



**An Ordinance To Allow the Sale of Alcoholic Beverages
Before Noon on Sundays at Licensed Premises**

WHEREAS, on June 29, 2017, the North Carolina General Assembly enacted Senate Bill 155, entitled “An Act to Make Various Changes to the Alcoholic Beverage Control Commission Laws”; and

WHEREAS, Section 4 of Ratified Senate Bill 155 authorizes city and county governments to adopt an ordinance to allow alcohol sales beginning at 10 am on Sundays; and

WHEREAS, Ratified Senate Bill 155 was signed into law by Governor Roy Cooper on the 30th day of June, 2017 and became effective on that date (Session Law 2017, Chapter 87); and

WHEREAS, the Cashiers Area Chamber of Commerce and the Jackson County Tourism Development Authority requested that the Jackson County Board of Commissioners adopt an ordinance to allow alcohol sales beginning at 10am because they believe it will allow the hospitality community and retail merchants in Jackson county to meet the needs of their customers and they believe that it will benefit the county’s small business community, bring people into business districts earlier in the day, and generate increased tax revenues; and

NOW, THEREFORE, BE IT ORDAINED by the Board of Commissioners of Jackson County, North Carolina that:

Section 1. Pursuant to the authority contained in G.S. 153A – 145.7, the sale of malt beverages, unfortified wine, fortified wine, and mixed beverages is allowed in Jackson County beginning at 10 A.M. on Sunday pursuant to the licensed premises’ permit issued under G.S 18B – 1001.

Section 2. This ordinance is effective on the ____ day of October, 2017.

Adopted this 16th day of October, 2017.

Attest:

Jackson County Board of Commissioners
Approved:

Angela M. Winchester, Clerk to Board

Brian Thomas McMahan, Chairman



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



**JACKSON COUNTY TOURISM
DEVELOPMENT AUTHORITY**

Sept. 21, 2017

Commissioners Chairman Brian McMahan
Jackson County
401 Grindstaff Cove Road
Sylva, NC 28779

Re: Support letter for SB155/Brunch Bill

Dear Chairman McMahan,

On behalf of the Jackson County Tourism Development Authority, an organization whose mission is to grow visitation to Jackson County, NC as a means of economic development and sustainability, and our Board of Directors, we join the Cashiers Area Chamber of Commerce and Jackson County Chamber of Commerce to urge the prompt adoption of the "Brunch Bill" ordinance in, Jackson County, North Carolina.

We ask for your leadership in supporting S.B. 155 as both a way to ensure our tourism offerings stay competitive and to grow business for our restaurant and hospitality sector, a key driver of visitation and visitor spending in Jackson County.

Recently signed into law by Gov. Roy Cooper, the "Brunch Bill" allows Sunday alcohol sales to begin at 10 a.m. instead of noon. To be effective however, local cities and/or counties must "opt-in" by adopting an ordinance.

The "Brunch Bill" has already been adopted by 133 municipalities state-wide, including neighboring counties who share a visitor base with us. More than 55 million people travel to North Carolina annually, many of whom come to Sylva, Cashiers, Cullowhee and Dillsboro. Allowing earlier Sunday alcohol sales will enable the hospitality industry in those towns to offer a stronger tourism product, better serve our visitors and guests, generate additional revenue and create more jobs.

We want to ensure that our restaurants and business have every competitive advantage possible to draw and keep visitors and diners in our towns and not have them migrate to another county or town for brunch or a weekend. The impact of S.B. 155 is already being felt across the state:

- Hotels in other destinations are already packaging Sunday Morning Brunch with an overnight stay.
- On Wilmington's first Sunday of earlier sales, Blackfinn Ameripub reported selling more than 650 mimosas alone. This figure does not include any other type of drink ordered.
- By starting sales just two hours earlier, participating restaurants are projected to see an estimated \$25,000 increase in sales revenue per operations.

DiscoverJacksonNC.com

Cashiers Area Visitor Center
202 US Hwy 64W, PO Box 238, Cashiers, NC 28717
P. 828-743-5941

Jackson County Visitor Center
773 W. Main St., Sylva NC 28779
1-800-962-1911 | P. 828-586-2155



**JACKSON COUNTY TOURISM
DEVELOPMENT AUTHORITY**

Local businesses are not the only ones who stand to benefit from adopting the ordinance; local patrons will have a greater selection of brunch venues, while increased sales will generate more tax revenue for both local and state governments. The positive impact of this ordinance will only grow as brunch continues to become an increasingly popular setting for families to celebrate weddings, anniversaries and other special occasions and in integral part of people's travel experience.

As cities and counties around the state continue to adopt these ordinances, please help keep Jackson County a competitive travel destination by adopting an ordinance allowing earlier Sunday alcohol sales.

Thank you for your time and consideration.

cc: ✓ County Manager Don Adams
Commissioner Boyce Deitz
Commissioner Mickey Luker
Commissioner Ron Mau
Commissioner Charles Elders
Economic Development Director Rich Price
Jackson County Chamber Director Julie Spiro
Cashiers Area Chamber Director Stephanie Edwards

Sincerely,

Nick Breedlove, JCTDA Director
On behalf of the JCTDA Board

September 6, 2017

Office of the Jackson County Commissioners
Attn: The Honorable Brian T. McMahan
401 Grindstaff Cove Road
Sylva, NC 28779

Dear Jackson County Board of Commissioners:

On behalf of the interests of the 18,000 restaurants and 1,800 lodging establishments in North Carolina, and especially those located in your area, we write to you today, to urge the adoption of the "Brunch Bill" ordinance in your municipality.

S.B. 155, more commonly referred to as the "Brunch Bill," was recently signed into law by Gov. Roy Cooper. The law allows Sunday alcohol sales to begin at 10 a.m. instead of noon. However, to be effective, local cities and/or counties must "opt-in" by adopting an ordinance. Over 100 local governments across the state have adopted the language, and we hope that Jackson County is next.

More than 55 million people visit North Carolina each year, many of which spend time visiting Jackson County, enjoying all that it has to offer. The majority of North Carolina's guests come from countries or other states where there are no blue laws restricting alcohol service, leaving visitors confused and disappointed when restaurateurs have to explain the situation.

There are several restaurants in Jackson County along with several lodging establishments, all of which stand to benefit from the ordinance. The Jackson County area boasts a strong local economy, building up local entrepreneurs to succeed. This ordinance, will further help achieve that; allowing local businesses to truly flourish; as starting Sunday alcohol service just two hours earlier helps the hospitality industry to better meet guests' needs, generate additional revenue and create more jobs.

Local businesses are not the only ones who stand to benefit from adopting the ordinance; local patrons will have a greater selection of brunch venues, while increased sales will generate more tax revenue for both local and state governments. The positive impact of this ordinance will only grow as brunch continues to become an increasingly popular setting for families to celebrate weddings, anniversaries and other special occasions and in integral part of people's travel experience.

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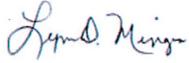
Lance Trenary
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Charlotte Marriott City Center

Please help keep Jackson County a competitive place to work and visit by adopting an ordinance allowing earlier Sunday alcohol sales.

Sincerely,



Lynn D. Minges
President & CEO
NCRLA



Mike Martino
Chairman of the Board
NCRLA