (Ret.) as he recites the Declaration of Independence: <https://www.youtube.com/watch?v=l0wwGKwCasI>

Special thanks to Lake Lure resident Mrs. Betty Ross for her idea to have the Declaration of Independence recited today. Thank you to Capt. James Walters, USN (Ret.) for his amazing recitation.

Please send your patriotic photos to Communications@townoflakelure.com and we will look for opportunities to share them. Have a safe and happy holiday!



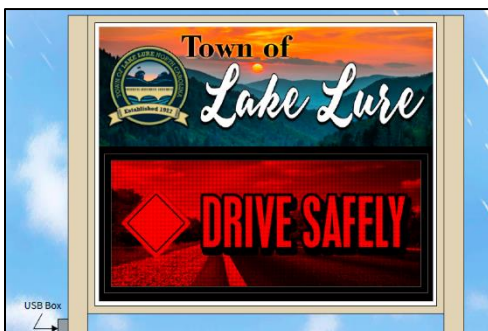
2. **Everbridge:** Increased Everbridge

registrants by 1 this month with 876 Everbridge registrants + 1112 Nixel registrants) as of 6/30/21. There were no emergency notifications this month.

4. **Signage:**

- a) **Town Hall:** Obtained 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. The second company is a distributor in Asheville and would be obtaining the sign through a company like Stewart signs. The third company is a local company that made the sign for Bat Cave Fire Department and would not meet the town standards for such a sign.

Recommendation: After further discussion with the Finance Director, it is recommended that this purchase would need to be through a sole source, Stewart Signs from Florida. They have made all of the local signs of this type with the exception of Bat Cave Fire Department.



- b) **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) **Communications Plan:** Working to update the Town's Communication Plan based on recent budget and infrastructure developments. The plan is to be reviewed and discussed as needed at the 7/13/21 Town Council meeting.
- b) **Support to the Mayor:** Provided assistance as needed with Town communications including the recent Round Table Meetings, WLOS Tourism Interview 6/30/21, Mountain Breeze article, video updates for the community, coordination with meetings and presentations to the public.
- c) **Town Manager Support:** Provided assistance as needed with Town communications including departmental updates, infrastructure reports, special project, grant applications and appropriations requests.

5. 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 and approval of the Engineering Report to NCDEQ DoW.

6. Email Updates: An email update with the month's headlines and upcoming events will be shared this week announcing the Town's new website.

Greetings from the Town of Lake Lure,

We hope this note finds you enjoying the summer in Lake Lure! We want to be sure you are up-to-date on all the information on our [NEW Lake Lure Website](#). **The New Website Features the Following:**

- ✓ **A responsive design which automatically converts to your phone, tablet, or iPad.**
- ✓ **The latest Town News and Upcoming Meetings and Events.**
- ✓ **Quick links to Fees-Forms-Permits, Ordinances, Recreation and Online Payments.**
- ✓ **Upgraded Council/Board Meeting Agenda, Packet & Minutes System**
- ✓ **Online Work Orders**
- ✓ **Online Facility Rentals**
- ✓ **Upgraded Online Parks and Trails Package**
- ✓ **Search bar which allows you to find resources much more readily.**

Please visit www.townoflakelure.com and check it out! If you have any questions or recommendations, contact me at 828-625-9983 x 103.

Warm regards,
Laura Krejci

