

DESTINATION MARKETING NEWSLETTER

Special Edition - APRIL 2020

Spring

in the Sandhills



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**SPECIAL COVID19 MESSAGE
and INFORMATION**
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WATCH OUR
MOORE COUNTY
FARMERS VIDEO!



(Click photo to view our video)



[homeofgolf](https://www.facebook.com/homeofgolf)



[homeofamericangolf](https://www.instagram.com/homeofamericangolf)



[usahomeofgolf](https://twitter.com/usahomeofgolf)

FROM THE DESK OF THE PRESIDENT

Phil Werz

While there is “no place like home,” it seems home is the last place we want to be during this Stay at Home order. We hope everyone is staying safe and healthy at this unprecedented time, but we all look forward to things getting back to a sense of normal some time soon.

But, after this is over, there will be a new normal. What will that be?

While we mourn the loss of life at the hands of the pandemic, we wonder what our community, this globally-recognized destination, will look and feel like.

As residents, this is our home and for many who visit, we are a home away from home and the Home of American Golf. We are known for our world-class golf, but the heart and soul of this timeless place is our people – the people who own businesses, our amazing local restaurants and shops, and a bountiful farming community. This has been a painful time for many of the people that create the vibe and hometown hospitality the world travels to

annually to enjoy. Soon, we will once again welcome folks from near and far, but as residents, we look forward to enjoying our area once again, too. When that day comes, it will be one heck of a party!

While we have a plan in place to market this destination as soon as we know the “all clear” will be given, we plan to bounce back quickly.

When our visitors return let’s join them as we once again pack our restaurants, buy local products from shops and farmers and do our part to revitalize our economy. For now, keep ordering takeout/delivery, buy gifts cards, and most importantly, take care of yourself and each other.

#TogetherWeAreMoore #SandhillsStrong



DESTINATION TOURISM TOPICS

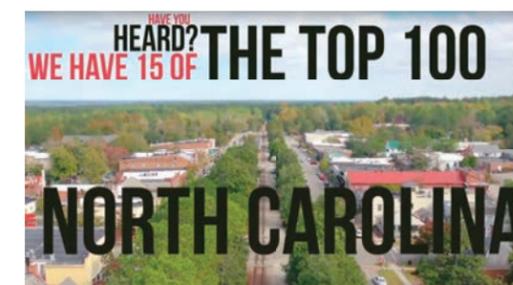
Painted Ponies Auction

The Painted Ponies Art Walk & Auction is a public art display with 10 of these colorful art pieces still dotting downtown Southern Pines along Broad Street. There will be a public auction on Saturday, June 10 where anyone can place their bids on these one-of-kind sculptures and possibly take a pony home! Be sure to register to reserve your spot at the Painted Ponies Auction. There is no fee for attending. The auction will be held at Big Sky Farm, 390 Tremont Place, Southern Pines from 1:00-4:00pm. To register or for more details, please contact Shannon Habenicht at shannon@carolinahorsepark.com. Please include your address and phone number. All proceeds benefit the Carolina Horse Park Foundation.



Top 100 NC Golf Courses

The North Carolina Golf Panel released its 2020 rankings for the Top 100 courses in the state. Pinehurst No. 2 is the number 1 course, as expected. The Gil Hanse re-designed Pinehurst No. 4 course cracked the Top 10. Overall, 15 Pinehurst area golf courses earned honors. The panel also ranked the Top 50 Courses You Can Play and the Pinehurst area dominated the list with 15, or 30% of the clubs, including the top six – Pinehurst No. 2, Pine Needles Lodge and Golf Club, Pinehurst No. 4, Pinehurst No.8, Mid Pines Inn and Golf Club and Pinehurst No. 9. Other clubs among the Top 50 include Mid South Club, Pinehurst No. 7, The New Course at Talamore, Southern Pines Golf Club, Pinehurst No. 6, Legacy Golf Links, Tobacco Road, Longleaf Golf and Family Club and Hyland Golf Club. (Click photo to view our video).



Buy Local TakeOut/Delivery - Use A Virtual Tip Jar

The Coronavirus crisis has had a massive impact on our economy. Locally, it has been crippling. Layoffs, furloughs, closed shops and restaurants relegated to only being able to offer takeout/delivery and the selling of gifts cards. These local businesses, their owners and their service workers are a huge part of what makes this destination so unique. We ask that you continue to support these businesses as they try to seek federal/state funding, loans and other ways to keep their amazing businesses afloat. If you wish to support area service and hospitality workers, we ask that you give this Virtual Tip Jar. It randomly selects a local and registered worker whom you can directly assist with financial assistance. (Click photo to view our video).



LOOKING AHEAD

U.S. Teens Golf World Championship	July 23-25, 2020
U.S. Kids Golf World Championship	July 30-August 1, 2020
Sandhills Motoring Festival	September 20, 2020
Festival d'Avion	October 2-3, 2020

We await the chance to welcome you home...

(Click photo to view our video)



Annelle Staal to Perform via CVB Facebook Page

We all need a little break from the Stay at Home Order, so we have just the thing to get your weekend off to a better start. Tune into our CVB Facebook page ([Pinehurst, Southern Pines, Aberdeen Area CVB](#)) at 5:00 pm on Friday, April 17th and catch a special mini-concert with Southern Pines native and recording artist Annelle Staal. She'll perform from her home studio in Charlotte, so be sure to give it listen. Find out what she's doing during the COVID-19 crisis and how you can download her new single 'The Grey' which debuts this Friday as well.



A SPECIAL MESSAGE

THE LATEST ABOUT COVID19

What is COVID-19?

The impacts of Coronavirus are having significant impacts on the entire travel industry globally from lodging to events, including inside Moore County. As of April 16th, there were 88 confirmed cases of COVID-19 in Moore County. Four deaths have now been reported in Moore County.

On March 17th, Gov. Cooper closed all restaurants and bars for dine-in customers across North Carolina in an effort to stem the spread of the virus. However, there are restaurants that are offering take-out and delivery. Here is a current list of those restaurants offering those services:

[Moore County Restaurants Offering Take-Out & Delivery](#)

Golf Courses are Open!

[See Our Updated List](#)

Rapid Recovery Loans

Golden Leaf and the N.C. Rural Center this week introduced a new loan program, [NC COVID-19 Rapid Recovery Loans](#). By Wednesday, they had received applications in excess of their current funding. However, they are actively seeking additional funding to expand the program. Applications already submitted are being processed in the order they were received. They are still encouraging companies to apply and they will be reviewed as more funds become available. The product is a rapid recovery loan that is designed to provide businesses with the capital they need before federal loans and insurance payouts are approved. The SBA process is an eight to 21-day process. The process for this program is expected to be completed in four days (if all the info is provided).

Federal Stimulus Package

Recently, the President signed a COVID-19 relief package called the CARES Act. The U.S. Travel Association has a [breakdown of the stimulus package](#).

Tourism Assistance

The N.C. Restaurant & Lodging Association Foundation has created the [NC Restaurant Relief Fund](#). The goal is to provide qualified applicants with \$500 within five days of their application to help with the immediate expenses faced by many who have suddenly found themselves without work. Please donate if possible and apply if needed.

Here are some of those precautions for travelers:

NCDHHS recommends everyone continue taking precautions to protect themselves and others from the spread of respiratory illnesses, which includes COVID-19.

- Wash hands frequently with soap and water, and for at least 20 seconds each time.
- Avoid touching your eyes, nose and mouth with unwashed hands.
- Avoid close contact with people who are ill.
- Cover your mouth and nose with a tissue when you cough or sneeze.
- Do not reuse tissue after coughing, sneezing, or blowing your nose.
- Clean and disinfect surfaces that are frequently touched.

Here is the latest information from the [North Carolina Division of Public Health](#)

The CVB wishes you and your family good health and safety during the COVID-19 pandemic.



YOUR CVB AT WORK



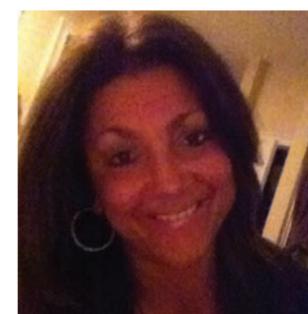
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Our Favorite Events Pick!



The U.S. Kids Golf World Championship is always one of our favorite (and annual!) events in the Sandhills region. The largest and most prestigious event in the world for players 12 and under, this three-day tournament, held in the setting of tall southern pines and Donald Ross greens, attracts over 1,200 participants from across the United States and more than 30 countries abroad.

Taking place the weekend before the World Championship, the U.S. Kids Golf Teen World Championship includes golfers 13 to 18 who tee it up on some of the best and most revered golf courses in America. This three-day tournament attracts over 500 participants from across the United States and more than 30 countries abroad.



GET THE GUIDE!

Our 2020 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at [homeofgolf.com](#) and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!

