

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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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
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