



Opportunity & Prosperity: The Asheville Area Chamber of Commerce supports policies that increase opportunity and economic mobility for our community, through encouragement of a balanced and sustainable economy and the reduction of barriers to fulfilling employment.

- County
 - o Hold a Mixed Beverage Election in order to increase opportunities for businesses.

The Asheville Area Chamber of Commerce supports increasing the offerings of current businesses and the opportunities for business growth that would be provided by the freedom of establishments to sell mixed beverages. In North Carolina, communities have the power to decide which types of alcoholic beverages are to be sold. Those that sell liquor must have an Alcoholic Beverage Control Board that governs the sale of liquor by ABC stores in the area. These stores are locally owned, use no tax dollars to operate, and pour profits back into the community they serve. ABC Boards are required to put 7% of profits toward alcohol and drug education and rehabilitation. In 2021, Asheville, Black Mountain, Weaverville, and Woodfin brought in \$55.5 million in liquor sales.

Buncombe County has prioritized growth within transportation corridors, which would include attracting businesses for shopping, eating, and entertainment. In areas outside of a municipality that currently has mixed beverage sales, the creation of a regional hub that offers these amenities will be a challenge. The ability to sell mixed drinks encourages restaurants and other businesses to open with greater confidence of financial stability.

The Asheville Area Chamber of Commerce urges the Buncombe County Board of Commissioners to hold a Mixed Beverage Election to allow the community-wide benefits of mixed beverage sales.