

Name: Laura Krejci

Department: Communications\Events\Grants

REPORT DATE: JULY 31, 2021

PREPARED FOR: TOWN MANAGER

I. NEW WEBSITE LAUNCH

1. **LAUNCH:** Marketed the new website link on Facebook reaching **2,570** people. Shared link on email to the database I have developed with **1,585** email addresses.
2. **REACH:** Over **14,300** individuals have visited the site in the first month.
3. **FEEDBACK:** Developed simple website survey to get feedback from users on any enhancements that are needed to the website. The survey was just forwarded to the mail groups noted about 7/28/21. The following is a summary of the feedback received thus far with 17 surveys completed to date.

A. WEBSITE DESIGN: Is the design of the website aesthetically appealing and attractive?

Results: 94% of respondents answered yes, one respondent answered no.

Comments:

- Whoever created this and input the information is amazing
- It's great! Huge improvement. Thank you
- Looks Fantastic!
- The website is too elementary and does not give enough information, even with the drop downs.

B. WEBSITE NAVIGATION: Is the website user-friendly and easy to navigate?

RESULTS: 94% of respondents answered yes, one respondent answered no.

COMMENTS:

- Is there an audio reading option for vision impaired? If not, this is the only thing that I can think of that may be added.
- The new site is markedly better than the previous site!
- No. Too vague.

C. ACCESSIBILITY: When using the search bar can you find what you're looking for?

RESULTS: 94% of respondents answered yes, one respondent answered no.

COMMENTS:

- I did use the search bar and it brought up what I was looking for immediately.
- The new search bar feature is awesome
- Obviously need to get use to when to search
- Yes, and the search can even be narrowed down by department/government council or board.

D. Is there any information missing from the website that you'd like to see?

RESULTS: 93% of respondents answered yes, one respondent answered no.

COMMENTS:

- I appreciate all the time and effort that went into creating this new resources for our community!
- List Lake Lure Classical Academy school FIRST under schools. This is OUR TOWN school. Why list Thomas Jefferson Classical Academy (a 40+ minute drive), ICC and county schools before our local school? (**Action:** Edited this page as recommended.)
- Nothing is missing for me! I love that you listed the cost of everything, especially the boat slip and permit fees. It seems very user friendly to me and I'm not computer whiz! Great job!
- The one thing that needs to be changed immediately is to put our own Lake Lure Classical Academy at the top of the list of schools, both on the schools page and the links page - people coming to this town need to know that Lake Lure has a school. It made no sense whatsoever to put it 4th on the list, perhaps inadvertently promoting area residents to go outside of Lake Lure for school. (**Action:** Edited this page as recommended.) I'd also think it would be good to move LLCA to the top of the list on the FAQ page under General Inquiries, not after the Donald Ross link. I'm actually the incoming Board Chair for LLCA and would be glad to talk to you about any of this. (**Action:** Edited this page as recommended.)
-

And some of your history about Chimney Rock and Lake Lure is incorrect. Dr. Morse's brothers didn't formally get involved with Chimney Rock until a year after the original 64 acres were purchased by Dr. Morse in 1902. Though the name Lake Lure has always been attributed to my great, great aunt Elizabeth, Dr. Morse was using the name "Lure" in his Chimney Rock promotional materials before the lake project began. And I'm not aware that Dr. Morse and his wife ever lived at Cliff Dwellers. Much of what I'm sharing is in my book, For the Love of Chimney Rock, in the section about the history of Lake Lure. :-) I'd be happy to discuss any of this with you. (**Action:** Edited this page as recommended.)

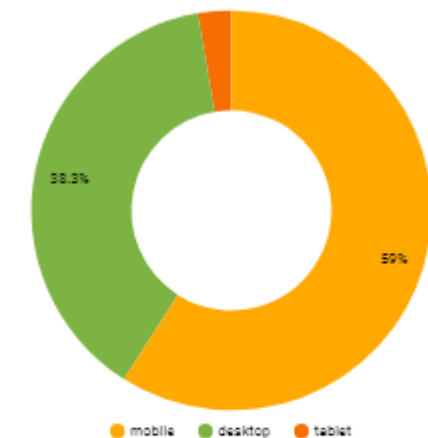
You also have a typo in the golf course section - "Helen" should be "Hagen." And in my research, I found that Hagen visited the area (again, I have a reference to the article in my book), but agree that he likely didn't design the course. (**Action:** Corrected.)

Thanks for your work on this website!

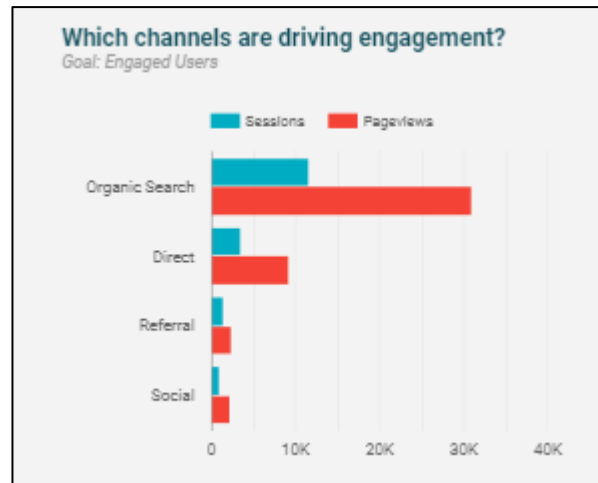
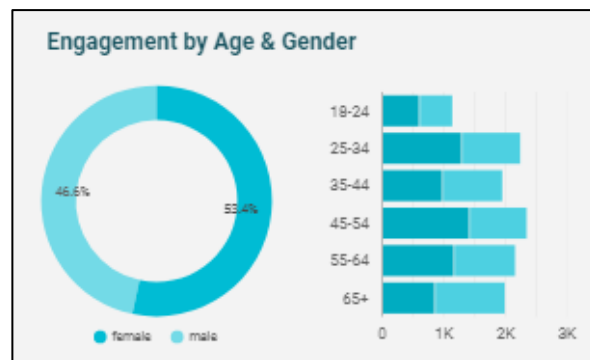
- Looks thorough and comprehensive.
- The "contact information" on the left side of the page has the town's address, but it's there even when you look at the fire department page. This has been misleading for two people I personally have talked to, and I had to give them the correct address for the fire department. The mailing and street addresses are on the bottom of the page anyway. Maybe the contact information could just be the office number and the link to view full contact details? Also on the fire page, the way the three volunteer stations are listed and mapped but not Lake Lure Fire and Rescue, the first impression is those are the only three stations. Thanks! (**Action:** Edited this page as recommended.)
- No, but I did enjoy the History section!

4. Website Analytics

What device are people using?



Device	Users	New Users
1. mobile	8,445	8,280
2. desktop	5,480	5,218
3. tablet	386	367



5. NEW

- ✓ 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.

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

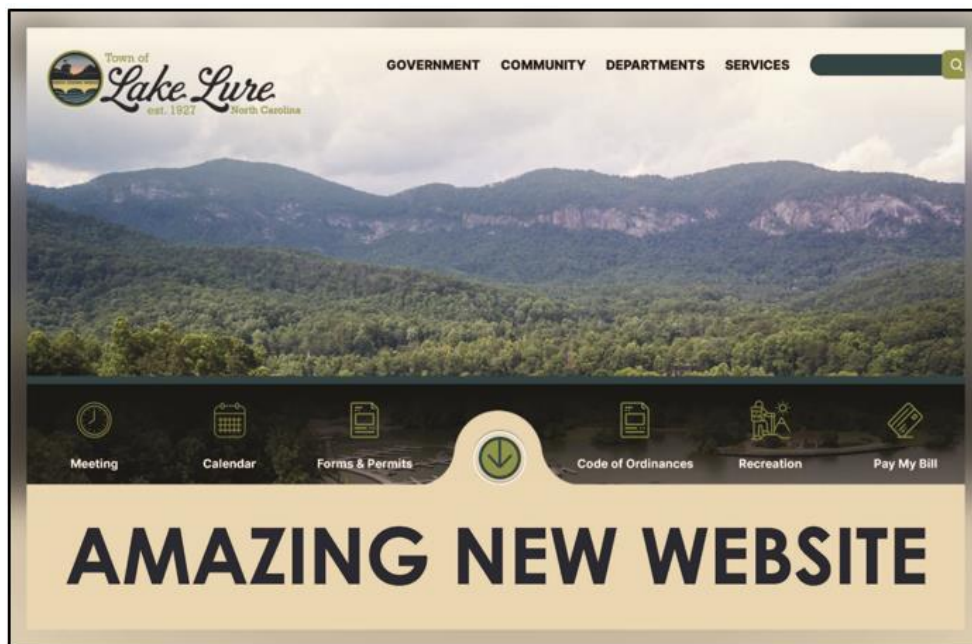
7. **LINKAGE WITH MUNICODE MEETINGS PACKAGE:** Provided training to staff who are clerking the various boards as their agendas and minutes will all show up online as they are published.

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			

8. **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

9. **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.










II. FACEBOOK

1. Facebook Posts

Published	Post	Type	Targeting	Reach	Engagement
07/28/2021 5:58 PM	 7/28/21 COVID-19 Update: There are (2) new cases in Lake Lure since			1.9K 	21 11 
07/28/2021 2:24 PM	 Lake Lure's New Website - Check It Out! by visiting the following link:			2.9K 	241 71 
07/28/2021 1:15 PM	 CHECK OUT THIS LAKE LURE BEAR: He says, "I want your hat but			3.2K 	677 192 
07/23/2021 1:30 PM	 New School Guidance: Governor Cooper and Secretary Cohen			1.4K 	134 12 
07/23/2021 1:01 PM	 7/21/21 COVID-19 Update: There is one new case in Lake Lure as of this			804 	14 3 
07/23/2021 12:53 PM				1.7K 	13 38 
07/23/2021 12:50 PM	 "The Bees You Never Knew": Join the Friends of the Lake Lure			1.5K 	6 38 
07/23/2021 9:22 AM	 LAKE LURE FLASHBACK: Enjoy these historic views of Lake Lure			3.6K 	132 118 
07/16/2021 12:13 PM	 7/16/21 COVID-19 UPDATE: There are no new cases in Lake Lure as of			1.1K 	11 3 
07/15/2021 5:26 PM	 ONE LANE NOW OPEN ON MEMORIAL HWY - 7/15/21 at 5:20			6.3K 	216 168 
07/15/2021 4:26 PM	 POWER RESTORED 7/15/21 - 4:25 PM UPDATE: The Town of Lake			2.8K 	125 49 
07/15/2021 11:36 AM	 TEMPORARY ROAD BLOCK AND POWER OUTAGE 7/15/21 - 11:30			5.3K 	245 114 
07/15/2021 9:30 AM	 TEMPORARY ROAD BLOCK AND POWER OUTAGE 7/15/21 - 9:30 AM			36.9K 	2.8K 1.5K 
07/15/2021 7:25 AM	 TEMPORARY ROAD BLOCK 7/15/21 7AM: Memorial Hwy in the			4.6K 	315 61 
07/09/2021 4:34 PM	 EMPLOYMENT OPPORTUNITIES: The Town of Lake Lure, NC is			2.1K 	47 21 

II. FACEBOOK

1. Facebook Posts, continued

07/09/2021 4:30 PM		EMPLOYMENT OPPORTUNITIES: The Town of Lake Lure, NC is			1.2K		26 7	
07/07/2021 12:17 PM		NC Announces First Cash Drawing & Cash 4 College Winners: NC			1.1K		7 5	
07/07/2021 12:11 PM		COVID-19 Vaccine Summer Card Incentive Pays Off; Pilot Program			1.2K		18 4	
07/07/2021 11:18 AM		7/7/21 COVID-19 UPDATE: There are no new cases in Lake Lure as of			920		3 2	
07/04/2021 3:38 PM		Happy Independence Day from the Town of Lake Lure, NC! As you			2.8K		74 115	
07/01/2021 11:30 AM		COUNT DOWN TO JULY 4th! Please send in your favorite Patriotic			3.5K		178 144	

2. Facebook analytics

- 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 16,333 followers as of 7/31/21**, compared to 15,746 on 7/31/20.
- 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 16,687 followers as of 7/31/21**, compared to 16,061 on 7/31/20.

IV. EVENTS

A. Upcoming Events:

2021 Lake Lure Olympiad

Friday, August 13, 2021 (All day) to Sunday, August 15, 2021 (All day)

[Add to your calendar >](#)

[Back to calendar](#)

The annual sports festival is three days of competitive sports events in Lake Lure and Chimney Rock. The festivities kick off on Friday starting the evening at Rumbling Bald Resort with Opening Ceremonies and a 10K Dam Run. Competitors then wake up Saturday for the Lake Lure Triathlon consisting of a 750 meter swim, 22.3K bike and a 5K run along a mapped out course at the resort. Families can share in the competitive events with plenty of activities including the Junior Olympiad. Finishing the weekend is the ultimate racing challenge: the 5K run to the summit of Chimney Rock.

[View Race Photographs](#)

Dates: August 13, 2021 - August 15, 2021

[Additional Information](#)

[Register to Participate](#)

[View Race Photographs](#)



II. LAKE LURE RECOMMENDATIONS/REGOGNTION

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

1. 7 BEST SWIMMING HOLES IN NORTH CAROLINA

Trips to Discover: <https://www.tripstodiscover.com/best-swimming-holes-in-north-carolina/>

By Amanda

Summer in North Carolina goes hand in hand with soaring temperatures and devastating humidity. Luckily the riveting scenery of the state is teeming with rivers, streams, and mountain springs that equate to refreshing swimming holes where you can find refuge from the blistering heat.

**Safety Considerations Courtesy of National Forests in North Carolina:*

- *Heed posted warning signs indicating danger and stay on established trails.*
- *Never climb on or around waterfalls and never play in the water above a waterfall.*
- *Never jump off waterfalls or dive into plunge pools at the base of waterfalls. Rocks and logs can be hidden beneath the surface of the water.*
- *Often waterfall pools have swirling water or currents that can drag and keep you underwater.*

Lake Lure, Town of Lake Lure

If you enjoy beautiful mountain scenery, [Lake Lure](#) is a fun spot to swim. Part of the Hickory Nut Gorge, the lake is lined with a large beach and speckled with popular attractions including the Lake Lure Golf Club, and the Flowering Bridge, which was closed to traffic in 2011 and is now home to lush gardens.



2. 15 BEST LAKES IN NORTH CAROLINA

The Crazy Tourist

<https://www.thecrazytourist.com/15-best-lakes-north-carolina/>

Lake Lure

Another popular location for filming blockbuster films, Lake Lure is possibly best known for the popular film *Dirty Dancing* starring Patrick Swayze and Jennifer Grey. It has also hosted *A Breed Apart*, *Firestarter*, *My Fellow Americans*, and *The Last of the Mohicans*. With plenty of lodges, inns, resorts, and campgrounds along the lakeshore, there is sure to be some kind of accommodation that fits your needs. Along the lakeshore are plenty of quaint towns and activities for people of all ages. Ziplining, horseback riding, fishing, trails, beaches, and even a toy museum!



3. TOP LAKES IN THE USA YOU'VE PROBABLY NEVER HEARD OF

BAILEY FREEMAN [HTTPS://WWW.LONELYPLANET.COM/ARTICLES/SECRET-LAKES-USA](https://www.lonelyplanet.com/articles/secret-lakes-usa)

Lonely Planet Writer

14 JULY 2021

Lake Lure, North Carolina

Lake Lure runs along the floor of [Hickory Nut Gorge](#) in the mountains of western [North Carolina](#), and its shores might look familiar: Patrick Swayze and Jennifer Gray filmed scenes here for the classic movie *Dirty Dancing*. Visitors can relax on the lake's beaches or take to the hills to explore the surrounding mountains. Don't miss [Chimney Rock](#), which offers panoramic views of the gorge and the lake.



Lake Lure is located in the mountains of western North Carolina © vixterd / Getty Images

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 7/31/21: Updated report submitted to the NC DEQ Dam Safety Office 7/30/21.
- 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 7/31/21: Updated milestone report submitted to the NC DEQ Dam Safety Office 7/27/21.
- 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 7/31/21: In following up on this grant application I have been told that we may hear the outcome of the awards by September 2021.

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 7/31/21: Lake Lure's project remains on the listing for \$8,000,000.

III. GRANTS (CONTINUED)

- 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.
Update 7/31/21: Wrote to Robin Ramsey to see if there were any updates but have not heard back.
- 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.
Update 7/31/21: Spoke with Jordan and he confirmed that he was not able to submit Lake Lure's Project due to his internal deadline.
- 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 2,800 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 18 this month with 894 Everbridge registrants + 1116 Nixel registrants) as of 7/31/21. There were one emergency notifications this month for the road closure and power outage on 7/15/21.
3. **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.

Update 7/31/21: Discussed with Town Manager who recommended the Community Development Director assess the other existing laminated signs nearby and make a recommendation regarding any impact with visibility as well as existing ordinances. I did this and it sounds like there were no visibility issues. I am awaiting final guidance from him to formally present this to Town Council.



- 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. **Update 7/31/21:** Worked with Signage Company to develop a new map with Lake Lure Parks and Trails. This is under development.

4. Leadership Support:

- a) Communications Plan:** Developed 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.
- b) Support to the Mayor:** Provided assistance as needed with Town communications including planning 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. New Website Orientation Guide:** Working to develop an orientation video to help new users with the website.

7. Email Updates: An email update with the new website and a listing of Town News has been shared with the email listing.

[Share Your Feedback About Our Website](#)

[Infrastructure Updates](#)

[NC COVID-19 Update](#)

[2021 Lake Lure Olympiad](#)

[Bears - That Hat Looks Good On You!](#)

[Medication Disposal](#)

[New Town Clerk - Olivia Stewman](#)

[Lake Lure Fashion Show – Surround Yourself with Softness and Style](#)

[Retiring American Flags](#)

[Lake Use Regulations](#)

[Rapid Increase in COVID-19 Cases - Don't Wait to Vaccinate!](#)

[Lake Lure Fire Department Intern - Samuel Heafner](#)

[Fee Schedules](#)

[Lake Lure Fire Department Intern - Samuel Heafner](#)

[New Development and Environmental Review Specialist - Richard Carpenter](#)

[Lake Lure Fire Department Intern - Samuel Heafner](#)

[New School Guidance](#)

[Updated Public Health Guidance in NC](#)

[Historic View of Lake Lure from Chimney Rock](#)

[7/21/21 COVID-19 Update](#)

[7/16/21 COVID-19 UPDATE:](#)

[TEMPORARY POWER OUTAGE AND ROAD BLOCK 7/15/21 - 4:15PM UPDATE](#)

[MEMORIAL HIGHWAY NOW FULLY OPEN - 7/16/21 UPDATE](#)

[TEMPORARY ROAD BLOCK 7/15/21 at 7AM](#)

[Parks and Recreation Maintenance Tech II](#)

[Preserving Lake Lure for Future Generations](#)

[Employment Opportunity - Human Resources Specialist](#)

[NC Announces First Cash Drawing & Cash 4 College Winners](#)

[7/7/21 COVID-19 Update](#)

[COVID-19 Vaccine Summer Card Incentive Pays Off; Pilot Program Expanding to More Counties in NC](#)

[Ted A. Nash II, A True Giant of Rowing Has Passed Away](#)

[Happy Independence Day](#)

[A Message from the Mayor - June 2021](#)

[4th of July Fireworks](#)
