



## From The CEO

### *It's Time to Turn The Page*

And turn the page we will. On Monday November 20<sup>th</sup>, the Convention & Visitors Bureau will say goodbye to its 10677 Hwy 15/501, Southern Pines address and hello to 65 Community Road, Pinehurst, NC as its new office headquarters.

A lot has changed over the 26-year span in which the CVB shared space with the Moore County Chamber of Commerce (and for part of the time with Partners in Progress - Economic Development) in the building that was specifically designed to house the "Troika," as it was referred too. From fax machines to smart phones, direct mail to social media – the ways that we communicate our destination messages have evolved tremendously, but the way we deliver our southern hospitality remains constant and a differentiator for our brand.

What also hasn't changed is the inconvenience associated with an office move, so we ask for your patience as we make this transition. The good news is that beyond the physical address change, very little else changes relative to our website, emails and phone extensions, so our goal is a fairly seamless transition. Once we are settled in, our team looks forward to welcoming you into the new home of the "Home of American Golf," and to all the terrific opportunities that lie ahead of us. Finally, we thank you for all you do to make our destination one of the best places to visit anywhere.

Happy Holidays and Safe Travels.



#### INSIDE THIS ISSUE

Marketing & Sales Updates.....	2
Who's Coming to Town .....	3
New & Improved in the Area.....	3
Seasonal Best Bets.....	3
Tourism Topics & Economics....	4
Project 543.....	5
Staff Information.....	6

#### BITS OF HISTORY

Robbins actually began in 1795 when gunsmith Alexander Kennedy and his family left Philadelphia to settle along Bear Creek. In 1838 the town became known as Mechanics Hill. In March 1900, the town was named Elise, then in 1935, the name was changed again to Hemp to avoid confusion between Elise and another town in North Carolina which had a similar name. The Town officially became Robbins in 1943, by act of the General Assembly.

NOTE: Some articles are condensed due to space constraints. Sources are indicated for reference.



## Marketing & Sales Updates

\* “**ConventionSouth** readers and fans have voted to decide the best meeting sites in the South, and it is no surprise that the Pinehurst, Southern Pines, Aberdeen Area CVB has been selected to receive our annual Readers’ Choice Award,” said ConventionSouth Publisher J. Talty O’Connor. Since its creation in 2001, this is the eighth time that the Pinehurst, Southern Pines, Aberdeen Area CVB has received the award, making it an even greater honor to present it with a 2017 Readers’ Choice Award. “The fact that the CVB has been recognized with this award continues to validate our hard work – it’s noticed and appreciated by those in the meetings industry,” said Beverly Stewart, Vice President of Sales for the Pinehurst, Southern

Pines, Aberdeen Area CVB.

\* **2018 Destination Guide will be available in mid December.** The CVB again partnered with Compass-Media out of Gulf Shores, AL to produce its annual Destination Guide. The 2018 guide saw a 31% increase in the number of advertisers over 2017. With 64 pages of information and suggestions, the guide is the single source for consumers considering a visit to Moore County. The guide is available online for viewing and/or downloading which comes in handy when guests come to town and residents are looking for activities, dining, and events for guests to enjoy. The 2018 Destination is filled with local history and content from all parts of Moore County.

*Built circa 1900, the Aberdeen Union Station depot features Victorian architecture and is listed on the National Register of Historic Places. The station was designed by T.B. Creel.*

### On the Move in Local Tourism...

Welcome and congratulations to those who have recently been promoted or hired into local tourism positions or businesses.

- \* Spencer Hux , Director of Group Sales, Pinehurst Resort
- \* Luis Rivas, GM of the Homewood Suites by Hilton
- \* Catherine Northam , Hotel Manager of Springhill Suites by Marriott
- \* Loren Forney, Assistant Golf Professional at Pine Needles & Mid Pines Resorts
- \* Greg Haynes, Group Sales Manager at Pine Needles & Mid Pines Resorts

### Area Tour for Volunteers was Great Success! Join Us.

The CVB Volunteers explored the Seagrove Area in October. The tour, thanks to Kirk Tours, stopped at Southern Supreme, a few Seagrove area potteries and finished with lunch at the Westmoore Family Restaurant. Volunteers got a sneak peek behind the scenes of how all the fruitcake, nuts and cookies are made by hand at Southern Supreme. They were also lucky enough to get the chance to watch Ben Owen throw a couple pieces of pottery in his shop. Stay tuned for the date and places we will explore on our next tour!

### Holidays in the Hollies Program Starts November 18, 2017

Since 2011, the CVB and The Pilot have partnered to provide a program to stimulate overnight reservations for local lodging businesses during the lower volume season from Thanksgiving through New Years. The program is ideal for residents who have company coming to town and need extra rooms for friends and family, or even a ‘staycation’ for themselves. Find the information in The Pilot starting November 8th. Check out [www.HomeofGolf.com](http://www.HomeofGolf.com) for event listings.

### Look for Print and Digital Ads in these Outlets — November through January

BusinessNC	ConventionSouth	Golf Magazine
Flagstick	Garden & Gun	SALT
Global Golf Post	Golf Tips	Virginia Golfer
Met Golfer	Our State	VisitNC.com



## Who's Been to Town and Yet to Come, September through November

- \* Local Government Conference for Attorney's and Paralegals
  - \* NHRA Summit & IMDRA World Finals
  - \* Welsh Terrier Rescue Meeting
  - \* NC Chapter - US Bowling Congress
  - \* Historical Construction Equipment Association
  - \* Team Rhino Invitational Wrestling Tournament
- 
- \* NC Council of Community Programs
  - \* 3rd Special Forces Command

*The Southern Pines Amtrak Station was originally built by a predecessor of the Seaboard Air Line Railway in 1898, renovated in 1948, and restored to its 1948 design in 2004.*

### Seasonal Best Bet Events

#### November

- \* Linda Dalton Pottery 8th Annual Fall Sale
- \* 11th Annual Ederville Annual Train & Tractor Show
- \* 17th Annual Blues Crawl
- \* Weymouth Chamber Music Series
- \* Veterans Week Activities
- \* 10th Annual Celebration of Seagrove Potters
- \* 37th Annual Turkey Trot
- \* 36th Annual Seagrove Pottery Festival
- \* Carolina Philharmonic t the Carolina
- \* 21st Annual Festival of Trees

#### December

- \* Christmas Carriage Parade
- \* 40th Annual Candlelight Tour of Homes
- \* Holiday Concert at Sandhills Community College
- \* Classic Holiday Pops Concert with NC Symphony at Pinecrest H.S.
- \* 70th Donald Ross Championship at Pinehurst Resort
- \* First Eve Celebration

For details, go to:  
[www.homeofgolf.com/events](http://www.homeofgolf.com/events)

### What's New & Improved in the Area

- \* Golf Pride, the sport's largest manufacturer of golf club grips, is looking to trade its inconspicuous Southern Pines presence for a significantly higher profile one just inside the gates of the Pinehurst No. 8 golf course.
- \* The Cradle, Pinehurst resort's Short Course (9 holes), designed by the Hanse Group, is open for play
- \* Zaxby's next to Chili's on Hwy. 15-501 to open by year end
- \* The Leadmine, a whiskey bar and kitchen is taking over the restaurant space recently left vacant in the Belvedere Plaza.
- \* High Octane a former gas station on Sycamore Street in Aberdeen is now a coffee shop open for business
- \* Clean EatZ prepares dishes under 500 calories that are proportioned to balance proteins, sugars and fats. Located in the Trident Marketing Plaza on US 1 in Southern Pines
- \* Misty Morning Ranch, the ostrich farm in Robbins. Products for sale include Ostrich meat, Ostrich feathers, painted ostrich egg shells, Ostrich themed paintings on canvas
- \* The resort continues with Steam Plant renovation to create a village pub
- \* Bamboo Salon: The salon is expanding with a new outpost in the Belvedere courtyard, called Bamboo Shoot, and adding three stylists to its team
- \* Whispering Pines, the Pines course and Foxfire's, Red Fox course have installed new Champion Bermuda greens



## Tourism Topics & Economics

### When Disaster Hits a Tourism Destination

As firefighters gained the upper hand in October on wildfires that had burned more than 150,000 acres in Napa and Sonoma counties, tourism officials started plotting their recovery plans to help lessen the impact of fire damages on businesses and workers whose livelihoods depend on the billions of dollars visitors spend in Northern California's wine country each year.

In the immediate aftermath of the wildfires, the two destination marketing organizations (DMOs) spent the ensuing days in crisis management mode, issuing information updates, providing links to vital resources such as fire maps and road closures and compiling lists of which businesses were open and which were closed.

Visit Napa Valley reported that the wildfires mostly affected the eastern and western hills surrounding the valley floor, and that many of the hotels, wineries, restaurants and other businesses throughout Napa Valley either never closed or reopened quickly. Only a small number of businesses remained closed as of November. Sonoma County Tourism, which reports that annual tourism spending in Sonoma County is \$1.93 billion with over 20,000 people employed in the hospitality industry.

So...*"If you want to support Napa and Sonoma, buy wine."* – Jeff Stevenson, founder of California wine seller VinoPro, in an [article](#) in Inc. about prospects for California's wine country to recover from the recent wildfires .

*Wineries Nearby — Black Rock Vineyards in Carthage, Sandhills Winery in Seven Lakes, and Cypress Bend Vineyards in Wagram. Tasting Rooms in the Village of Pinehurst and Southern Pines.*

#### Tidbits & Points of Interest

Weymouth Woods state park contains 898 acres of long leaf pine forest on three separate tracts. There are a total of 4.5 miles of trails that give access to all the habitats found at the 515-acre Weymouth Tract. Two Red-cockaded Woodpecker Colony Sites are within 200 yards of the visitor center. April and May are the best months to observe the birds nesting. Find the nature preserve at 1024 Fr. Bragg Road in Southern Pines. A classroom and auditorium with A/V are available to rent.

Weymouth.woods@ncparks.gov

### N.C. Wine and Grape Industry Grows to \$1.97 Billion—Cheers!

The majority of N.C. wineries rely on sales at their tasting rooms or direct sales to restaurants and retail stores. As such, tourism is a significant part of revenue for many of the state's wineries. In 2016, an estimated 1.9 million people visited N.C. wineries. Increased tourism was responsible for a 47 percent increase in tourism jobs from 2013 to 2016.

Visitors can find more information about winery events and plan a trip to a N.C. winery via the newly redesigned [www.ncwine.org](http://www.ncwine.org).

Highlights from the report:

- \$1.97 billion – Economic impact of the N.C. wine and grape industry
- \$319 million – Amount of wine-related tourism expenditures in 2013
- 1,917,000 – Number of wine-related tourists in 2016
- 1,115,000 – Number of cases of wine produced in the state
- 10,296 – Number of full-time-equivalent jobs related to the industry
- 2,300 – Number of grape-bearing acres in the state
- 525 – Number of commercial grape growers in the state
- 168 – Number of wineries in 2016. (Please note: The number post-study is 186 as of Sept. 1.)



*Just another day in the Home of American Golf®*

## What is Project 543 found on VisitNC.com?

**Project 543** tells the story of unique spots across North Carolina that the state's tourism organization hopes will become some of your favorite places. Why 543? Because that's the number of miles from Manteo, on the coast, to Murphy, in the mountains, and is traditionally considered to be the width of our North Carolina. The entries in this project are in no particular order, and will be added each week. Check in often to find inspiration for your next trip, or start planning today at [VisitNC.com](http://VisitNC.com).

### **Project 150: Enjoy the Largest Collection of Jugtown Pottery**

Jugtown Pottery began in 1917 when Jacques and Juliana Busbee, artists from Raleigh, discovered an orange pie dish they traced back to the Pinehurst area. There they found the local tradition of making utilitarian pottery in orange, earthenware and salt glazes. To save the dying craft, they set up shop in New York's Greenwich Village just a year later and hired potters to fill orders for customers. Today, Vernon and Pam Owens run the kiln and shop in Seagrove and opened the Jugtown Museum in 1988, which was listed on the National Register of Historic Places in 1999. You can shop for pottery in town, then make a trip eastward to peruse the largest permanent public display of Jugtown pottery at the Greenville Museum of Art. <https://project543.visitnc.com/jugtown-pottery/>

### **Project 186: Weymouth Woods Sandhills Nature Preserve**

Explore a forest to find the world's oldest longleaf pine. Venture into wildlife when you take a walk through Weymouth Woods Sandhills Nature Preserve. The longleaf pine forest in Southern Pines is 900 acres and provides a window into the forests that used to cover millions of acres. The oldest longleaf pine tree here was documented in 2007 to be the oldest in the world – 100 years older than the previously known oldest longleaf pine. Researchers at the University of North Carolina at Greensboro's Carolina Tree Ring Science Laboratory confirmed it to be nearly 470 years old. The discovery of the tree will help scientists learn more about climate change and drought cycles, and the forest continues to serve as a hotspot for birding and viewing wildlife. Walk the short trails to explore the ecology of the area or spend some time in quiet reflection. Then check out the exhibits at the visitor's center for more on the unique history of North Carolina's State Tree. <https://project543.visitnc.com/longleaf-pine/>

## Golf Factoids

- \* As of 2017, there are 263,572 yards of fairway landscape in the Home of American Golf. That's almost 150 miles!
- \* Gil Hanse designed The Cradle at the Pinehurst Resort. The course is 789 yards featuring holes ranging from 56 to 127 yards. It is located in the same area that Dr. Leroy Culver created the first nine holes of golf at Pinehurst in 1898.
- \* Thistle Dhu, the putting course at the resort, has been enlarged to 75,000 square feet, four times larger than the original built in 2012.



## Convention & Visitors Bureau

Effective November 27, 2017:  
65 Community Road  
Pinehurst, NC 28374  
800.346.5362  
E-mail: [info@homeofgolf.com](mailto:info@homeofgolf.com)

The Convention & Visitors Bureau (CVB) is Moore County's economic development agency responsible for travel and tourism promotion, product development, and visitor services. The CVB will devise strategies to enhance the County's tourism brand value and product to accommodate the next generation of visitors, thereby stimulating the local economy and enhancing the quality of life

[www.homeofgolf.com](http://www.homeofgolf.com)

## CVB Staff and Contact Information

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## 2016 Tourism Impact Facts for Moore County

Visitor Spending \$468.86 million

Payroll \$108.19 million

Employment 5,730

State and Local Tax Receipts \$38.04 million\*

\*Source: U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM).  
Updated August 2017.

*Home of American Golf*