



PINEHURST  
SOUTHERN PINES  
ABERDEEN  
AREA

Convention & Visitors Bureau



## From the Desk of the CEO

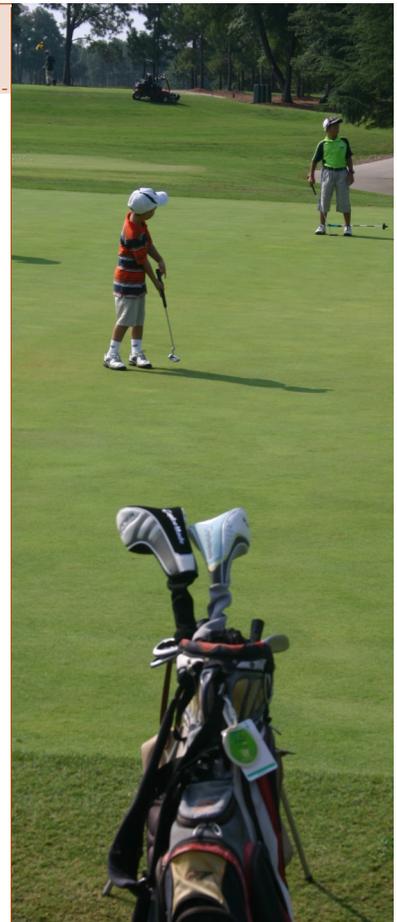
### *Summer Time, and the Livin' is HOT!*

Summer is upon us and the heat is ramping up. Looking ahead, the U.S. Kids Teens and World Golf Championships will be here at the end of July inundating our area with youthful enthusiasm and amazing golf skills!

With players and families, these events total over 5,000 attendees and generate a much needed boost to the local economy in a traditionally slow golf season. Be sure to come out and watch these talented young golfers.

On a more personal note I would like to thank everyone in the hospitality community for their support during my tenure as the Interim President/CEO for the CVB. Your encouragement and help has made an enormous difference to me and I thank you.

Beverly Stewart  
Interim CEO/VP of Sales



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### BITS OF HISTORY

2016 Inductees to the NC Literary Hall of Fame:

Clyde Edgerton

Margaret Maron

Carl Sandburg

Go to : [www.nclhof.org](http://www.nclhof.org)

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

Facebook at [www.facebook.com/homeofgolf](http://www.facebook.com/homeofgolf)

Twitter at [www.twitter.com/usahomeofgolf](http://www.twitter.com/usahomeofgolf)

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## VOLUNTEERS NEEDED FOR SPECIAL EVENTS

If you are interested in volunteering for special events, the CVB is inviting you to work at its hospitality table during the U.S. Kids and U.S. Teens World Golf Championships in July & August as well as Cycle NC this fall. Contact Emily Jack at [ejack@homeofgolf.com](mailto:ejack@homeofgolf.com) or 910-692-3330, ext. 242.

## Sarah Edwards—CVB summer Intern

We have the pleasure of having Sarah Edwards as an intern with the Convention & Visitors Bureau this summer. Sarah is currently a graduate student at North Carolina State University studying Cultural Anthropology.

As part of her internship, Sarah will work on reviewing our destination branding, overseeing the completion of the CVB coupon book program, as well as assisting with the U.S. Kids and U.S. Teens World Golf Championship events.

*Looking for local farmers markets? Go to [www.moorecountyfarmersmarket.com](http://www.moorecountyfarmersmarket.com) to find out where and when. Enjoy fresh from-the-farm products along with live music.*

### Seasonal Best Bet Events

#### July

- \* Candor Peach Festival
- \* Fourth of July Events
- \* Sunday Exchange Concerts, Aberdeen
- \* Weymouth Woods Nature Preserve Events, Southern Pines
- \* SCC Jazz Band Outdoor Concert
- \* Food Truck Rodeo, Olmsted Village
- \* U.S. Kids Golf World Championship, Pinehurst Resort and area courses

#### August

- \* Jazzy Fridays at Cypress Bend Vineyards, Wagram
- \* 63rd Annual Farmers Day
- \* 237th Anniversary of the Battle at the House in the Horseshoe
- \* Movies by the Lake, Aberdeen Lake Park
- \* Live after 5, Village of Pinehurst

#### September

- \* First Friday, Southern Pines
- \* Rooster Wife Concerts, Aberdeen
- \* Chef & Maker weekend, Pinehurst Resort
- \* 3rd Annual Pours in the Pines, Weymouth Center for the Arts, Southern Pines

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

## THE ASSOCIATION EXECUTIVES OF NORTH CAROLINA (AENC) AWARD STEWART THE “PATSY B. SMITH AWARD”

Beverly Stewart has been awarded the “Patsy B. Smith Award (Outstanding Affiliate Member)” by the Association Executive of North Carolina (AENC). AENC presents this award as the highest honor bestowed upon an individual in the Allied or Convention & Visitors Bureau (CVB) membership category. While recognizing outstanding professionalism and exemplary service to the association community, the award also recognizes a member’s contribution to his or her employing organization and to other professional organizations. The presentation of this award will be made July 23 at the Annual AENC Meeting in Greenville, NC.

## CO-OP PROGRAM LAUNCHES JULY 1, 2018

Attention CVB Marketing Co-Op partners, July 1 starts the fiscal year for our media buy. Be on the lookout for requests from Lisa Long for advertising materials. The ads are designed to generate leads for your property to increase revenue opportunities. Also, please send in, or bring by, any paperwork we still need to ensure you are included in the ads you selected. Thanks.

## PEACHES ARE LOOKING GOOD THIS SEASON

North Carolina is home to more than 1,200 acres of peaches. In 2015, growers produced 5,290 tons of summer fruit. More than two dozen varieties are grown in the Tar Heel State. The majority of peaches grown in North Carolina are available directly from farmers, meaning the peaches are allowed to ripen on the tree to full maturity.



## TOURISM TOPICS & ECONOMICS

To fly or not to fly, THAT is the question. In a recent study done by Morning Consult, new research reveals that most Americans actually find driving to be more fun, comfortable, and affordable than boarding an airplane.

Cars outpaced planes in every category in the research: how fun the trip is, the level of comfort, affordability, efficiency, and the amount of hassle involved. While the survey focused on vacation travel patterns, **the findings can connect to traveling for meetings and conferences, too.**

Even if the company is covering the cost of the flight, many prospective attendees may think about what's in store — a long TSA line, a middle seat with minimum leg room, and taxi in a traffic jam to the downtown hotel — and opt to stay home. To learn more about the study, go to <https://morningconsult.com/wp-content/uploads/2018/06/MC-Brand-Intelligence-The-State-of-American-Travel-2018.pdf>

*The North Carolina Literary Hall of Fame celebrates and promotes the state's rich literary heritage by commemorating its leading authors and encouraging the continued flourishing of great literature. The North Carolina Literary Hall of Fame honors North Carolina writers through programs, services, and opportunities for children and adults. [www.nclhof.org](http://www.nclhof.org)*

### Noted...

- \* Construction of the Pinehurst Steam plant Brewery is moving along nicely and should be open in late summer.
- \* Best Western renovated its breakfast area and lobby and will have half of the hotel rooms renovated by the first of the year with the rest completed by spring.
- \* The third Carthage mural by Scott Nurkin is completed. The theme is the agricultural heritage of Moore County. Take the kids for a photo op and enjoy learning about the history of Moore County through art.
- \* Brenna Willis, Days Inn, new Regional Director of Sales

### **GOLF DROVE \$84.1 BILLION IN ECONOMIC ACTIVITY ACROSS THE U.S., A 22.1-PERCENT INCREASE FROM THE \$68.8 BILLION SEEN IN 2011**

For the fourth time since 2000, the World Golf Foundation has commissioned the U.S. Golf Economy Report, the latest numbers covering 2016. The report summarizes that the sport drove \$84.1 billion in economic activity across the U.S., a 22.1-percent increase from the \$68.8 billion seen in 2011, the year of the last report.

When golf's total economic impact is calculated, the report touts an even more grandiose number, with the industry supporting \$191.9 billion in output.

Steve Mona, CEO of the World Golf Foundation CEO, says this fresh data will help him and the rest of the nearly 200-person "We Are Golf" coalition advocating for golf's needs with Congress and other governmental agencies.

"It helps us to legitimize golf as a sport and an industry," Mona said. "I think some people still perceive it to some degree as a cottage industry or a pastime for a certain element of society. But that perception doesn't match with reality, and it's our job to help, for lack of a better term, to unwind that perception."

The report calculates that the game employs 1.89 million people in the U.S. and pays them \$58.7 billion in wages and benefits.

Additionally, golf tourism saw an increased economic impact of \$25.7 billion, up 4.6 percent from \$20.5 billion in 2011 and nearly double the \$13.4 billion from 2000.



# U.S. Kids Golf

## WORLD CHAMPIONSHIP

August 2-4, 2018 Join us and watch some of the best junior golfers in the world.

### U.S. KIDS GOLF LOVES THE HOME OF AMERICAN GOLF®

Each year since 2005, Pinehurst and the surrounding community has played host to hundreds of junior golfers from across the globe. The weeklong experience includes a Parent/Child Tournament, Team Challenge, Parade of Nations, three rounds of championship play and the Closing Ceremony.

Following the three-day championship, the World Van Horn Cup – a one-day best ball tournament featuring the top twelve-year-olds from the United States squaring off against the top twelve-year-olds from the rest of the world – is contested on Pinehurst No. 2.

More Than 1,500 Players Competing  
More Than 50 Countries Represented  
More Than \$9 million in economic impact each year

<http://www.uskidsgolf.com>

#### Golf Factoids

- \* Of the 42 courses designed by Donald Ross in North Carolina, 6 are located in Moore County - three in Pinehurst and three in Southern Pines. They are; Pinehurst No. 1, Pinehurst No. 2, Pinehurst No. 3, Mid Pines Golf Club, Pine Needles Golf Club, and Southern Pines Golf Club.
- \* Shot back in 2013, *The Short Game* movie featured some of the kids who compete in the US Kids golf championship. Always fun to watch the film. <https://www.netflix.com/title/70290567>



## Convention & Visitors Bureau

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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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[www.Instagram.com/homeofamericangolf/](http://www.Instagram.com/homeofamericangolf/)

## 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*