

**PINEHURST
SOUTHERN PINES
ABERDEEN AREA**
Convention & Visitors Bureau

SUMMER in the Sandhills

Legacy Golf Links

DESTINATION MARKETING NEWSLETTER

JUNE 2020 Edition

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#TogetherWeAreMoore

WATCH OUR VIDEO!
Our restaurants are re-opening safely!



(Click photo to view our video)



FROM THE DESK OF THE PRESIDENT

Phil Werz

So far, 2020 has definitely been memorable, but for all of the wrong reasons. Heading into March, we were riding the momentum of a growing destination. Aside from being the undisputed Home of American Golf, business in this destination was doing very well – world-class golf, exceptional local dining and shopping, agritourism, new business prospects, real estate and more. We were seeing more people coming to our destination than ever before. COVID-19 has tested us all to the utmost and as we emerge from the pandemic and progress into Phase 2 in reviving our economy, the CVB will work hand-in-hand with the Chamber of Commerce, economic development (Partners in Progress) and our municipalities to regain the momentum we lost. Tourism touches every aspect of our lives in Moore County, and while welcoming the world to the Home of American Golf is critical to our success, we are just as dependent on the people and personalities that own our restaurants, retail shops, breweries and so much more as those places provide the setting for making memories and keep people coming back again and again. We will come back, we will be stronger, we will be better – and we will do it all together!

#TogetherWeAreMoore



Phil M. Wey



Longleaf Golf & Family Club

DESTINATION TOURISM TOPICS

CVB Debuts Destination Brewer Tour Video

On June 1, the CVB debuted its destination brewery video! "Brewer Tour" is a 5-minute film as representatives from all four breweries take us on a tour to each location while enjoying some of their great craft beers along the way. The video is fun and really showcases the spirit of camaraderie and community our breweries demonstrate to locals and visitors to our area every day. The video was shot and edited pre-pandemic, so please keep that in mind while watching the video! Thanks to Pinehurst Brewing Company, Southern Pines Brewing Company, Railhouse Brewery and Hatchet Brewery for their time and effort in the making of this production! [Watch The Video!](#)



Count On Me NC

As North Carolina's restaurants, hotels, attractions and businesses reopen after the COVID-19 stay-at-home order, Count On Me NC is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected. Since late May, more than 700 businesses have signed up and have become certified for the safety and sanitation training. We encourage all businesses – and guests – to become certified and take the mutual pledge to be safe as our economy recovers. To become certified, go to www.CountOnMeNC.org. To view the video the CVB produced about Count On Me NC in our area, [click here](#).



Count On Me NC is a joint effort created by government and health officials in partnership with industry leaders from across the state.



"Count on Me NC conveys a sense of mutual responsibility as we welcome guests back into our dining rooms and other establishments."

Lynn Minges, President & CEO,
NC Restaurant & Lodging Association

Phase 2 of NC Re-Opening

On May 22 North Carolina moved into Phase 2 of the reopening of the state. The most notable changes in the Pinehurst, Southern Pines and Aberdeen area include restaurants that are allowed to reopen for dine-in customers while maintaining certain social distancing guidelines. A few restaurants in our area have elected not to open for dine-in guests, but still offer take-out and delivery. For the latest updates we have been able to gather from area restaurants, please visit [Our Restaurants Status Report](#).



Tribute Flyover Honors Frontline Workers



On May 16, the CVB in coordination with Tarheel Communications, sponsored a Tribute Flyover of several Sandhills towns to honor frontline workers in the fight against the spread of COVID-19. The North Carolina-based Bandit Flight Team flew over Central Carolina Hospital in Sanford, as well as First Health Regional hospitals in Pinehurst, Rockingham and Raeford. The 10-plane formation also flew over the iconic Carolina Hotel at Pinehurst Resort! [View the Formation over Pinehurst Resort](#). Thanks once again to all the frontline workers! We appreciate your dedication and service to keep us safe and healthy.

MARK YOUR CALENDARS! Painted Ponies Auction

If you saw these amazing creations in downtown Southern Pines, they are now up for auction. Due to COVID-19, the auction will be held online, June 17-20. The auction will support the Carolina Horse Park educational and environmental programs. [View our video here](#).

Auction Registration

Anyone interested in bidding on a Painted Pony or purchasing CHP merchandise is required to create an account. The process is simple and takes only a few minutes. Click here to create an account for easy access to the bidding which opens on June 17th. Your account will also enable you to make a watchlist of your favorite ponies to keep you informed of your bidding status! For full details on the Painted Ponies Online Auction, [Giddy Up Here!](#)

Located in Hoke County between Aberdeen and Raeford, the Carolina Horse Park (CHP) was established in 1998 as a competition and training venue near Southern Pines. The Park is now the region's primary facility for equestrian events with 315 acres hosting over 28 competitions each year. Our calendar also includes non-equestrian events including environmental education and community scholastic and athletic experiences. Advancing the Park's goal to serve the larger community, the Painted Ponies Art Walk aims to bring a small part of the equestrian community to downtown Southern Pines. Part of CHP's mission is to preserve Southern Pines' heritage as an equestrian haven surrounded by attractive open space.



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SUMMER

in the Sandhills



YOUR CVB AT WORK



The CVB Office
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Karin Toomey
Digital Content Director



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller

COMING SOON!



Moore County Chef Recipe Trading Cards!

Don't miss out on this inaugural set of 12 Recipe Trading Cards featuring our famous local chefs and their most beloved recipes. Packs will be available throughout Moore County for purchase at a cost of \$25 and proceeds will go to support local dining establishments and their employees. Stay tuned for more info!



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!

FARMERS MARKET

Know your Farmer, Know your Food! Markets are open! Products include fruits, vegetables, pasture raised meats, honey, eggs, baked goods, plants, home goods, and homemade crafts! Visit homeofgolf.com for locations, times and dates!

