



Serving the Communities of Cashiers, Glenville, Sapphire & Lake Toxaway

August 14, 2017

Chairman Brian T. McMahan
Commissioner Mickey Luker
Commissioner Ron Mau
Commissioner Charles R. Elders
Commissioner Boyce T. Dietz
Jackson County Board of Commissioners
401 Grindstaff Cove Road
Sylva, NC 28779

Dear Gentlemen:

On behalf of the Cashiers Area Chamber, representing more than 400 business, nonprofit and associate members in Cashiers and Hamburg township communities, we urge the Commission's prompt and favorable action to allow the sale of alcoholic beverages beginning at 10:00 a.m. on Sundays.

We understand the recently-passed North Carolina legislation referred to as the "brunch bill" authorizes counties and municipalities to adopt ordinances that would allow this.

As an unincorporated community, we ask for your leadership to extend the hours which will financially benefit our food and beverage industry, create hospitality jobs and enhance the visitor and resident dining experience.

Thank you for your support.

Sincerely,

Malice Grant
President

Stephanie Edwards
Executive Director

c: Don Adams, County Manager
Michael Poston, Planning Department
Rich Price, Economic Development
Nick Breedlove, Jackson County Tourism Development Authority



September 14, 2017

Town of Sylva Board
Allen Street
Sylva, NC 28779

Dear Town Commissioners,

On behalf of the Jackson County Chamber of Commerce Board of Directors, we respectfully request your support of favorable action regarding the recently passed NC legislation known as the 'brunch bill'.

It is our belief that at least 27% percent of our overall membership, specifically those in the food, beverage and hospitality industry, would potentially be positively impacted through the creation of new jobs and increased sales. This figure does not include other seasonal tourism based establishments that may also see an increase in their customer base due to extended stays in the area by visitors. Tourism based retail and outdoor recreation businesses account for an additional 26%. All total, 53% of our membership may be economically impact by the adoption of an ordinance supporting the 'brunch bill'.

Thank you for your consideration. We appreciate your time!

Sincerely,

Larry Hinton
Chairman

Cc:

Town of Dillsboro
Main Street Sylva Association
Dillsboro Merchants Association

Located in the Historic Hooper House
773 West Main Street
Sylva, North Carolina 28779
828.586.2155
www.mountainlovers.com
 facebook.com/mountainlovers



BRUNCH BILL OPT INS

MUNICIPALITIES

✓ Albemarle
✓ Apex
✓ Asheville
✓ Bald Head Island
✓ Banner Elk
✓ Beaufort
✓ Beech Mountain
✓ Belmont
✓ Bermuda Run
✓ Black Mountain
✓ Blowing Rock
✓ Boiling Springs Lakes
✓ Boone
✓ Brevard
✓ Burlington
✓ Calabash
✓ Cape Carteret
✓ Carolina Beach
✓ Carrboro
✓ Carthage
✓ Cary
✓ Chapel Hill- On premise only
✓ Charlotte
✓ Claremont- Effective Oct 1
✓ Clayton
✓ Concord
✓ Conover- Effective Oct 1
✓ Cornelius
✓ Davidson
✓ Dobson
✓ Duck
✓ Durham

✓ Edenton
✓ Elizabeth City
✓ Elizabethtown
✓ Elon
✓ Emerald Isle
✓ Fayetteville
✓ Garner
✓ Gastonia
✓ Goldsboro
✓ Greensboro
✓ Greenville
✓ Hendersonville
✓ Hickory- Effective Oct 1
✓ High Point
✓ Hillsborough
✓ Holly Springs
✓ Huntersville
✓ Jacksonville
✓ Kannapolis
✓ Kill Devil Hills
✓ Kinston
✓ Kitty Hawk
✓ Kure Beach
✓ Laurel Park
✓ Leland
✓ Lenoir
✓ Lexington
✓ Lincolnton
✓ Maiden- Effective Oct 1
✓ Manteo
✓ Marion
✓ Matthews

*Note: Municipal opt-ins only apply within city or town limits. County opt-ins only apply in unincorporated areas within the county.
Last updated: 8/28/2017.*

✓ Mebane	✓ Surf City
✓ Mills River	✓ Swansboro
✓ Mint Hill	✓ Troutman
✓ Mooresville	✓ Wake Forest
✓ Morehead City	✓ Washington
✓ Morganton	✓ Washington Park
✓ Morrisville	✓ Weaverville
✓ Nags Head	✓ Wendell
✓ Nashville	✓ Whispering Pines
✓ New Bern	✓ Whiteville
✓ Newton- Effective Oct 1	✓ Wilmington
✓ North Topsail Beach	✓ Winston-Salem
✓ Oak Island	✓ Wrightsville Beach
✓ Oriental	✓ Yanceyville
✓ Pilot Mountain	
✓ Pine Knoll Shores	
✓ Pinehurst	
✓ Pineville	
✓ Pittsboro	
✓ Raleigh	
✓ Rockwell	
✓ Rocky Mount	
✓ Salisbury	
✓ Sanford	
✓ Seven Devils	
✓ Shelby	
✓ Smithfield	
✓ Southern Shores	
✓ Statesville	
✓ Sugar Mountain	
✓ Sunset Beach	

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Last updated: 8/28/2017.

COUNTIES

- ✓ Brunswick
- ✓ Buncombe
- ✓ Catawba- Effective Oct 1
- ✓ Currituck
- ✓ Dare
- ✓ Durham
- ✓ Guilford
- ✓ Hyde
- ✓ Lenoir
- ✓ Lincoln
- ✓ Mecklenburg
- ✓ New Hanover
- ✓ Pender
- ✓ Wake

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Brunch Bill Fact Sheet from NCRLA

- Before passage of S.B. 155, North Carolina was one of only three states with no on-premise Sunday morning alcohol sales.
 - Twenty-one other states permit earlier Sunday sales uniformly through state law.
 - The remaining twenty-six either regulate Sunday morning alcohol sales entirely at the local level or allow local governments to opt- in or opt-out of a state law allowing for the earlier sales.
- Just 2 month after SB 155 became law, more than 100 municipalities have already adopted the Brunch Bill ordinance. (approx. 114)
- NCRLA anticipates that cities and counties who take advantage of this new bill will see boosts in local restaurant sales on Sunday mornings. By starting sales just two hours earlier, participating restaurants are projected to see an estimated \$25,000 increase in sales revenue per operation.
 - On Wilmington's first Sunday of earlier sales, Blackfinn Ameripub reported selling over 650 mimosas alone. This figure does not include any other type of drink ordered.
 - Paul Verica, chef and owner at Heritage Food and Drink in Waxhaw, reported that the average morning check balance is around \$15 for Sunday brunch before noon (pre enactment of an ordinance). While tickets after 12 p.m., when alcohol could be purchased, increased to \$22-\$26 per person.
<http://www.charlotteobserver.com/news/politics-government/article157441804.html>
- More than 55 million people travel to North Carolina annually, many of which are from countries and states that do not have laws restricting alcohol service on Sundays. This leaves guests confused when our members have to refuse service until noon.
 - Adopting the ordinance will help keep North Carolina cities and towns competitive destinations for business and leisurely travel, while offering local citizens a greater variety of brunch venues.
- Allowing earlier Sunday alcohol sales will allow the hospitality industry to better meet guests' needs, generate additional revenue and create more jobs, all while helping to bring in additional tax dollars for local and state governments.