



DESTINATION MARKETING NEWSLETTER

April 2021 Edition

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OUR LATEST VIDEO!

The Bottlebrush Par 3 Short Course at Longleaf Golf & Family Club is the best kept secret in town! Watch the video and go play!



(Click photo to view the video)



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FROM THE DESK OF THE PRESIDENT

Phil Werz

Hello Friends!

I always love that Jim Nantz-ism, especially this time of the year with the Masters about to be played. This spring, things are just a little more special. As we emerge from the pandemic and return to some sense of normalcy, it's good to get back out see friends and enjoy our destination again.

It's been a long year, but this spring, the sun shines just a bit brighter, the flowers are a little more colorful and the visitors who love the Home of American Golf are coming back to the one place they feel is just like home. As we celebrate Easter and the season that is filled with the promise of hope and new beginnings, let's be thankful that our destination fared better than most during the pandemic and that our road to recovery will be a positive one.

I've had the chance to explore much of Moore County in the last few months. It's encouraging to know that our businesses, shops, restaurants, potters, artists, golf courses and resorts have been, and will continue to, welcome people with open arms. While the travel trends we follow show much pent-up demand from the consumer, I know our hospitality professionals throughout the county are ready to be a part of the recovery. After what we have been through, I know we will never take our visitors or residents for granted. They support our businesses and are the reason why the tourism industry is the second largest employer and eleventh highest economy in the state.

Be safe and enjoy spring in the Sandhills!



Phil M. Wey



DESTINATION TOURISM TOPICS



Moore County Sports Complex Opens

On April 1st, the Moore County Sports Complex opened in Carthage. The \$5.3 million complex features 2 full-sized indoor basketball courts and can be partitioned and used for other sports. There is also a 100-seat multi-purpose room. Overall, the area also known as Hillcrest Park, is a 42-acre site composed of four baseball fields, playground, volleyball courts, field house, batting cages, disc golf course and a walking trail. The Sports Complex, along with new soccer fields being built in Aberdeen, along with existing ballparks and fields in Moore County, positions the destination to be more competitive when it comes to hosting major athletic events where hundreds of athletes can compete, stay overnight and support local towns and businesses.

Celebration of Spring in Seagrove

This special 13th annual event is a self-guided tour of individual pottery galleries, studios and workshops in the Handmade Pottery Capital of the USA. The tour is held at participating shops located from the downtown center and throughout the countryside. Go behind the scenes to experience the process first hand and have the unique opportunity to meet the artists before buying handmade pottery to take home and enjoy. Participate in the Stamp Card program to win a gift certificate to use at any participating pottery studio. Masks are required at all times inside pottery shops and must be worn properly. For additional information click [HERE](#).



Pinehurst BBQ Festival Tickets on Sale

Tarheel Festivals, LLC and Pinehurst Resort have announced plans for an exciting Barbecue Festival that will be held in the Village of Pinehurst September 3-5, 2021. The Pinehurst Barbecue Festival, presented by Pinehurst Resort and the Village of Pinehurst will be a "Celebration of Taste and Tradition" offering a unique collection of special events, vendor samplings and displays, food and beverage options and entertainment for the entire family to enjoy. The staging area will be located in the Village of Pinehurst. For complete event information and to purchase tickets, click [HERE](#). Pinehurst Resort has packages available for overnight stays but you can also contact the CVB for alternate lodging options.



SpringFest Ready to Stage Annual Event

Great to see that the Town of Southern Pines is moving forward with plans to stage their annual SpringFest on Saturday, April 24th. The event will be held from 10 am to 4 pm in the historic downtown area along Broad Street and is free and open to the public. More than 150 vendors from across North Carolina and around the country are expected to be there. Enjoy arts, crafts, games, rides, food, entertainment and more. Expect to see artwork and crafts including paintings, jewelry, metal art, photography, woodwork and other amazing creations. For more information, click [HERE](#).



Festival D'Avion Pushes Event Back to Fall

Tarheel Festivals, LLC has announced the 2021 Festival D'Avion, Celebration of Freedom and Flight, staged at the Moore County Airport in Carthage, has been moved from early April to late October 2021 due to continued COVID-19 restrictions. The new dates will be October 29-30, 2021. The event is a celebration honoring the men and women that have served in the Armed Forces. The event will include a concert featuring the Ultimate Eagles Tribute Band, a Runway 5K race/walk, aircraft exhibits, flyovers, Warbird displays, a precision jump team, entertainment and a fly-out of all participating aircraft. For more information click [HERE](#).



GOLFING NEWS

NC Golf Panel Reveals Top 100 Courses

The 2021 North Carolina Golf Panel rankings have been released and 15 Pinehurst area courses are among the Top 100 in the state. As always, the Home of American Golf is well represented in the rankings with legendary golf courses which include seven of the top 20, led perennially by historic Pinehurst No. 2. The 135-member panel is composed of golf media, club professionals and general managers from many outstanding courses, accomplished amateur players and college golf coaches and others who play an active role in promoting golf in North Carolina. Phil Werz, President and CEO of the CVB, is a member of the Panel. Read more [HERE](#).



CCNC Seeks Volunteers for US Junior Amateur

The 73rd U.S. Junior Amateur Championship is coming to The Country Club of North Carolina in Pinehurst, July 17-24, 2021. Hundreds of volunteers are needed to give these elite Junior golfers a great experience, with a majority of volunteers needed July 17-21. Past U.S. Junior Amateur champions include David Duval, Gary Koch, Hunter Mahan, Johnny Miller, Charlie Rymer, Jordan Spieth, Kevin Tway and Tiger Woods. For more information, details and to sign up visit [HERE](#).



Little River Resort Sold for \$13.9 Million

Little River Resort has been purchased, so it will be good to see what happens with the 585-acre property located on the northbound side of 15-501 near Carthage. Apex businessman, Blaine East, purchased the property, but full development plans are still unclear. There is a proposal for a \$300 million medical complex, but those plans have not been approved by the board of commissioners. Will the golf course be revived? Still another question mark. The CVB met with Mr. East and his partners before the pandemic, and if the ideas shared with us come to fruition, Little River will come to be quite the “go-to” place in Moore County. Stayed tuned on this one!

Kyle Franz Provides Update on Latest Renovation

With his ongoing improvement project at Southern Pines Golf Club, golf architect Kyle Franz is coming full circle with renovating a variety of Donald Ross-designed golf courses in North Carolina's Sandhills region. Currently, Franz's restoration at Southern Pines Golf Club is being performed in two stages. Depending on weather, the 18-month improvement plan is expected to be completed in late August or early September. Golf writer Brad King recently interviewed Franz to pick his brain about not only his work at Southern Pines Golf Club but also his background and design philosophy. Read more [HERE](#).



Pinehurst Resort Gets Approval for New Hotel

Pinehurst's Village Council has now approved an economic incentive package in support of Pinehurst Resort's efforts to elevate the experience, for players and sponsors, of the U.S. Open Championships held there. The resort is proposing to build a 36-room hotel just west of the Pinehurst Country Club, near the proposed location of the USGA's second headquarters. Pinehurst Resort President Tom Pashley told the Village Council that the hotel would function much as other resort properties throughout the year, but during the U.S. Open would be reserved for players and other VIPs. If the hotel plans move forward, the hotel is anticipated to be operational before the U.S. Open is next played in Pinehurst in 2024. Read more [HERE](#).



YOUR CVB AT WORK



Phil Werz
President & CEO



The CVB Office
65 Community Rd, Village of Pinehurst



Beverly Stewart
Executive Vice President



Karin Toomey
Digital Content Director



Lisa Long
Creative Director



Donna Garner
Staff Accountant



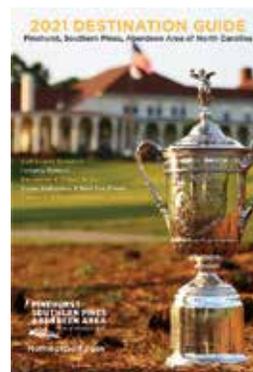
Dan Dreyer
Destination Storyteller

Pat Corso Receives Order of the Longleaf Pine Award



On March 30, Pat Corso received the state's highest honor, the Order of the Longleaf Pine. He was presented the award by Chris Chung, CEO, EDPNC, following the Partner in Progress golf event at Pinehurst No. 8. Pat will retire in May after serving as Executive Director of the economic development arm for

Moore County. Pat's list of accomplishments are many, but he is best known for leading Pinehurst Resort, as its president, back to prominence and also for presiding over the 1999 U.S. Open when Payne Stewart captured the championship in legendary style. Thanks, Pat. We wish you all the best in your retirement!



NEW 2021 GUIDE!

Our NEW 2021 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!

Love Your Local Farms?

Now you can stay connected with a FREE app!



The "Visit NC Farms" Moore County app is your Best Bets guide to local farms, food and fun. Experience the unparalleled beauty of our magnificent farms and country landscapes. For visitors, locals or here for an extended business stay, enjoy this app and learn what makes this area so special.

