



**Resolution Supporting the Call for a Referendum
Regarding the Legal Sale of Alcoholic Beverages within the City of Asheboro**

WHEREAS, the Randolph County Tourism Development Authority serves as a specialized economic development engine with a mission to unify and strengthen the tourism industry by positioning Randolph County as a leisure, group and business travel, small meetings, and sporting events destination strategically located in the Heart of North Carolina; and

WHEREAS, representatives from the lodging industry in the City of Asheboro have expressed support for the economic impact potential to the tourism industry that would result from the legalization of alcohol sales, and the resulting possible construction of new hotels, restaurants and other amenities; and

WHEREAS, these new businesses would provide additional employment opportunities for those working in the tourism industry in Randolph County; and

WHEREAS, these new businesses would provide opportunities for tourism growth and improved visitor conversion rates allowing greater choices in lodging facilities and enabling visitors to extend overnight stays thereby strengthening the local economy; and

WHEREAS, passage of a referendum would allow local governments to realize additional revenue from property taxes paid by new businesses, increase revenue from additional sales tax helping to offset the need to increase the property taxes on local citizens, and increase occupancy tax revenue resulting in a greater ability to market and promote travel to the Heart of North Carolina; and

WHEREAS, the Tourism Development Authority understands there is currently significant interest among the citizens and the businesses of the City of Asheboro to be allowed to vote their preference regarding the legalization and control of alcohol sales in the City of Asheboro and that passage of such will open up additional opportunities for existing businesses and increase the potential for development of new ones while simultaneously providing citizens and visitors, alike, broader choices in hotel, dining, shopping and other amenities normally associated with growing and progressive communities.

NOW THEREFORE BE IT RESOLVED, that the Board of Directors of the Randolph County Tourism Development Authority, recognizes the potential for positive economic growth and supports the call for a referendum regarding the legal sale of alcoholic beverages within the City of Asheboro and encourages members of the Asheboro City Council to call for such.

Adopted this 21st day of May 2008

Randolph County Tourism Development Authority
222 Sunset Avenue, Suite 107
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Mr. Hal Johnson, Chairman