

Spring THE HOME OF AMERICAN GOLF NEWSLETTER



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Want to be a part of the 2024 U.S. OPEN?



As you may know, the 2024 U.S. Open Championship will be held at Pinehurst Resort & Country Club June 10-16, 2024. As a USGA member within close proximity to the host site, you have an exclusive opportunity to register as a volunteer. From committees like Merchandise and Corporate Hospitality to Ball Position and On Course Distribution, there is an opportunity for everyone to participate. In total, the 2024 U.S. Open will have over 3,500 volunteers from all over the world. With questions on volunteer registration, please contact the 2024 U.S. Open Championship office at: 2024usopen@usga.org.

2023 is the YEAR OF THE TRAIL in North Carolina



Watch The Video



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FROM THE DESK OF THE PRESIDENT

Phil Werz

Spring has sprung in the Sandhills and so have several programs associated with 2023 Year of the Trail efforts in Moore County! On the first day of spring, we launched the Pinecone Pathways Program. The CVB partnered with glassmakers at Starworks to produce 100 glass pinecones for the program. Each Friday, we reveal trails where the pinecones can be found. Dozens of people have been lucky enough to find one so far and the program will run through Memorial Day weekend, so happy hunting!

On April 11, we revealed the first of three Sandhills Story Trail Adventures at Nick Creek Greenway. The stories will feature Winnie-the-Pooh and his friends as they enjoy adventures inside the fictional 100 Acre Woods. The stories have ties and references to things here in Moore County. The series was the creation of CVB Destination Storyteller Dan Dreyer. He even voiced the stories, along with our content marketing manager Melissa Holt. We hope you go out and enjoy the stories suitable for children ages five to nine years of age.

On May 12, we will reveal North Carolina's first-ever digital video mural trail. The CVB has produced videos about each of the five murals in downtown Carthage and each one will be able to be seen by scanning QR codes on bronze-plated plaques to be revealed at a ceremony the day before the annual Buggy Festival. The project is designed to keep people in downtown Carthage longer and visit not just the murals, but many of the businesses that have started popping up in the historic town.

So, get out and enjoy our Year of the Trail initiatives throughout Moore County. Aside from those things, this is a great time of year to enjoy a multitude of events, festivals, outdoor cafes and restaurants, stroll downtown shopping areas and, of course golf in our destination. It doesn't get much better than this inside the Home of American Golf.

Phil M. Werz



UPCOMING EVENTS

Seagrove Potters 15th Annual Celebration of Spring Pottery Tour-Spring Kiln Openings
Painted Ponies Live Online Auction
Atlantic Coast Conference Men's Golf Championship at CCNC
Sunrise to Sunset Festival at The Rock
BPAC: An Intimate Evening with Alina Cherkasova
Annual Southern Pines Springfest
"Come Sunday" Jazz Series - Kate McGarry and Keith Ganz Ensemble
Cameron 2023 Antique Spring Street Fair
Dressage in the Sandhills
The Carthage Buggy Festival
Fascinatin' Strawberry Festival
Pinecone Pathways

April 14-16
April 15
April 21-24
April 22-23
April 25
April 29
April 30
May 5-6
May 12-14
May 13
May 15
Through May 31

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

DESTINATION TOURISM TOPICS



Have You Found A Pinecone Yet?

The Pinecone Pathways Program launched on March 20 and dozens of people have been lucky to find one of the unique glass-blown ornaments. The CVB has partnered with STARworks to produce 100 beautiful glass pinecones which we have been hiding along trails throughout Moore County. Each Friday, through Memorial Day weekend, we will reveal trails in Moore County where pinecones have been hidden. A special tag is 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 info on this popular Year of the Trail program, click [HERE](#).

Sandhills Story Trails Adventure Debuts

Based on the character Winnie the Pooh, created by A.A. Milne, the CVB has revealed a special Sandhills Story Trail Adventure series which can be seen at Nick's Creek Greenway in Southern Pines. 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 were written and produced by CVB Destination Storyteller, Dan Dreyer. The 13-stage story trail is free and open to the public. The CVB plans to produce two more story trails in the coming year. To learn more about the program, click [HERE](#).



A Mural Trail First for Moore County

There are beautiful murals all over Moore County, but the highest concentration of these creations are located in downtown Carthage with five of them. Four were created by state mural painter, Scott Nurkin, and the latest one by CVB Destination Storyteller Dan Dreyer. However, only Dreyer's mural is linked to a video which tells a story about the Legends & Landmarks mural. With permission from the Carthage Century Committee and the Carthage Mural Committee, the CVB is producing videos for all five murals and will reveal special bronze-plated plaques with QR codes, so everyone can learn more about each one. This will be the first digital video mural trail in the State of North Carolina. The reveal ceremony will take place on May 12, so visitors attending the annual Buggy Festival on May 13 will be able to enjoy the new mural experience!



Like Horses? Why Not Buy a Pony?

The annual Painted Ponies Art Walk enjoyed another great showing for the last few weeks along Broad Street in downtown Southern Pines. If you really like one (or more) of the painted ponies, you can own one for yourself! The public art installation is a fundraiser for Carolina Horse Park and this Saturday, April 15th, 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 of the program. The auction will take place from 5:30-6:30 pm. Visit [HERE](#) to view the 14 ponies and register to bid. Registration is free and easy on the Event Gives website.



Check Out Paradise in the Pines Podcast



Have you watched or listened to the CVB Podcast? If not, you are missing some great shows with some extraordinary people from the Sandhills. Paradise in the Pines is about the people, places and stories that make our destination the Home of American Golf. Produced bi-monthly by the CVB and hosted by president and CEO Phil Werz, each episode runs about 30 minutes in length. You can download the podcast on your favorite platform, or we also share them each time via our social media channels, our official YouTube channel (Home of American Golf) and via our HomeofGolf.com website. [Listen/Watch now.](#)

DESTINATION GOLF NEWS



NC Golf Panel Reveals 2023 Top 100 List

Pinehurst No. 2 has once again secured the top spot as the best golf course in the state as determined by the North Carolina Golf Panel. The Dogwood Course at The Country Club of North Carolina and Pine Needles Lodge & Golf Club flipped the third and fourth positions. Southern Pines Golf Club moved up 13 spots to the 75th ranked course in the state as the recently renovated design by Kyle Franz continues to garner votes from panelists. Sixteen courses from the Sandhills area are listed in the Top 100 rankings with the lowest being Talamore Golf Club at #77. See the list [HERE](#).

ACC Men's Golf Championship at CCNC

The Atlantic Coast Conference Men's Golf Championship will be held at The Country Club of North Carolina, April 21-24. The event is free and open to the public. The competition will be held on the club's Dogwood Course which is currently ranked the third best course in the state by the N.C. Golf Panel. CCNC most recently hosted the U.S. Junior Amateur. There are 15 players who participated in the 2021 Junior Amateur at CCNC that currently play on ACC golf teams including Daniel Choi (Duke), Luke Clanton (Florida State), David Ford (UNC), Bryan Lee (Virginia) and Benjamin Reuter (Georgia Tech). First and second round play will start at 7:30am on Friday, April 21 and after third round stroke play and semifinal match play the event concludes with championship match play starting at 9am on Monday, April 24. Go out and support these great ACC golfers!



Pinehurst Resort Renovations Welcome Spring



After nearly 18 months since initial work began in November 2021, Pinehurst Resort staff joined executives, builders and officials on the new, expanded veranda of The Carolina Hotel on Friday, March 27 to commemorate the completed renovations of the grand historic hotel's lobby, coffee shop, porches and many guest rooms with a ribbon cutting ceremony. The lobby features new furnishings, comfortable seating areas and brighter, modern lighting fixtures, creating a warm and welcoming atmosphere. But it is accented by the return of notable touches from the past, such as the arched windows framing the exterior. The new design also includes updated check-in and concierge desks.

Golf Pride Retail Lab is Now Open

Golf Pride's Retail Lab tees up for guests an "inside the ropes" style of grip consultation, selection and personal installation experience equivalent to that enjoyed by a tour professional. The 36,000-square-foot, state-of-the-art Global innovation Center and headquarters, near the entrance to Pinehurst Resort's No. 8 course, offers more than 100 different products, including full swing and putter grips, as well as other Golf Pride branded merchandise. Read more [HERE](#).



Seven Lakes Golf Club for Sale

If you have a spare \$2.9 million lying around, 7 Lakes Golf Club in West End is up for sale. Donald Ross' godson, Peter Tufts, III, designed the course located 10 miles from Pinehurst Resort. The 6,856-yard semi-private course has a rolling terrain, lined with mature pine trees, a 10,000 square-foot clubhouse, golf shop, locker room, offices, restaurant and a fully-equipped kitchen.

YOUR CVB AT WORK



CVB Office
155 W. New York Avenue
Suite 300
Southern Pines, NC 28387



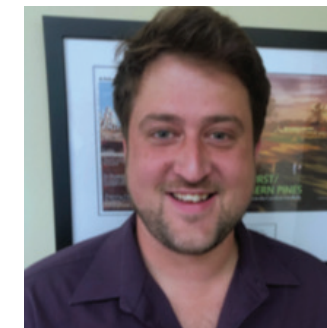
Phil Werz
President & CEO



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller

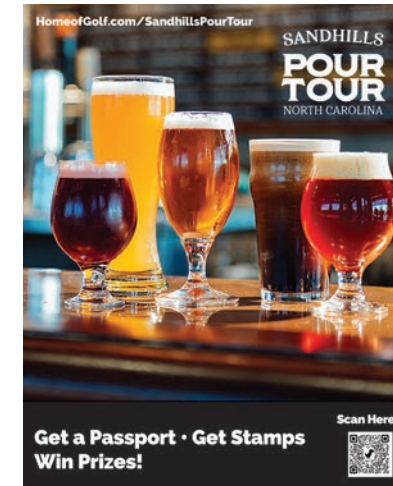


Melissa Holt
Content Marketing
Manager



Ashley Baker
Destination Services
Manager

POUR TOUR & WINE TRAIL - Get Your Passport Now!



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!

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.

**Pinehurst, Southern Pines, Aberdeen Area
Convention & Visitors Bureau**
155 W. New York Avenue • Suite 300
Southern Pines, NC 28387
910-692-3330 • 800-346-5362
homeofgolf.com