



**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



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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,

A handwritten signature in black ink that reads "Nick Breedlove".

Nick Breedlove, JCTDA Director
On behalf of the JCTDA Board