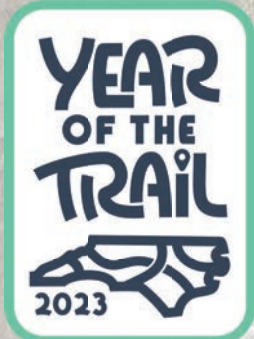


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News From

THE HOME OF AMERICAN GOLF

February/March 2023

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2023 IS THE YEAR OF THE TRAIL
IN NORTH CAROLINA
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FROM THE DESK OF THE PRESIDENT

Phil Werz

I hope your year has gotten off to a great start! If you did not know, 2023 is officially the Year of the Trail in North Carolina and all 100 counties are planning special events to highlight opportunities to explore the outdoors in the Great Trails State.

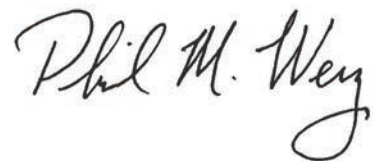
In Moore County, we are busy planning several programs that will launch in March. These programs include Pinecone Pathways, Sandhills Story Trails Adventures and the Carthage Digital Video Mural Trail. Our Sandhills Wine Trail program launched in December and is the companion to the popular Pour Tour beer passport program. Look for more details about two of these programs in the Destination Tourism Topics section of this newsletter.

Did you know that we are now inside the 500-day mark for the 2024 U.S. Open? Yep, the countdown has begun as our destination once again welcomes the best golfers in the world to compete for our national championship on historic Pinehurst No. 2. So exciting to see the USGA's Golf House Pinehurst taking shape and the resort announcing plans

for its tenth course down in Aberdeen. The Carolina Hotel is getting a complete renovation and the Magnolia Inn reopens on Feb. 7. Peak golf season is almost here and there is no better time to be inside the Home of American Golf.

Taking a further look down the road, the CVB is planning a special Peach Week celebration in conjunction with the Peach Festival in Candor in July. More to come along with full details, so stay tuned!

Lastly, if you didn't catch the special coverage of our Pour Tour program on UNC-TV's "N.C. Weekend" show, check it out! [Click here](#). If you missed the show, it will re-air tonight (Friday, Feb. 3) at 5 pm and Tuesday, Feb. 7 at 7:30 pm. Thanks to Rob Holliday for the great coverage!



UPCOMING EVENTS

Painted Ponies Art Walk	Feb 1 - April 5
Moonlight Hike at Weymouth Woods Sandhills Nature Preserve	Feb 3
The Andrew Lloyd Webber Songbook at The Sunrise Theater	Feb 3
La Fiesta Latin Jazz Quintet - Fiesta in Sound at BPAC	Feb 3
Cupid's Brews on the Trolley Cruise	Feb 3
Pinehurst UMC Chocolate Festival	Feb 11
Fox on the Fairway Dinner Theatre w/ Ashten's Restaurant	Feb 18
St. Patrick's Day Parade - Village of Pinehurst	March 11
Town of Vass Spring Festival	March 11
Kelli O'Hara at Bradshaw Performing Arts Center	March 31

For a complete list of local events [CLICK HERE](#)

DESTINATION TOURISM TOPICS



Pinecone Pathways Program to Launch March 20

The Pinecone Pathways Program will launch on March 20, the first day of spring. The CVB has partnered with STARworks to produce 100 beautiful glass pinecones which will be hidden along trails throughout Moore County. The pinecones will be hidden a few at a time and on specific trails over a 10-12 week period. A special tag will be attached to each pinecone with a unique QR code so the finder can register for a chance to win the grand prize of a 2-night stay in the Pinehurst area and a \$250 gift card. For more information, click [HERE](#).

CVB Producing Unique Story Trails Series

Based on the character, Winnie the Pooh, created by A.A. Milne, the CVB is producing a special Sandhills Story Trail Adventure series which will launch this April. The story trails feature Winnie and his various adventures around the Sandhills. Each story trail station will display a QR code where the parent can read the story to their child or play the audio on a smartphone and listen to each chapter. The Sandhills Story Trail Adventures are being written and produced by CVB Destination Storyteller, Dan Dreyer. The first story trail will be displayed along Nick's Creek starting April 11. The CVB is planning a special launch event so stay tuned. To learn more about the program, click [HERE](#).



Pik n Pig to Reopen February 18

Perhaps the artist Lizzo said it best: "It's about d*%n time!" as the world-famous Pik n Pig makes its triumphant return on Saturday, February 18. The original BBQ establishment at the Gilliam-McConnell Airport in Carthage burned down in May 2021. With help from the community, the airport owners and the will to return, Pik n Pig owners Ashley and Tiffani Shepherd rebuilt the restaurant and are ready to welcome everyone back! The CVB attended a sneak preview on January 27 and we couldn't be more pleased that this legendary BBQ joint is back and will be better than ever!

Painted Ponies Art Walk on Display in SOP

Once again, the annual Painted Ponies Art Walk is on display along Broad Street in downtown Southern Pines. The public art installation is a fundraiser for Carolina Horse Park and will remain on display until early April when the ponies will be auctioned off to support CHP programs. Last year, the event raised more than \$125,000 for the CHP Foundation. This is the fourth year for the program. The CVB purchased two of the ponies this year. One is called "I Wonder" and was painted by advanced art students from Pinecrest High School. The other is called "Where Liberty Dwells" and was painted by local artist Larissa Lycholaj who owns Larissa Ann Fine Art and Curations.



The Magnolia Inn to Reopen February 7



After a year-long renovation that completely remodeled its guest rooms and interior, The Magnolia Inn, located in the heart of the Village of Pinehurst, will once again be greeting guests on February 7. The Magnolia Inn is the second-oldest hotel in the Village, behind only The Holly Inn, which welcomed Pinehurst's very first guests on New Year's Eve in 1895, just one year before The Magnolia Inn first opened its doors. The Magnolia Inn is owned by Pinehurst Resort and also features Villaggio Restaurante & Bar, a fine dining experience featuring traditional Italian cuisine.

DESTINATION GOLF NEWS



USGA Places Final Beam at Golf House Pinehurst

On Thursday, January 19, it was a beautiful day in Pinehurst for the Topping Out ceremony at the construction site for the USGA's Golf House Pinehurst. The final beam was signed by construction and design teams, along with USGA and Pinehurst Resort staff, and local officials (including the CVB) along with special inscriptions. This was a symbolic and important step toward the completion of Golf House Pinehurst, which is set to open in early 2024. The two buildings will house USGA staff, a testing center, a green grass section, and the World Golf Hall of Fame.

Pinehurst Announces Plans for Tenth Course

Pinehurst Resort has announced that it will be creating a brand-new golf course for the first time in 28 years. Pinehurst's tenth course is set to open in 2024 and will be designed by acclaimed golf course architect Tom Doak. Aside from the golf course, the site in Aberdeen will include a short course, clubhouse, guest cottages and other lodging. Located four miles south of the main resort clubhouse, Doak's 18-hole routing is expected to open late spring of 2024, coinciding with the return of the U.S. Open to Pinehurst No. 2. The new course will incorporate rugged dunes that were mined at the location at the turn of the 20th century, and feature the native sand and wiregrass that are characteristic to the area. Read more [HERE](#).



CVB Podcast Marks One-Year Anniversary

The CVB's podcast, Paradise in the Pines marked its one-year anniversary in January. The bi-monthly podcast recorded 25 shows in its first year. The show is also produced for video and posted on the CVB's YouTube channel – Home of American Golf. Based on YouTube, more than 130,000 people have viewed the program. The CVB launched the podcast to provide another way to market the destination featuring prominent personalities from the Pinehurst area talking about how they are impacting the area. If you like listening to podcast, simply search Paradise in the Pines and download on your favorite podcatcher. To watch all the podcasts, click [HERE](#).

Southern Pines Golf Club Earns Golf Digest Honor

Golf Digest has named Southern Pines Golf Club as one of the Best Renovation Projects in the country. Kyle Franz did an amazing job restoring this original Donald Ross course, considered one of Ross' finest creations. According to Golf Digest: "Franz's work injecting greens with bold character, removing trees and painting the layout with the kind of scruffy sandscapes indigenous to the Pinehurst region (and to Pine Needles and Mid Pines where he's previously wielded his art), have elevated this formerly modest public course to the level of its more prestigious neighbors." Watch the video about the renovation, produced by the CVB [HERE](#).



The Countdown to the 2024 U.S. Open is On

On January 30, we marked that we are now 500 days away from the start of the 2024 U.S. Open at Pinehurst No. 2. To mark the occasion, the CVB has placed a countdown clock on the homepage of our website at www.homeofgolf.com. The 2024 U.S. Open will be the fourth such event contested at the venerable Resort. It previously held the event in 1999, 2005 and 2014. Of course, the 1999 U.S. Open, won by Payne Stewart, is one of the most revered moments in the event's history and immortalized by the One Moment In Time statue which stands overlooking the final hole of No. 2. We are literally counting the days until the U.S. Open returns to the Home of American Golf!

YOUR CVB AT WORK



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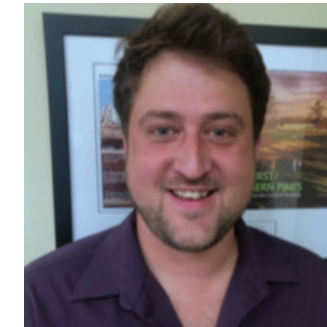
Phil Werz
President & CEO



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller



Melissa Holt
Content Marketing
Manager



Ashley Baker
Destination Services
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CVB 2023 GUIDE



Our 2023 Destination Guide is available to order. The guide will assist you in planning your next trip to the Home of American Golf. Order online at homeofgolf.com and we will ship it to you for FREE! (It is also available to download). See you soon in the Sandhills!

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