

Economic and Tourism Development

Planning and
Inspections

FY 2012-2013



Industry/business recruitment

- **Downtown Recruitment**
 - Signs in buildings
 - Newspaper ads
 - Craig's list
 - Web site listings
 - Facebook page listings
 - Poach businesses from other communities



Industry/business recruitment

- Commercial
 - Contact companies directly
 - Most have their real estate departments listed on company web sites
- International Shopping Center Conference Idea Exchange
 - Each March in Charlotte, NC
 - Retailers and developers are contacted



Industry/Business recruitment

- Companies normally....
 - Hire consultants to help them find what they need
 - Weil-McLain AFG Wipes
 - Caterpillar Gerbing's Heated Clothing
 - Google, Yahoo and Microsoft
- Consultants contact state Departments of Commerce with needs. NCDOC provide lists of communities that meet those needs
- Local Economic Developers submit proposed sites and meet with consultants

Industry/Business Recruitment

- Rockingham County Partnership for Economic Development
 - Call on site selection consultants to pitch the county and cities
 - Call on major commercial/industrial brokers and major developers
 - Contacts with Commerce and ED partners:
 - Duke Energy/Energy United/ AT &T
 - Attend target industry annual conventions
 - Plastics News Forum
 - Fabricators and Manufacturers Association
 - Maintain building inventories interactive with NCDOC

Piedmont Triad Partnership

- Facilitates meetings with site selection consultants
- Holds annual events for site selection consultants in the Triad
- Facilitates meetings with major commercial/industrial brokers
- Targeted trade shows and Executive Forums



Eden recruitment efforts

- Existing Industry-80% of new jobs
 - Contacts are made on a regular basis with existing industry.
 - Eden has benefited from expansions of 8 industries since 2009
 - Working with Carolina Freightways and others on potential expansions



Eden initiated recruitment efforts

- Mohr Partners study on Eden's attractiveness to call centers
 - Positive outcome—information circulated to site consultants
- Austin Consulting-Frank Spano
 - Specialize in food processing
 - Market analysis of Eden and Rockingham County completed in February-March of 2010
 - Applauded utility resources, especially in Eden.
 - Recommended skilled trade programs directed at industry
 - Stressed site to be on a major highway
 - “Shovel ready” sites or existing buildings that could be converted for food processing

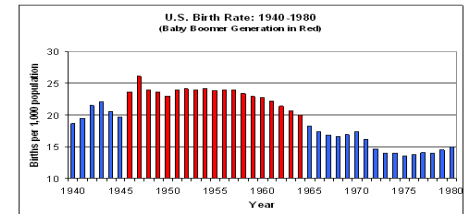


Eden/county recruitment efforts

- 2 sites are under contract by major data center industrial broker



Eden supported initiatives



Elder Care

- 10,000 Baby Boomers will reach retirement age every day for the next 19 years starting on January 1, 2011.
- Need for elder care will not diminish for years.
- County and city are researching how to take advantage of this trend with retirement facilities
- Support medical field jobs
 - RCC reports on going success in job placement of students in their medical programs

Eden Initiatives--Aquaponics

- In the circulating systems, the fish waste acts as natural fertilizer for plant growth and the plants act as a water filter.
- Grow
 - Lettuce, watercress, basil, cilantro, parsley, chard.
 - Perch and tilapia



Aquaponics

- *“Sweet Water Organics has converted a former crane factory in Milwaukee into an indoor wetland, raising about 80,000 fish in tanks topped by beds of lettuce and other crops.”*

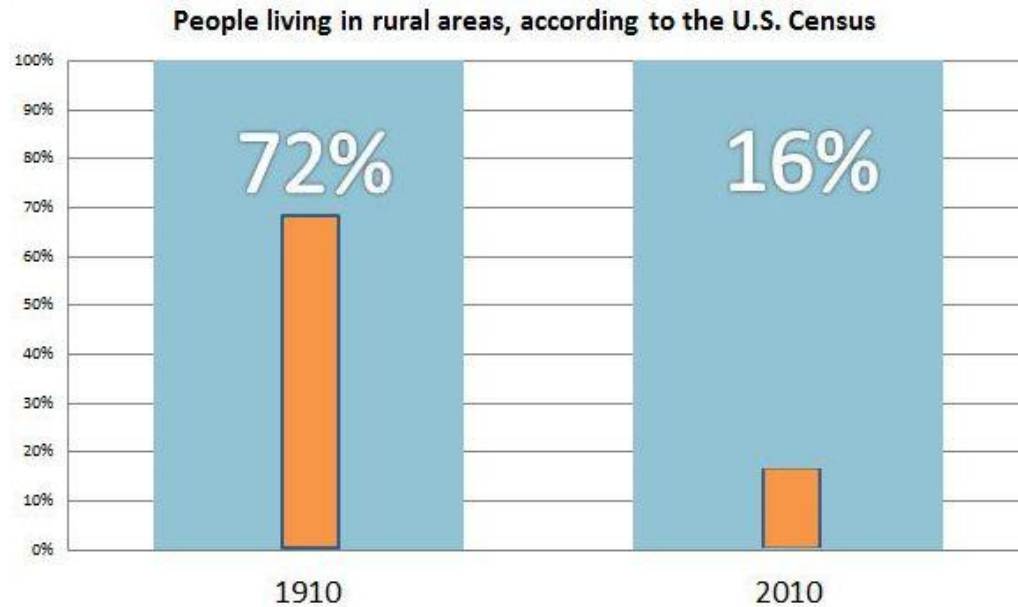
The Wall Street Journal



Eden/county recruitment efforts

- Project Wood
 - Contacted area saw mills to determine the potential to process waste.
- Project South Park-Large retail distribution center
 - Contacted real estate department about Eden and Rockingham County
 - Rockingham County is a player in this site search
 - Company is working through consultant and NCDOC

Rural areas of NC -Fighting to survive and thrive



- As of 2010, more North Carolinians live in urban areas than rural areas

Jobs-Gravitating to Metro areas of North Carolina

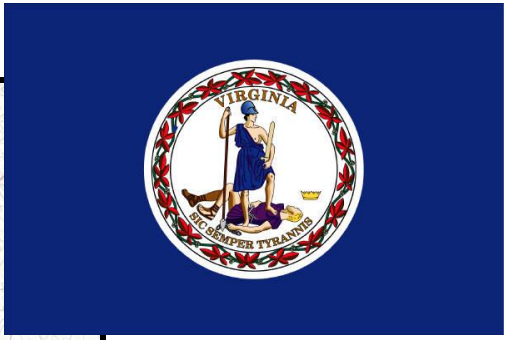
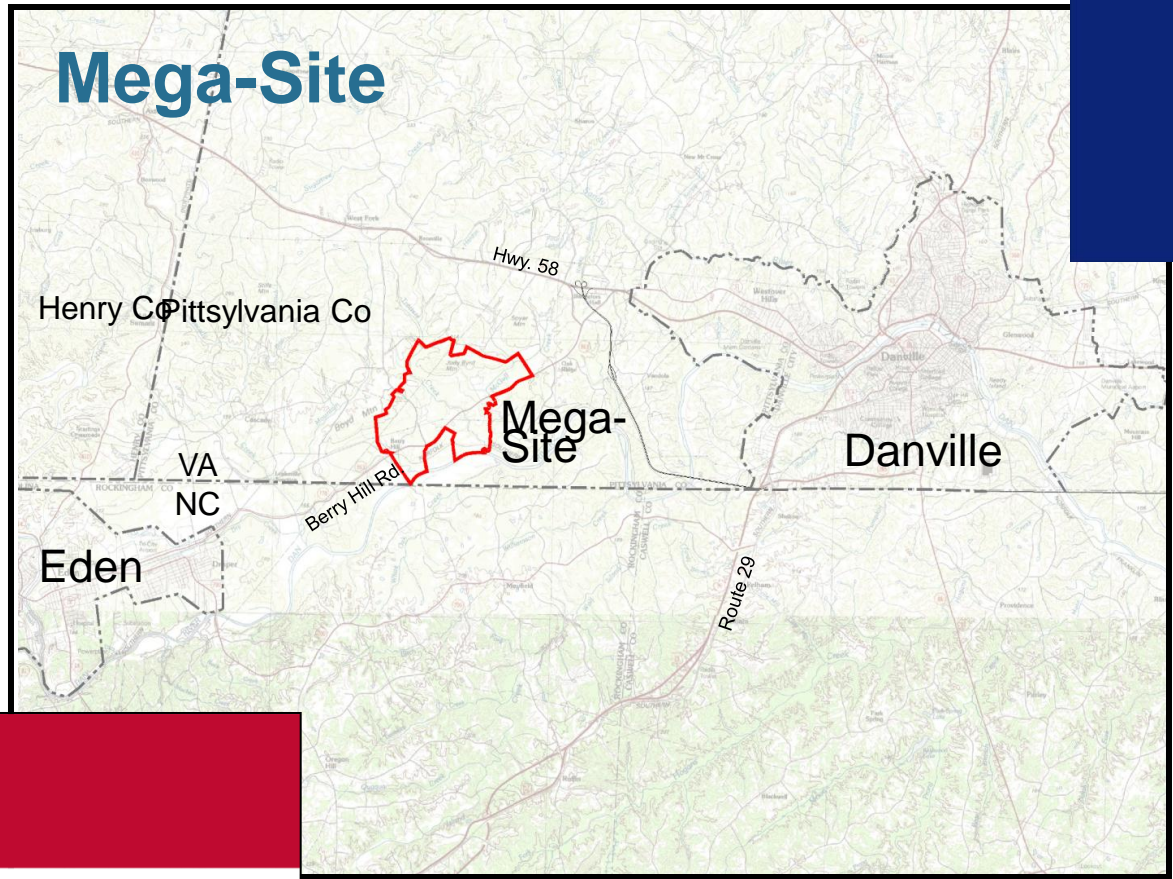
- Raleigh/Durham/Piedmont Triad/Charlotte Metro
 - 57% of state GDP
- 50% of NC registered voters live in 14 counties
- 75% of jobs are located in 15 metro areas of NC
 - Source: U.S. Census and Mitch Silvers-City of Raleigh Planning and Development

Regional Partnerships-Critical to Prosperity of Rural America

- Dr. James Johnson Competitiveness Process-UNC School of Government
 - Recommendation #6: *Pursue Regional Collaborative Projects*
- David Powell, President of the Piedmont Triad Partnership Priorities:
 - Manufacturing
 - Specifically: *Auto Assembly Plant*



Berry Hill Regional Mega Park





Southeastern Virginia Regional Alliance

- Four Counties, Two Cities, One Future
- 4 Counties - Patrick, Henry, Halifax and Pittsylvania
- 2 Cities - Martinsville and Danville
- Region bordering North Carolina
- Region built on Furniture, Textiles and Tobacco; 19% of our workforce is still in manufacturing





Southeastern Virginia Regional Alliance Executive Director



Leigh Cockram

Mega Park Update



- \$6.2 Million grant received from Virginia Tobacco Commission to grade site #4, a 240 acre parcel to make it “pad ready.”
 - People have inquired about when grading will begin
- Master Plan is being finalized
- Not ready to fully market until infrastructure is in place and master plan/certification completed
- Expect project to gain momentum when preliminary work is completed

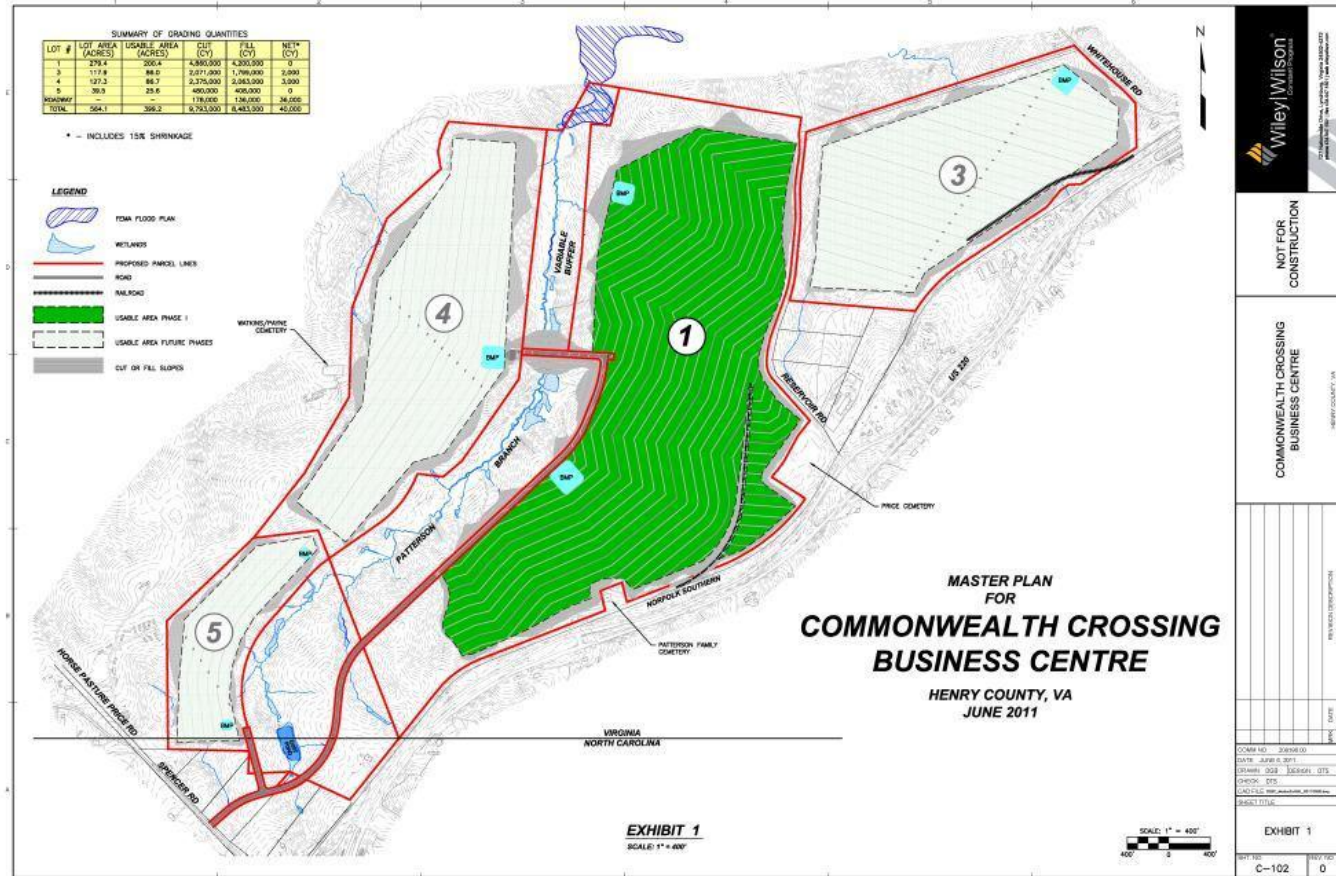
Mega Park-Sewer Line Project

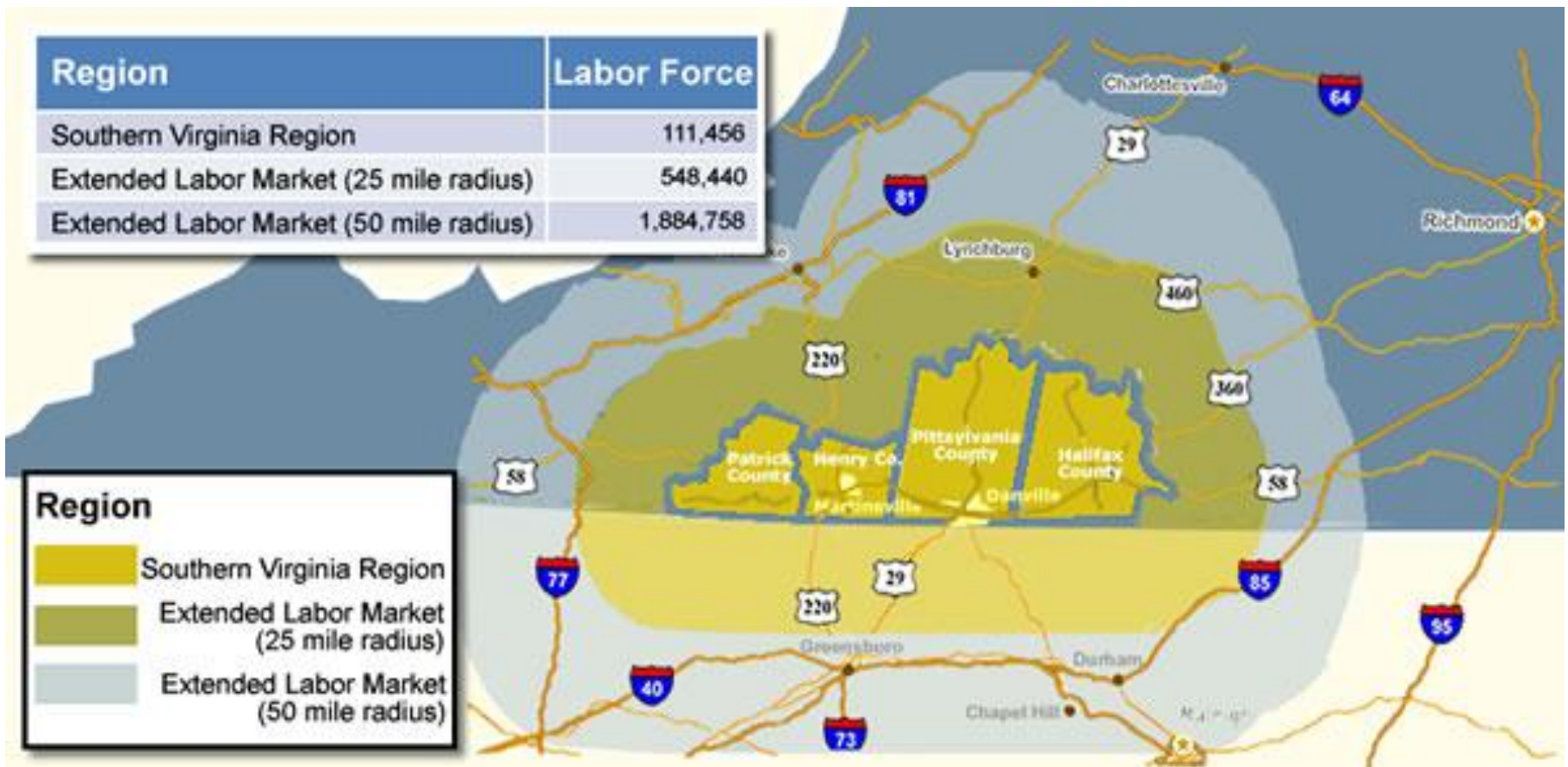
- Contract to be approved by City Council on 2/21/2012
- Within 30 days-Notice to proceed
- Construction should be completed by September of 2012



Commonwealth Crossing Business Centre

- 726 acres
- Rail served
- 280 acre lot with 200 acre pad
- Shovel-Ready by mid-2013
- Goal – Company with 400 employees & at least \$250 million capital investment





- There are over 220,000 people living within the SVRA footprint and more than 111,000 people in the workforce
 - There are more than 1.8 million in the labor force within a 50-mile radius

Eden recruitment initiatives

- Large water users-chemicals, steel and food manufacturing
 - Chemical and steel companies are targets of mega park
- Will identify and attend food manufacturing trade shows
- Submit information on Eden to food manufacturers based on NAICS codes



Eden recruitment initiatives

- Join Rockingham County Partnership in
 - Industrial developer contacts
 - Contacts with NC Department of Commerce staff
- Continue regular existing industry contacts to identify potential expansions and support industries that would move to Eden
- Participate in RCC led Rockingham Manufacturers Association starting in March of 2012

Realities of Industrial Recruitment

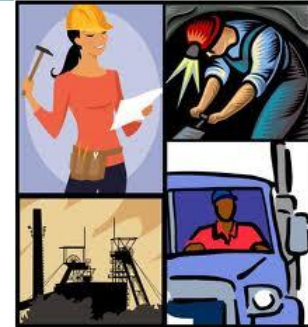
- 85% want an existing building
 - Many of Eden's buildings do not have the required ceiling height—24 feet or above
 - Karastan Service Center building will show well
- Most companies want “shovel ready” locations
 - They won't wait for utilities, access, site, prep or phase I environmental studies to be done
 - Note the Mega Park and Commonwealth Crossing investment
- Most want free land
 - Yahoo wanted free land....despite \$3 billion in cash
 - Project South Park will be offered free land

USA Manufacturing Renaissance across 7 industries in next 5 years-Boston Consulting Group

- Producing 2-3 million jobs
- \$80- \$120 billion in output
 - Furniture
 - Transportation goods
 - Electrical equipment and appliances
 - Plastics and rubber products
 - Machinery
 - Fabricated metal products
 - Computer and electronics
- Net labor costs in USA and China will converge around 2015



Workforce

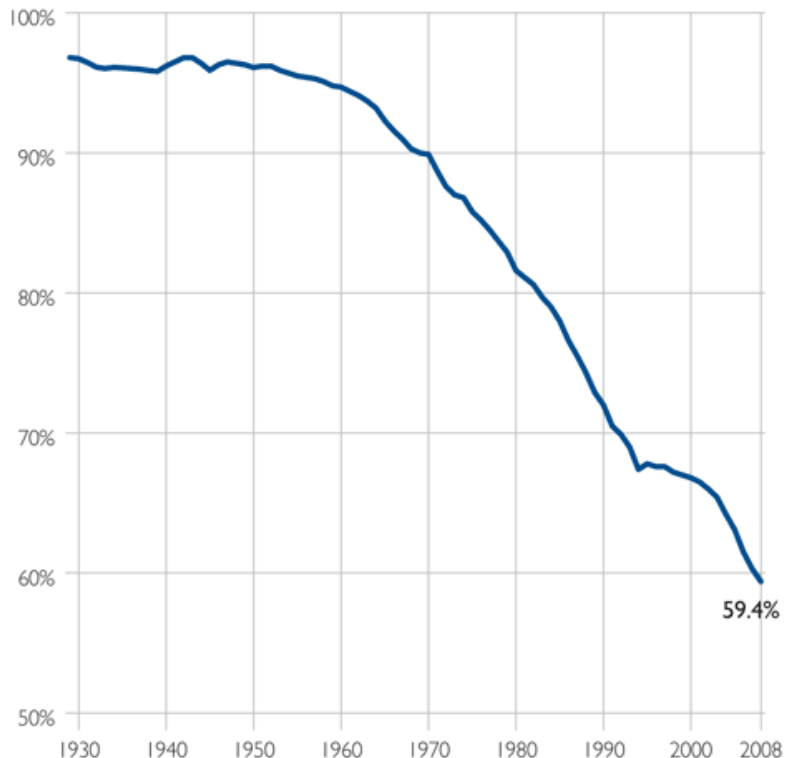


- 1950 60% of jobs required unskilled labor
- 2011 8% of jobs require unskilled labor
- 1950 20% of workers were skilled
- 2011 71% of workers must have skills
- 21% (1 in 5) of workforce needs 4 year degree
- 30% (1 in 3) of young adults will seek an associates or advanced degree
- 71% (7 out of 10) jobs created require an associates or advanced degree

Societal trends affect economy

Death of Marriage in the U.S., 1929–2008

Percentage of Children Born to Married Mothers

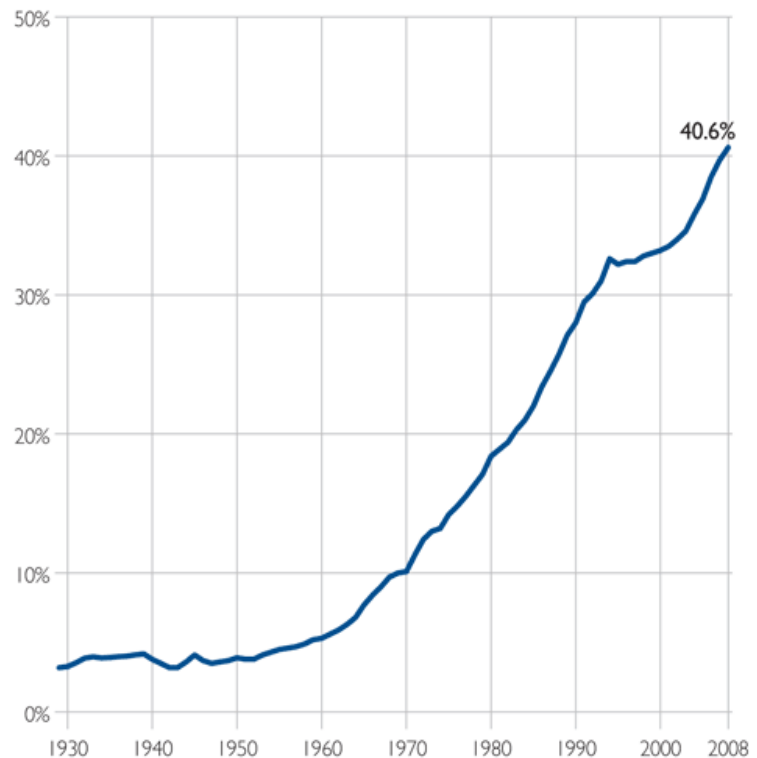


Source: U.S. Bureau of the Census and the National Center for Health Statistics.

Chart 2 • B 2465  heritage.org

Growth of Unwed Childbearing, 1929–2008

Percentage of Children Born Out of Wedlock

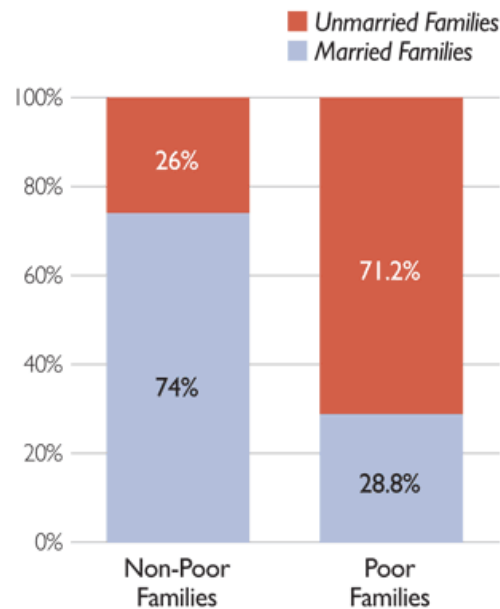


Source: U.S. Bureau of the Census and the National Center for Health Statistics.

Chart 3 • B 2465  heritage.org

Societal trends affect economy

71 Percent of Poor Families With Children Are Not Married



Source: Author's calculations based on data from the U.S. Bureau of the Census, American Community Survey, 2006–2008 data, at http://www.census.gov/acs/www/acs-php/2006_2008_experienced_users_guide.php?acs_topic=Poverty (September 13, 2010).

EDEN COMMUNITY RESOURCE CENTER

Collaborating to give Eden and Rockingham County citizens a better future



- Provides a safety net for those citizens who are otherwise doomed to unemployment and poverty.
- Encourages students to continue education.
- Removes the inhibitions to higher education
- Builds confidence.

EDEN COMMUNITY RESOURCE CENTER

Collaborating to give Eden and Rockingham County citizens a better future



- 52 people found jobs and 534 have been served in the first 9 weeks of opening
- Many Eden citizens did not have funds to commute to Wentworth or Reidsville ...this will only get worse with expected higher gas prices by May of 2012.
- Illustrates need for training to compete for in job market

Potential expanded training

Rockingham Community College

- City urging RCC to pursue
 - Truck driver training
 - Piedmont Triad is a major logistical center
 - Diesel Mechanics
 - Medical Interpreters
 - Small engine repair





RCC Marketing to Schools

- Intensify community college marketing efforts
- Baby Boomers believe in 4 year degrees
 - Some look down upon vocational occupations
 - Even Raleigh only has 44.9%% of population with college degrees..majority do not
- Most future jobs will involve science, technology, engineering or math....and skilled trades
- Need to promote technical degrees
 - Industrial Maintenance Program cannot supply all the jobs that industry requires
- Discuss financial benefits of starting four-year degrees there.

Eden Small Business Development

- Assist with building searches
- Business mentoring through
 - Business Technology Center
 - RCC Small Business Center
 - SCORE
 - Chamber of Commerce seminars
- Marketing Assistance
 - 3 business columns
 - Explore Eden Facebook page
 - Chamber of Commerce email blasts

Eden Small Business Support

- Tri-City Glass connected with Sheetz leading to multiple jobs across the state.
- Working to connect them with McDonald's for Eden project



Coop-Advertising

- Chamber of Commerce
- Leaksville Merchants



The Reidsville Downtown Corporation and Downtown Merchants remind you to...

shop LOCAL buy LOCAL

Congratulation Bill Davis: 2011 Main Street Champion

Since moving to Reidsville in 2007, cyclist and businessman Bill Davis has had a positive impact on Downtown Reidsville. With a life-long love of bicycles and cycling, and a retail bicycle shop experience Bill and his wife purchased a vacant building in downtown Reidsville and opened Reidsville Bicycles. Now in its fifth year, the business has drawn customers from surrounding areas for their cycling needs, plus exposed the other attractive elements of Downtown Reidsville to visitors. Four years ago, as a member of



the Downtown Merchants Association, Bill was looking for an opportunity to bring more people to his adopted home and show appreciation to the community for their support. He worked with city leaders, business owners and his wife, Sue, to bring a first-class bicycle race to the streets of Downtown Reidsville. Patented after the oldest bicycle race in the U.S., the Tour of Somerville, The Tour of Reidsville was held for the first time in 2009. The race is now an annual summer event that draws hundreds of racers and spectators to Reidsville. In addition to the Tour of Reidsville, Bill's business hosts the annual Vintage Bicycle Show, Swap Meet and Tweed Ride at Market Square every fall. It has become the premier show in the southeast, drawing huge crowds to Reidsville. This year's event will be the fifth annual. Bill is a member of the Reidsville Downtown Corporation board. He shares his enthusiasm, interest, and knowledge to promote the revitalization of Downtown Reidsville and encourages others to do the same. Always willing to donate his time and share in efforts to promote Reidsville, Bill is clearly someone who is not just along for the ride. The Reidsville Downtown Corporation is proud to honor Bill Davis as its 2011 Main Street Champion.

More businesses choose downtown locations

In December, leathers Steve and Randy Moore opened Screen Print Plus at 238 South Scales Street. A go-to place for signs and banners, the business also offers screen-printing and embroidery for hats, T-shirts, sweatshirts and other items. In addition, they can create the perfect vinyl graphic for your vehicle, giving you more ways to advertise your business. Hours are Monday through Friday, 8 a.m. to 5 p.m.



Backstreet Fish Market is now located at 235 S.W. Market Street in Downtown Reidsville. Angelo and Penny Galloway offer a wide variety of fresh fish, oysters, crawfish, frog legs, live blue crabs (special order), and many more of your seafood favorites. Winter hours are Wednesday through Saturday, 11 a.m. to 6 p.m. Closed Sunday through Tuesday.



Christian Concert June 18th

National Contemporary Christian Recording Artist **BRANDON HEATH** to perform at Market Square. Also performing The Church Sisters, Christian Bluegrass and Awake the Fire, Contemporary Christian. Concert begins 6:30 p.m. Tickets \$10 per person. Group rates in advance only. 50 tickets or more \$8 per ticket. Tickets go on sale March 15.



Creative Hair Designs Joins Locks of Love

It's a simple gift that will change a child's life forever. **February 13th Free Cuts** with Donation of 10' or longer. Set your appointment today by calling 336-381-0098. Located at 237 S. Scales Street, Reidsville.

DOWNTOWN EVENTS

FEBRUARY 13
Lolly of Love
227 S. Scales Street
Call for appointment: 361-2000

FEBRUARY 14 - 16: 6:00-8:00 PM
Sweetheart Valentine Gala 2012
2012-2013
1305 Scales Street
Smith-Beck Bookshop/County Chapter
Avenue Red Cross Food Pantry
Info: Debra Thompson - 361-7111
Event: by July - 2nd edition of
Call for: 45-020

FEBRUARY 15 - 10 AM-2 PM
Local Health Team
Reidsville Chamber of Commerce
112 South Street
Antwreny Cauteris and Leroy
Wentworth via walkway system

ONGOING EVENTS

EVERY TUESDAY AT 7 PM
"Downtown Ambassadors"
Live Bluegrass & Country Music
Two-Step, Clog, Square Dance
Reidsville Downtown Exhibit
Center - 223 S. Scales St.

EVERY FRIDAY AT 7 PM
Downtown Plaza
"Texas T Band"
Country Music & Dance
Jefferson Park • Antique Lodge
110 S. Main Street • \$5 donation

EVERY WED, 8 FRI, 12:15-1:15 PM
Downtown Music with
"Imma Jam"
Cafe 99 • 128 S. Scales Street

DON'T FORGET!

Shopping Local Makes a Difference
Locally Owned and operated businesses reinvest approximately 68% of every dollar you spend in their shops into our local economy through taxes, payroll and other expenditures. Take a stroll in Downtown Reidsville and you'll discover one-of-a-kind businesses and distinctive character.

Cakes & More!
Formerly Artisan's Uptown
Sweets for Your Sweetheart
Chocolate-Covered Strawberries
Heart-Shaped Cookies
Valentine Cupcakes • Heart-Shaped Fudge
Caramel Apples Packed for Valentine
Also: Hot Chocolate Trays, Chocolate-Covered
Cherry Popcorn & Marshmallow Treats
FREE CUT W/PA
ORDER BY 11:00 AM
136 South Scales Street • Reidsville, NC 27320
336-347-7389

CAROLINA CAFE
Happy Valentine's Day!
Warm Up with Homemade Soups, Chicken & Bumpkins, Pittoas & Cornbread
Register to WIN
WINTER DISCOUNT
For Your Donation
Drawing 2/17/12
336-349-9143 • 224 Settle Street, Reidsville

A Nicolai's
An upscale Italian business featuring quality jewelry, art, linens, home decor, shoes and wedding.
Storing Items • Free Storage Only
Stoneware Cupid Sale
All Fall till 6:00 PM!
218 South Scales Street • Reidsville, NC 27320
336-342-4277 • Mon-Fri 10:00-5:00 Sat 10:00-4:00 Sun 12:00-4:00

Special Gifts for Your Valentine at... ROUND ABOUT WAY
Great Selections of Locally Handcrafted Items
Spring Gests that Save Off the Season Sale
971 South Scales • Reidsville, NC
336-342-8222 • www.roundaboutway.com
Genuine Handcrafted & Sewn Items • Designer Home, Made in the U.S. Gift 12-14

Invest in Your Home in 2012 CARPET & FLOORING
Expert Installation
Competitive Prices
Carpet Repair & Restretching
Armstrong BONECOT beautiful
MILKMAKERS beautiful
Hayes Carpet & Flooring & Fenton Art Glass Dealer
211 South Scales Street • Reidsville 336-634-1161

"Expressions of Love"
You and Me from Jo Falms (LIVE!)
Willow Tree
Reidsville Florist & Gifts
119 S. Scales Street • Reidsville
342-0809 www.reidsvilleflorist.com

Boutique
Say Happy Valentine's with...
BAGS PURE ESSENCE
YANKEE CANDLES
\$5.00 OFF EACH JAR
Belle BEADS
Create your own bracelets, necklaces and earrings
209 S. Scales Street • 336-342-0900

Enjoy DOWNTOWN REIDSVILLE
Shopping Along Arts Entertainment Restaurants
For dates and info follow us: Reidsville Downtown Events
www.downtownreidsville.com 336-347-2307

RDC
OUR MISSION
To enhance and creatively manage the development of Downtown Reidsville as a cultural, historic and economic center of the community and to inspire community ownership and pride in Reidsville's unique assets and to promote unity and vitality among merchants, customers, local governments and citizens.
www.downtownreidsville.com

Chick-Fil-A Leadercast



- Simulcast event from Atlanta, GA on May 4, 2012
- Held at Osborne Baptist Church
- Inspirational Speakers via simulcast
 - Tim Tebow
 - Soledad O'Brien
 - Urban Meyer
 - John Maxwell
 - 9 speakers in total
- Complimentary Chick-fil-A breakfast and lunch
- Tickets: \$25
- Contact the Chamber of Commerce for more information

Commercial business development

- Dollar General
 - Assisted with sale of building to investors
- National Retailer
 - Coming soon to east end of Eden
- Eden Centre (Food Lion Shopping Center)
 - Assisted with sale of shopping center to New York firm
 - Resulting in center renovations
 - Food Lion remodeling



Commercial business development

- Meadow Greens Shopping Center
 - Recruited
 - Save-A-Lot
 - Hibbett Sports
 - It's Fashion Metro expansion
 - McDonald's
 - Working with regional staff for expansion and acquisition of needed property



Commercial Business Development

- Kingsway Plaza
 - A + Rentals
 - Potential beauty shop
 - Community Resource Center
 - Assisted with the redevelopment of the center



Main Street Downtown Revitalization

- Eden Main Street Program Update-2003-2011
 - 39 façade improvements
 - 51 building renovations
 - 109 net new jobs
 - 43 net new businesses
 - 14 business expansions
 - **\$4,928,698** in public and private investment

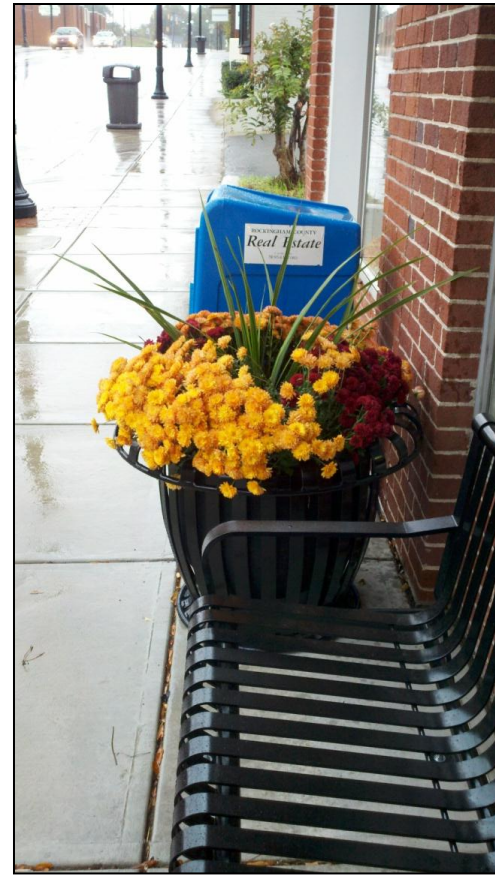


Mixed Use Development

- 646 Washington Street
 - Façade renovation-historically accurate
 - Additional apartment
 - Catalyst for downtown housing
 - Sustains restaurants and business



Design-Benches and Planters-Municipal Service District Funding

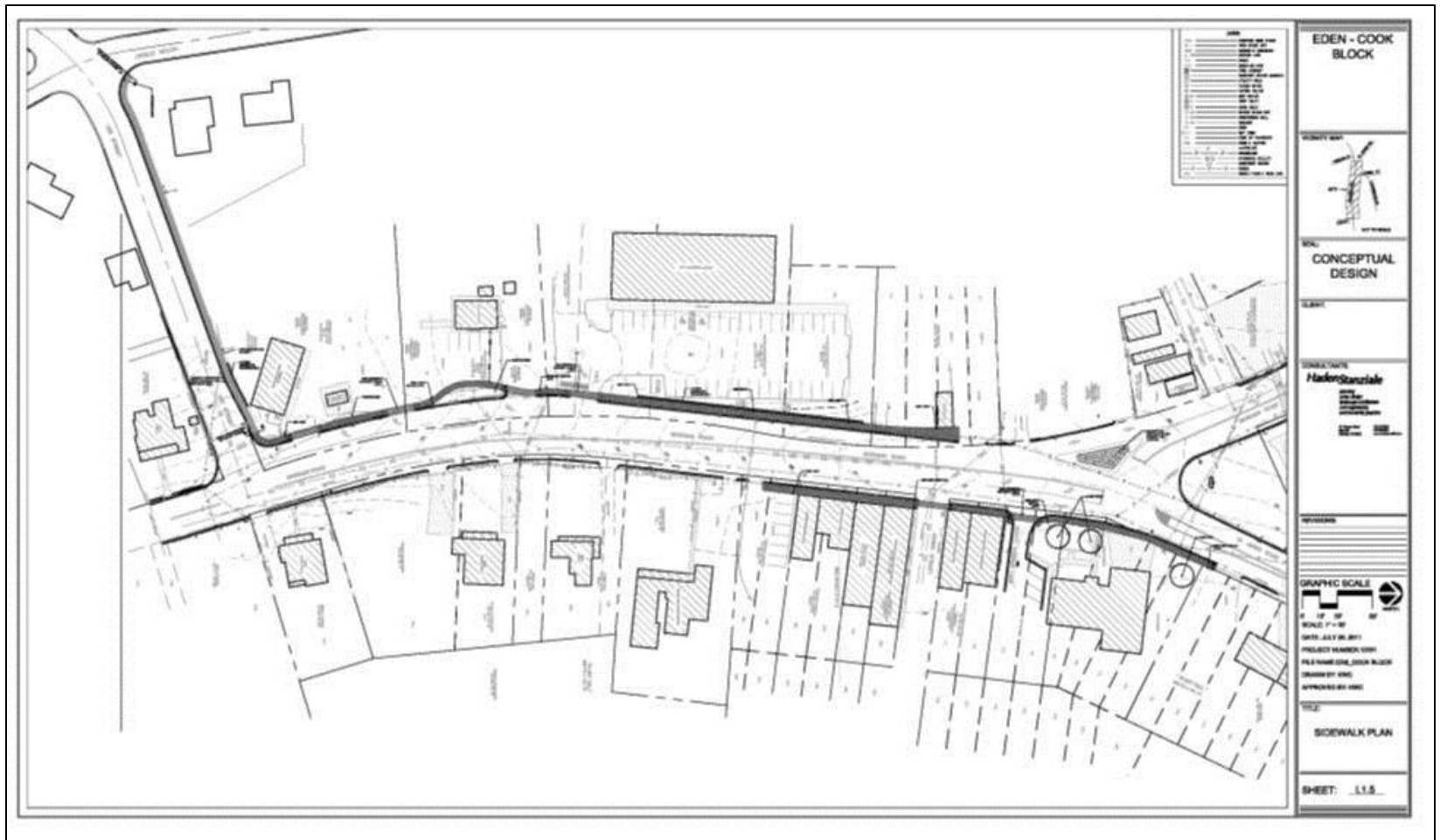


Downtown Improvements

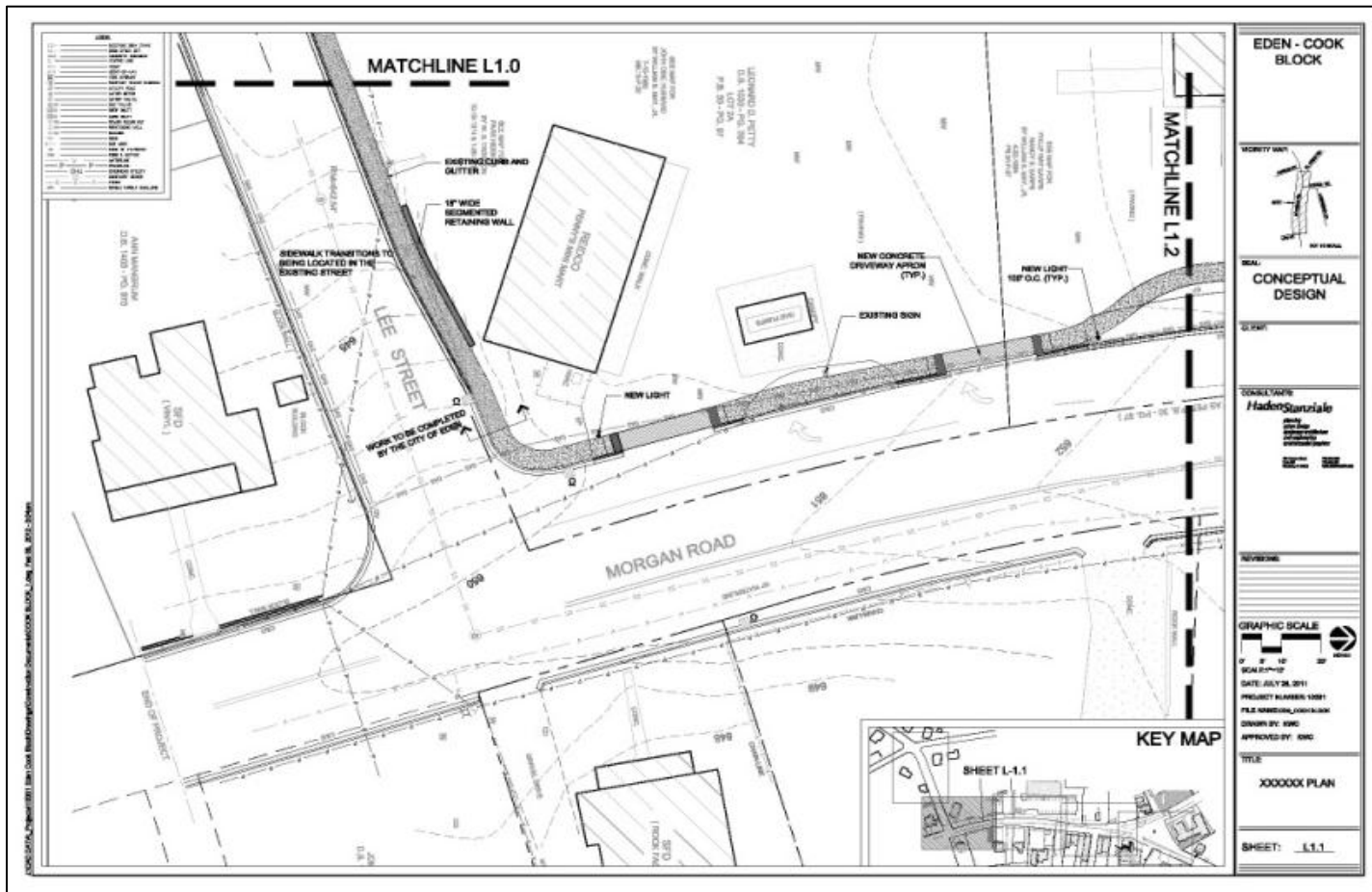
Streetscape

**Planning and Inspections
Budget Retreat 2012**

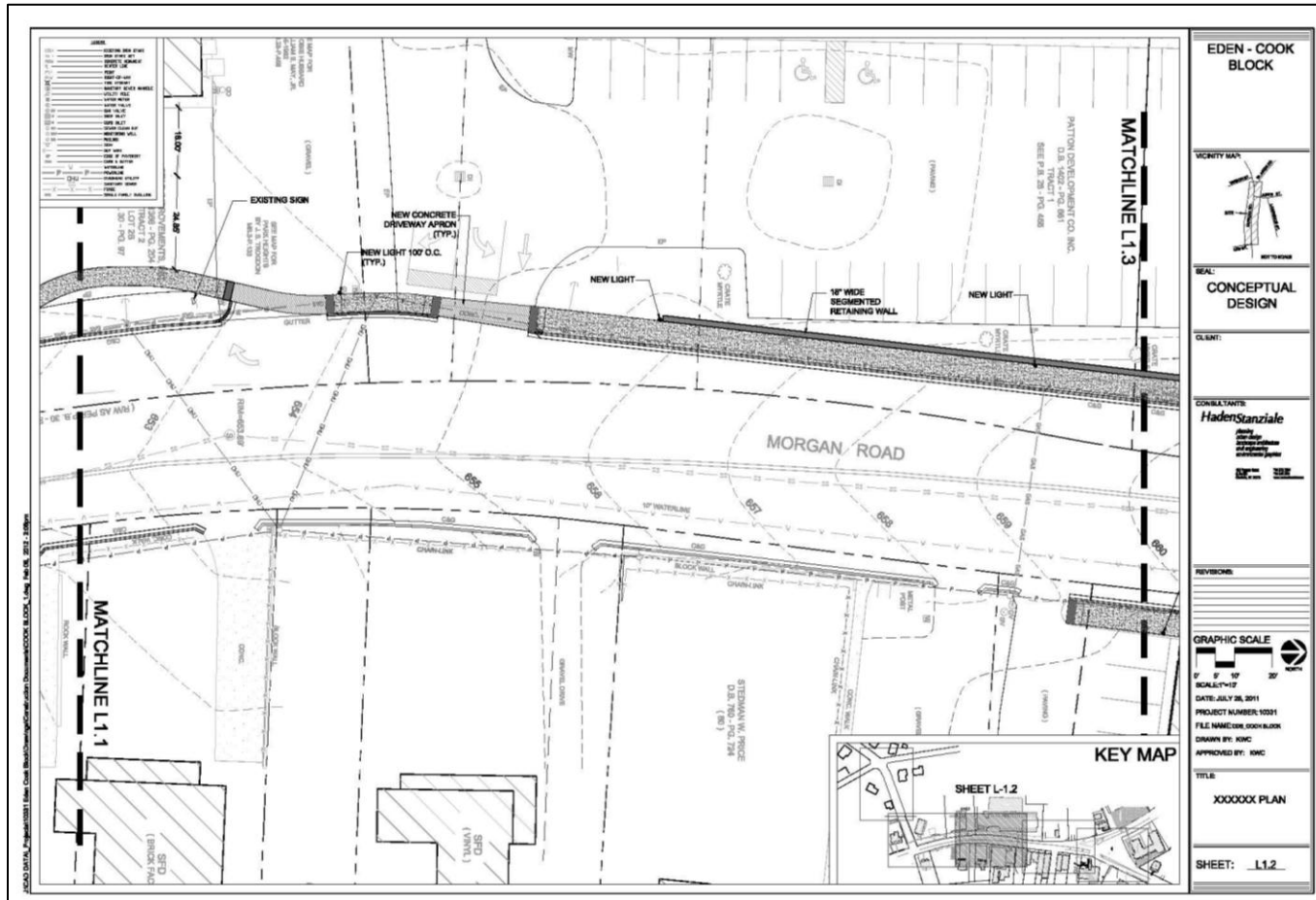
Cook Block Sidewalk Improvements



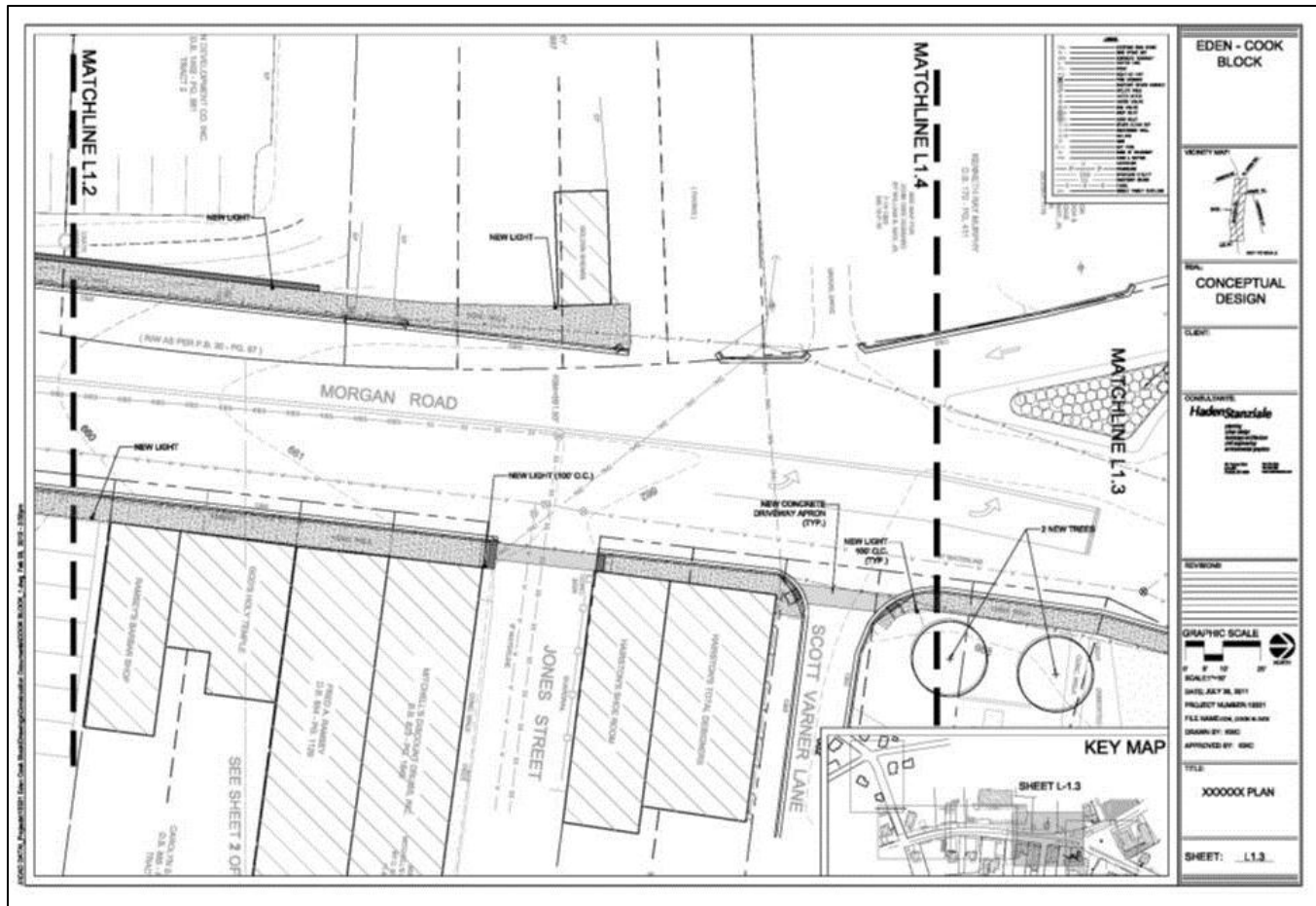
Cook Block Sidewalk Improvements Morgan Road at Lee Street



Cook Block Sidewalk Improvements Morgan Road



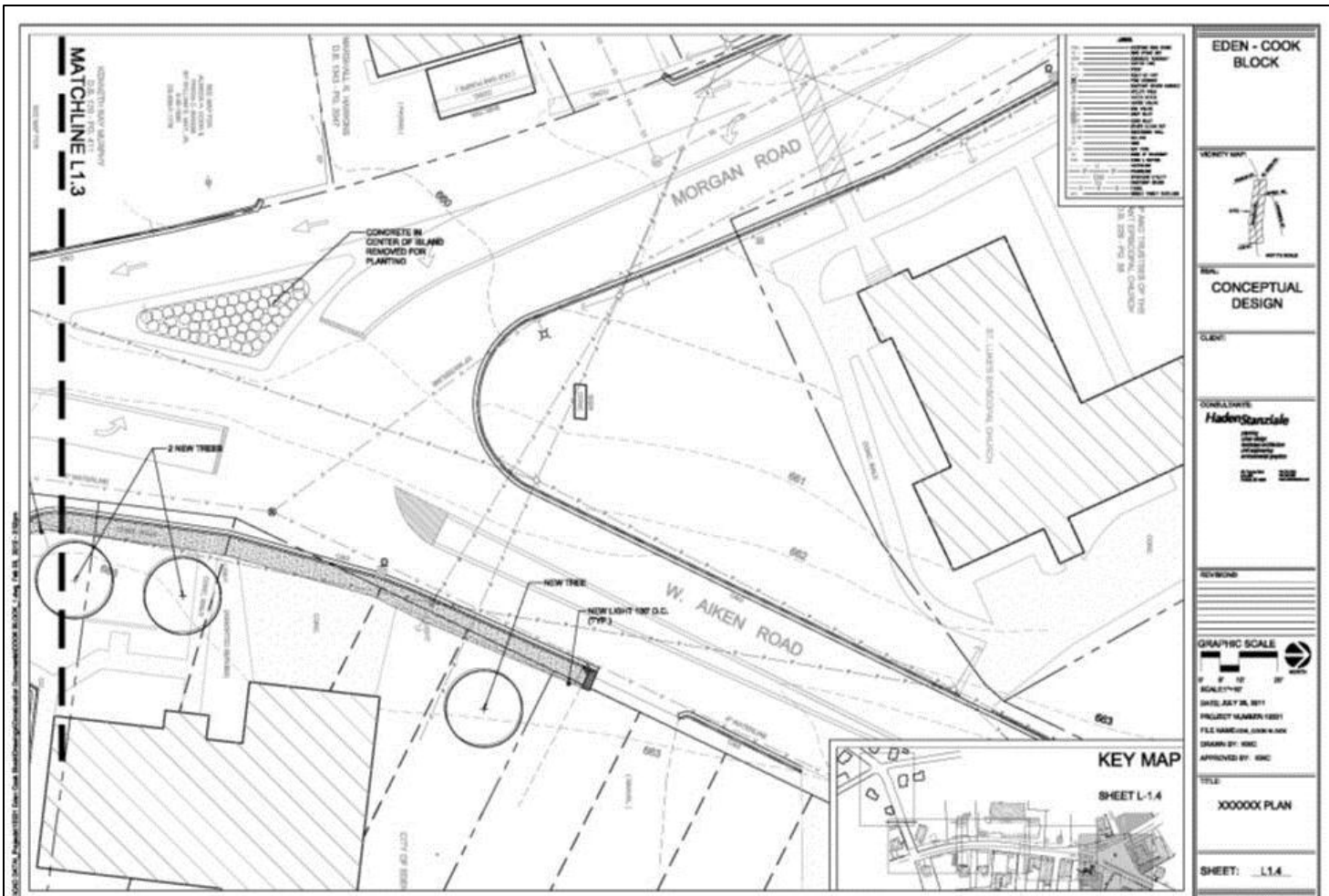
Cook Block Sidewalk Improvements Morgan Road at Jones Street



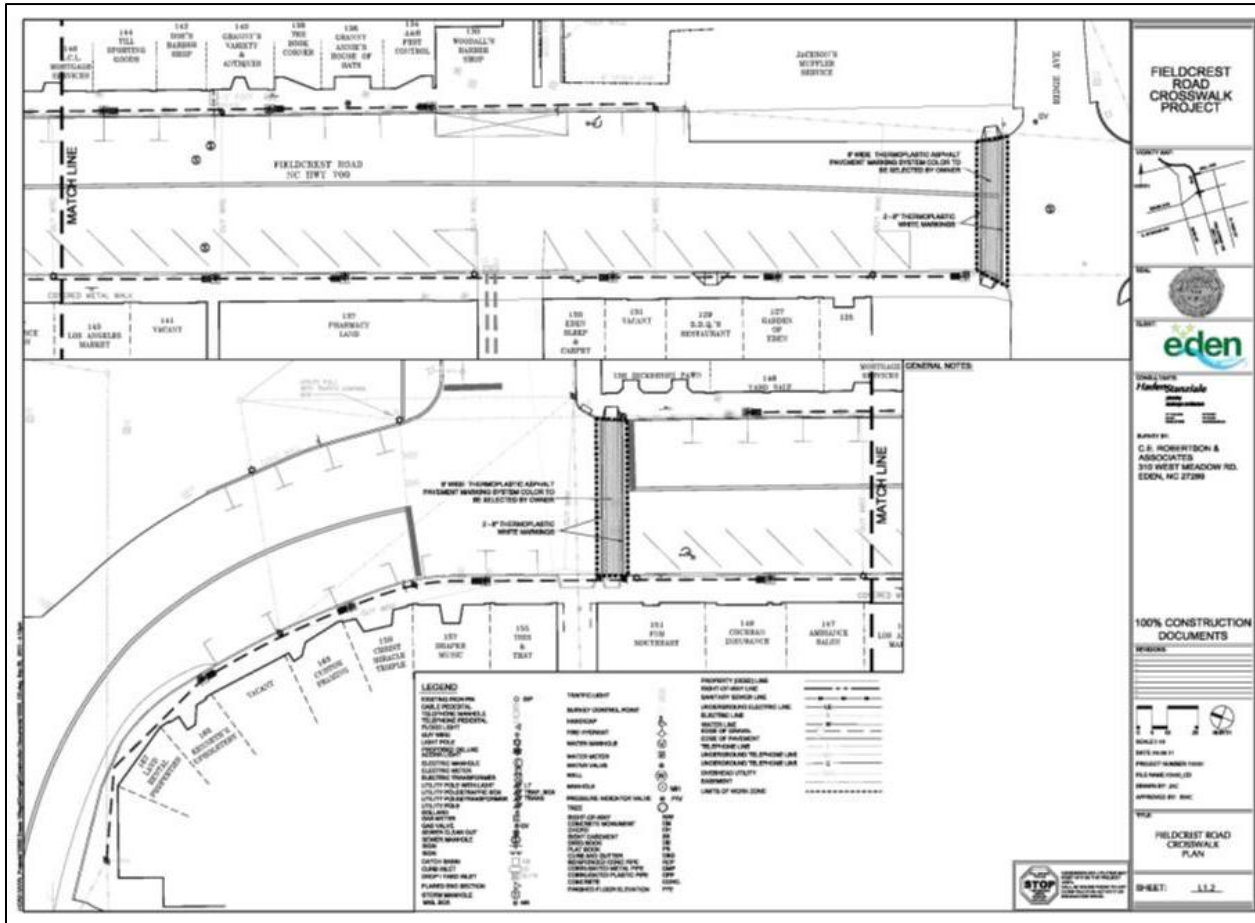
EDEN - COOK BLOCK	
SECURITY MARK	
CONCEPTUAL DESIGN	
CLIENT:	
CONSULTANT:	HadenStanziale
DATE:	
BY:	
REVISION:	
GRAPHIC SCALE	
PROJECT NUMBER 1801	
DRAWN BY: KSC	
APPROVED BY: KSC	
TITLE:	XXXXXX PLAN
SHEET:	L1.3

Cook Block Sidewalk Improvements

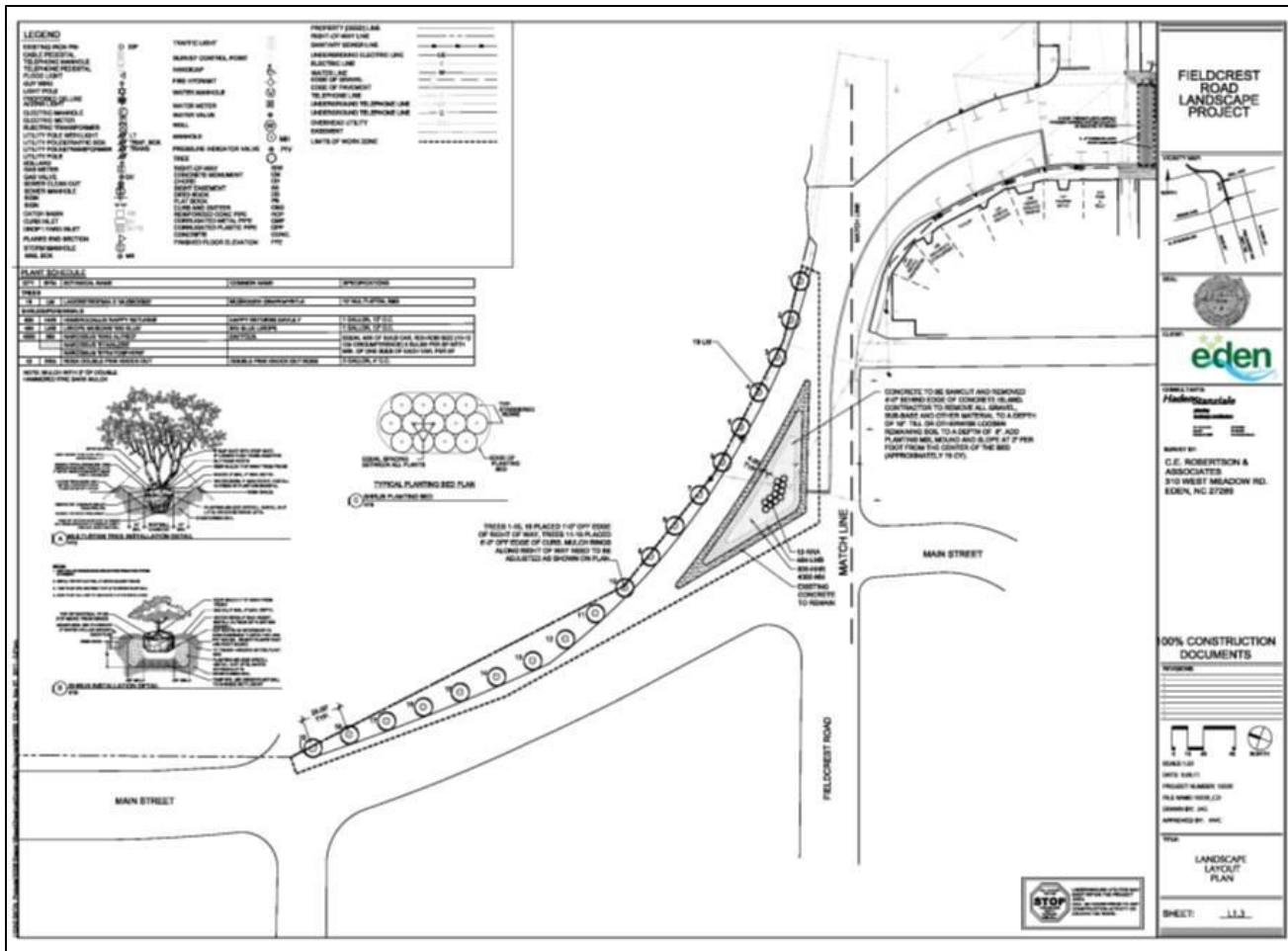
Morgan Road at Aiken Road



Fieldcrest Road Improvements Mill Avenue to Ridge Avenue



Fieldcrest Road Improvements Mill Avenue to Front Street



Leaksville and Draper Streetscape Improvements Cost

- **\$110,000 funded by NCDOT grant**
- Stamped asphalt crosswalks – Washington Street
- Crosswalks, landscaping, planters and street trees – Fieldcrest Road



Spray Cook Block and Traffic Circle Improvements Cost

Funded by NCDOT

- Cook Block \$120,000
- Traffic Circle Lighting \$ 20,000
- **Total Cost** **\$140,000**

**Milling and paving costs will also be covered by
NCDOT**

**More than \$250,000 in taxpayer money was saved
in three commercial areas by NCDOT grants**

Eden Tourism Development

- Eden Occupancy Annual Tax Revenue

- 2006-07 \$59,619
- 2010-11 \$66,989
+12%
- 2011-12 YTD +18.8%



Our State Magazine Ads



Come Play in Eden

Paddle the Llan & Smith Rivers - Explore our Historic Districts
 Visit the Eden Historical Museum - Discover Freedom Park
 Walk the beautiful Smith River Greenway
 Take in a movie under the stars at the nostalgic Eden Drive-In
 Have fun at one of our award winning festivals - Shop in our quaint downtown
 Cycle through the beautiful countryside - Ride a horse along beautiful trails
 Discover the great hunting opportunities at Willow Oaks Plantation

For more details
 information visit
www.ExploreEdenNC.com

7th Annual RiverFest

September 17-18, 2010

Eden, North Carolina
 Friday 5-10
 Saturday 10-10

- Two Stages of Live Entertainment
- Kids Zone with Hands-on Educational Activities
- Historical Reenactments & Exhibits
- River Village with Canoe & Kayak Trips
- Antique Engine Display
- Arts & Crafts - Food, Drinks, & Festival Fare
- Historic Battleship Display

For more information call
 (336) 623-7789 ext. 3021 or visit
ExploreEdenNC.com



Visit Eden and take a cruise back in time

www.ExploreEdenNC.com






- 1 Movies Under the Stars
- 2 Vintage Drive-In
- 3 Eden Cruise - 2 May through Oct 4 to 8 p.m. in the Leaksville Shops

Magical Holidays in Eden

- NOVEMBER 5-7 Carolina Home Show at Hawk Spirit Studio
- NOVEMBER 14 Merchants Open House, Historic Olde Leaksville Shopping District
- NOVEMBER 26 Olde Leaksville Night-Time Christmas Parade
- NOVEMBER 30 Draper Tree Lighting
- DECEMBER 4 Draper Children's Christmas Parade
- DECEMBER 14 Candlelight Downtown, Historic Olde Leaksville Shopping District

For more information on these and other events:
WWW.EXPLOREEDENNC.COM
 (336) 623-7789 ext. 3021

Blue Ridge Outdoors



Come Play in Edén

Paddle the Dan & Smith Rivers • Explore our Historic Districts • Visit the Edén Historical Museum
Discover Freedom Park • Walk the beautiful Smith River Greenway • Take in a movie under the stars at the nostalgic Edén Drive-In • Have fun at one of our award winning festivals • Shop in our quaint downtowns
Cycle through the beautiful countryside • Ride a horse along beautiful trails • Discover the great hunting opportunities at Willow Oaks Plantation

EXPLORE THE
Edén NC

For more detailed information visit
www.ExploreEdénNC.com

New Charlie Poole Ad

15th Annual CHARLIE POOLE Music Festival

Parking lot picking, concerts, music competition and a guided river tour in the hometown of banjo legend Charlie Poole

June 11-13, 2010
Eden Fairgrounds
 13970 NC 87 N, Eden, North Carolina

Gates Open Friday- 5 pm
 Saturday - 8 am
 Tents and RVs Welcome
 Camp Grounds Open June 8-13
 No advance registration
 Food and music vendors

Friday Eve Concert- Starts at 6 pm
Dusty Ridge
Mac & Jenny Traynham
 with Shay Gornick
Old Sledge
 Chance McCoy, Sabra Guzman & Anna Roberts-Gevalt
Big Country Bluegrass
 Also, annual Lifetime Achievement Award presentation to Bill C. Malone, noted country music historian and author

Saturday
All Day Competition
 9 am, First Ever
"Charlie Poole River Ramble"
"Little Ramblers"
 Children's Area
 Sponsored by Sheetz

Competition Prizes	1st	2nd	3rd	4th	5th
Old Time Band	\$400.00	\$300.00	\$200.00	\$100.00	Rosette
Bluegrass Band	\$400.00	\$300.00	\$200.00	\$100.00	Rosette
Old Time Banjo	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Bluegrass Banjo	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Old Time Fiddle	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Bluegrass Fiddle	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Flatpick Guitar	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Fingerstyle Guitar	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Poole Song	\$100.00	\$ 75.00	\$ 50.00	Rosette	Rosette
Duel Singing	\$200.00	\$150.00	\$ 100.00	Rosette	Rosette
Youth Division	\$ 50.00	\$ 25.00	\$ 10.00	Rosette	Rosette
Old Time 3 Finger Banjo	\$500 grand prize				

ACKNOWLEDGEMENT: This project received support from the Rockingham County Arts Council, the NC Arts Council, an agency of the Department of Cultural Resources, and the National Endowment for the Arts, which believes that a great nation deserves great art.

Rockingham County
 North Carolina's North Star
 www.ncnorthstar.com

www.charlie-poole.com

EXPLORE THE BEST OF THE SOUTH
 ExploreEdenNC.com

Quality of Life Piece



ExploreEdenNC.com



Movie Night at Eden Drive-In
Across town, near the Spray traffic circle, you can pull into Circle Drive In. We suggest the chuck wagon sandwich, and don't forget the thick-cut, crinkle fries. Then there's Jerry's Restaurant, home of the too-good-to-miss broasted chicken sandwich. You'll find Jerry's in the charming Draper Village. While you're in the drive-in spirit, take in a movie at the Eden Drive-In. Whether it's you and your sweetie or the whole family, it's the place where the stars aren't just on the big screen. They're overhead, too.



Curb Service at Dick's Drive-In
For more outdoor fun, drop by Tuttle's Farm, where a visit means hopping aboard a tractor-pulled cow train and bouncing over farm trails to the pumpkin patch, navigating a corn maze or picking your own strawberries. Don't slip away without taking in the beauty of the rivers, the Smith and the Dan. The best view is from the waterway, so bring your kayak or canoe or rent one from a local outfitter. Landlubbers aren't excluded. Our Smith River Greenway is a 1.7 mile walking trail that offers riverside views and scenic overlooks. No trip is complete without a little shopping. Walk the streets of our three downtowns, taking in the unique shops and the beautiful architecture. Learn a bit about our history at the Eden Historical Museum. Whether it's eating under the stars or paddling the river by the light of a full moon, the great outdoors is an Eden specialty.

Festivals & Events



March thru November
Concert in the Park - last Saturday of the month - Freedom Park, Kiwanis Amphitheater

May thru October
Eden Cruise - second Saturday of the month in the Olde Leaksville Shopping District

May thru October
Eden Farmer's Market
Fridays - 3 p.m. until 6 p.m.

May
Business Expo
Ladies Night Out
Ribfest

June
Piedmont Pottery Festival
Charlie Poole Music Festival

July
Fair's Fourth of July Parade
Kiwanis Fourth Celebration

September
RiverFest

October
LEGO Build Off
Fall Festival at Freedom Park

November
Veterans Day Parade & Ceremony
Carolina Home Show

December
Candlelight Downtown



Canoeing on the Dan River

Land of Two Rivers

Local Wares:

MillerCoors
Yes, we really do have a brewery in our backyard. MillerCoors produces nine million barrels of beer annually at its Eden plant.

King's Chandelier
You'll find yourself looking up at King's where the ceiling is aglow with some of the finest crystal chandeliers in the nation. Not only do they showcase them, they also design and build them.

Pace-Stone/Karastan
Luxury Karastan rugs are produced locally in the mill owned by Mohawk Industries Inc., just a block from Pace-Stone Inc. For more than 80 years, Pace-Stone has sold fine rugs, carpets, furnishings and gifts from a storefront on Washington Street. The store has built a reputation for its fine hand-woven and machine-made rugs.



Eden is easy to get to

Telling Eden's Story:

Eden Historical Museum
656 Washington St.
Hours: 10 a.m. to 4 p.m.
(or by appointment for groups)
Admission: \$1
A downtown storefront in the Olde Leaksville Shopping District is where the story of two rivers and the towns that grew up along them is preserved. From the Native Americans, who first made the area their home, to the manufacturing era that would come centuries later, Eden Historical Museum is a treasure trove of past people, places and eras.



Pewter at Eden Historical Museum

Drive-In Dining

Order a shake, sit back in your car and take a trip down memory lane at one of our drive-in restaurants. Also on the menu: Fine dining, fast food and a variety of ethnic cuisines. Eden serves an array of dining experiences.

Circle Drive In
111 Boone Rd. 336-623-8854

Dick's Drive-In
1004 W. Washington St. 336-627-7112

Jerry's Restaurant
121 N. Fieldcrest Rd. 336-635-2575

The Big Screen
Enjoy the nostalgia of an old-time drive-in movie theater.

Eden Drive-In
106 Fireman Club Rd. 336-623-9669

Down on the Farm
From the animals to the fields, get an up-close look at life on the farm.

Tuttle's Farm
2701 Highway 135
Stoneville, NC 27048 336-627-5666

River Country
Four river access points make getting on the river easy.

Access to the Dan River:
Leaksville Landing off Hamilton Street
Wildlife Access off Bethlehem Church Road
Draper Landing off N.C. 700

Access to the Smith River:
Island Ford Landing off Meadow Road

Smith River Greenway Trailheads
Kennedy Street at the YMCA parking lot
Meadow Road at the Island Ford Landing (picnic shelter)

Freedom Park
From picnics to baseball, playgrounds to trails, Freedom Park is the place to play. 121 N. Edgewood Rd.

For More Information on Exploring Eden and Lodging
Please Contact:
City of Eden
P.O. Box 70, 308 E. Stadium Drive, Eden, NC 27289
336-623-7789 ext. 3021
ExploreEdenNC.com

Summer Fun in Eden

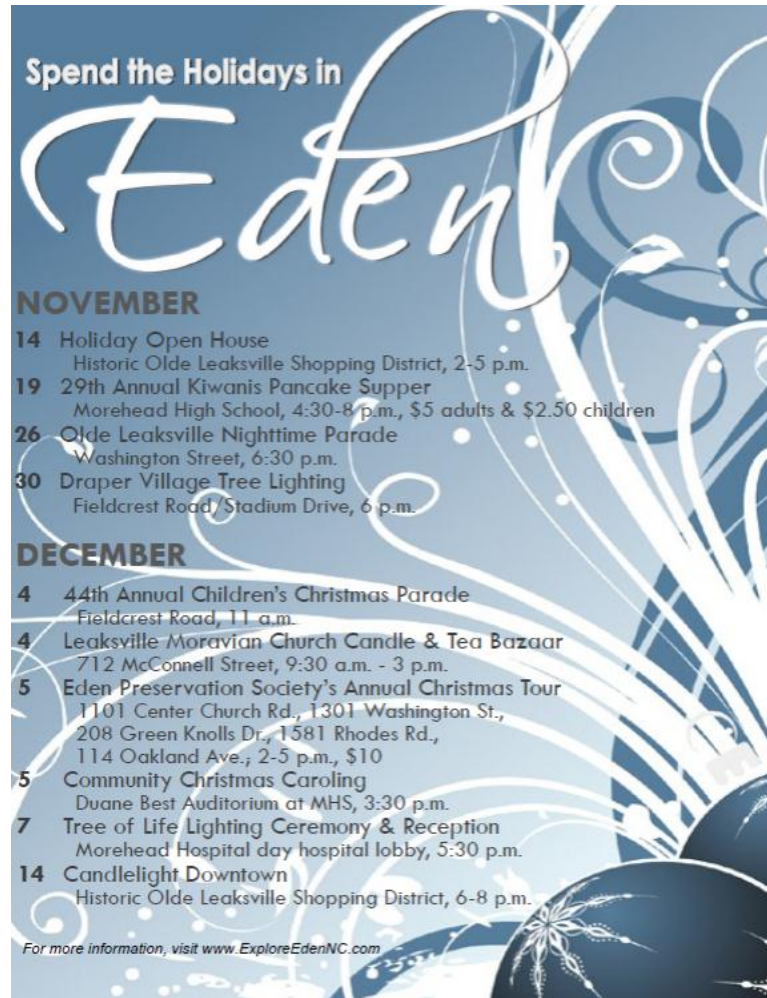


Ideas for summer FUN in Eden

- **TAKE IN A MOVIE AT KINGSWAY 4 CINEMA**
Open daily in Kingsway Plaza. \$5 for adults, \$3 for children, \$3 matinees for everyone. Visit www.kingsway4.com or call 627-0682.
- **ENJOY A NIGHT AT EDEN DRIVE-IN**
First-run movies at great prices. Adult tickets are \$5, kids ages 6-11 \$2. Kids under 5, free. Visit www.EdenDriveIn.com or call 623-9669.
- **DISCOVER FREEDOM PARK**
Three ball fields, skateboard park, walking track, playground, shelters, horseshoe pits, soccer field and amphitheater are ready for your enjoyment. For more information, visit www.ExploreEdenNC.com or call Eden Parks and Recreation at 623-2110.
- **SKATE AT ROLL-A-BOUT SKATING CENTER**
They offer private party bookings, family skates, cheap-skates and other activities, such as skating lessons. Call 627-5173 for more information.
- **WALK THE SMITH RIVER GREENWAY**
This is a 3.4 mile beautiful trail along the picturesque Smith River (1.7 miles each way from Meadow Road to the YMCA parking lot.) Enjoy the outdoors and get refreshed with a brisk walk to start or end your workday or weekend. For more information, visit www.ExploreEdenNC.com or call Eden Parks and Recreation at 623-2110, option 3.
- **EXPLORE OUR RIVERS**
You can canoe, kayak or float our two beautiful rivers – the Dan and the Smith – departing from any of our four river access points. The river is a great place for all those that love a great photography opportunity. Guided trips are offered by Three Rivers Outfitters – 627-6215 or visit www.3-R-O.com

- **GOLF**
Enjoy a round on one of our two golf courses – Lynrock (623-6110) and Oak Hills (623-6381).
- **TRAVEL OUR TRAILS**
Follow history along seven Civil War Trail Sites. Bird watch along the North Carolina Birding Trail. Bike along one of Rockingham County's six designated bike routes. For more information, visit www.ExploreEdenNC.com or call Cindy Adams at the City of Eden at 623-7789, ext. 3021.
- **SHOP AT THE EDEN DOWNTOWN FARMER'S MARKET**
Shop for fresh produce, meat, eggs, plants, baked goods and much more at the Eden Downtown Farmer's Market every Friday of each month. Open from 3 until 6 p.m. in the Henry Street Municipal Parking Lot. For more information, visit www.ExploreEdenNC.com or call Cindy Adams at the City of Eden at 623-7789, ext. 3021.
- **SWIM IN A LOCAL POOL**
Enjoy swimming at one of our local pools: Lynrock, 623-1244; Oak Hills, 627-7958; or the city's pool - Mill Avenue Pool, 635-2219.
- **LEARN ABOUT THE PAST**
The Eden Historical Museum, at 656 Washington Street, offers a glimpse of Eden through the ages. Open Saturdays, 10 a.m. to 4 p.m. Visit www.EdenPreservation.org for more information.

Holiday Promotional Piece

A promotional flyer for Eden, NC, featuring a blue background with white decorative swirls and a globe. The text is arranged in a clear, organized manner, starting with the title 'Spend the Holidays in Eden' and followed by event listings for November and December. The events include open houses, parades, suppers, tree lightings, and community caroling.

Spend the Holidays in
Eden

NOVEMBER

- 14** Holiday Open House
Historic Olde Leaksville Shopping District, 2-5 p.m.
- 19** 29th Annual Kiwanis Pancake Supper
Morehead High School, 4:30-8 p.m., \$5 adults & \$2.50 children
- 26** Olde Leaksville Nighttime Parade
Washington Street, 6:30 p.m.
- 30** Draper Village Tree Lighting
Fieldcrest Road/Stadium Drive, 6 p.m.

DECEMBER

- 4** 44th Annual Children's Christmas Parade
Fieldcrest Road, 11 a.m.
- 4** Leaksville Moravian Church Candle & Tea Bazaar
712 McConnell Street, 9:30 a.m. - 3 p.m.
- 5** Eden Preservation Society's Annual Christmas Tour
1101 Center Church Rd., 1301 Washington St.,
208 Green Knolls Dr., 1581 Rhodes Rd.,
114 Oakland Ave., 2-5 p.m., \$10
- 5** Community Christmas Caroling
Duane Best Auditorium at MHS, 3:30 p.m.
- 7** Tree of Life Lighting Ceremony & Reception
Morehead Hospital day hospital lobby, 5:30 p.m.
- 14** Candlelight Downtown
Historic Olde Leaksville Shopping District, 6-8 p.m.

For more information, visit www.ExploreEdenNC.com

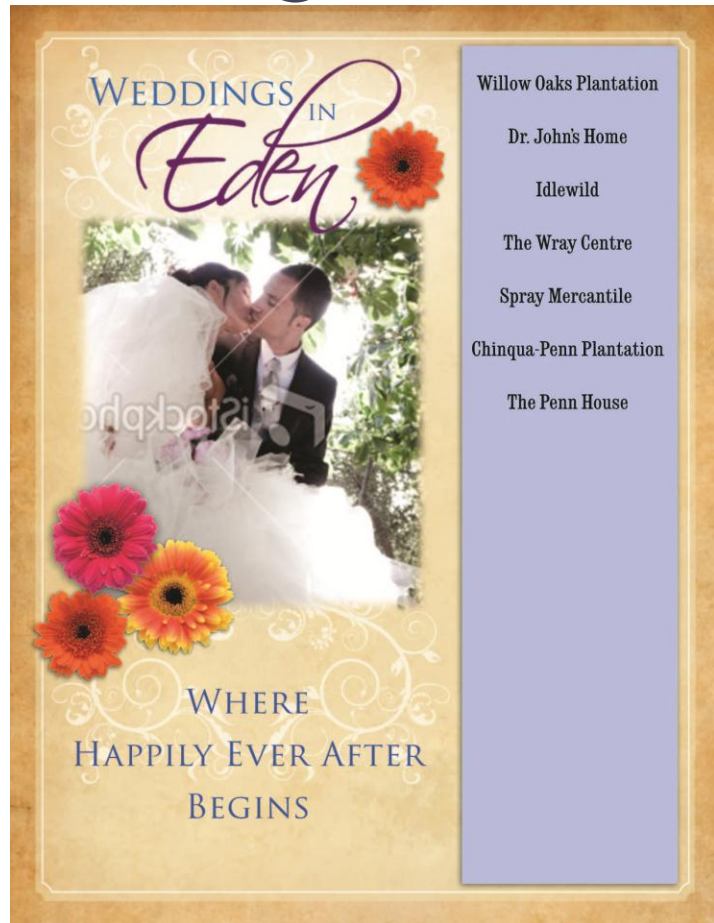
Promoting Eden Wedding Venues



The
Johns
Manor
House



Wedding Promotion Piece-Front



*Happily Ever After
Begins in Eden*

Wedding Promotion Piece-Back



From the moment he gets down on one knee until you embark on the honeymoon, you'll find yourself facing a whirlwind of decisions. There's a caterer to hire, colors to select, invitations to print and one of the biggest decisions of all - where to hold the big event. A wedding in Eden simplifies all that. You'll get small-town advice and gracious hospitality from experts who've helped hundreds of brides make that walk down the aisle. As for setting the scene for the big event, you'll find more than a half dozen event centers in Eden, all with one goal: making your day perfect.

Whether you choose a stately mansion with the charm of yesteryear, a picture-perfect church, or an outdoor terrace with a hilltop view, you'll find the setting that you'll remember for a lifetime. Your guests will feel right at home in Eden with comfortable accommodations, great food and plenty to see and do.

A round of golf.
An excursion on the river. Plus, we'll make sure they load up so something Eden has plenty of southern hospitality.

Luncheon & Bridal Showers
The Farabee

Preferred Caterers
Terri Founce
Whistle Jacket Grille
Mom's Kitchen
The Ritz
A Piece of Cake
The Farabee

Hotels & Motels

Tent & Other Rentals
Grand Rental Station

Bridal & Wedding Party Attire
Judith Warren Boutique
The Front Porch
Belk
Peebles

Honeymoon
Travel Consultants
Cushman Cruise

Photography
Jessi Hagood Photography
Barbour Studio & Gallery

Florists
Johnson's Florist
Bunnie's Florist
Creative Expressions

Favors & Gifts
Riverhouse Gift & Gourmet
Hallmark

Wine
The Front Porch

Disc Jockey Service

Bartender
Danny Martin Professional Bartending

Jewelry
Diamonds N' Dust

Limousine Service

Horse and Carriage Service

Salon & Spa Services

Photo Booth

Entertainment

Marriage License

Passport

For a complete listing of Eden wedding vendors visit:
ExploreEdenNC.com

For More Information on Weddings in Eden Please Contact:
City of Eden
P.O. Box 70, 308 E. Stadium Drive, Eden, NC 27289
336-623-7789 ext. 3021

Bridal Fair-November of 2012

- Pace-Stone and Judith Warren will host
- Area merchants and wedding venues will also participate
- Past event drew more than 150 brides



Customized Wedding Piece

Welcome to Eden, North Carolina! We hope you enjoy your visit in our beautiful part of the world!



Cycle North Carolina-Eden Stop



Canadian Golfers-Annual April Trip

Prince Edward Island Golfers



Mayor Grogan and Bob Fitz



First Annual Eden Jazz Fest



Argus Camera Convention



Tenth Annual International Gathering
Argus Collector's Group



The "Philadelphia Story"
Starring Argus C3



May 13-15, 2011
EDEN, NC



Special Events

- Piedmont Pottery Festival-One of the most successful in the state
- Eden RiverFest-Draws 15,000 annual visitors



Voted top 20 event in the southeastern United States for September of 2011



Explore Eden Facebook Page-2,600 fans



Suggest to Friends
Subscribe via SMS

Eden, North Carolina - the best of small city living with larger city amenities. From rich educational and career opportunities to an outing on the serene Dan or Smith Rivers, Eden has something to offer everyone.

Information
Founded: 1967

Fans
6 of 1,159 fans See All



Becki Baker Healy Jenn Taylor Robin Smith Servie



Jodi Thomas Danny Gillespie Skip Whitworth

Photos
2 of 28 albums See All



Wall Photos
Updated 3 hours ago



RiverFest 2010

Explore Eden, NC

Wall Info Photos Discussions Bookmarks Events

Write something...
Attach:   [Share](#)

Filters

 **Explore Eden, NC** Two Rivers Quilt Guild will be hosting it's 2nd Annual Quilt Festival in the Eden Room located at Eden City Hall on October 2 & 3. The festival will feature beautiful, handcrafted items for sale that include: bed quilts, baby quilts, throws...[Read More](#)



2nd Annual Quilt Festival & Sale
Featuring Handcrafted Treasures
Time: 1:00PM Friday, October 2nd
Location: Eden City Hall

3 hours ago · Comment · Like · Share · RSVP to this event

 **Explore Eden, NC** Pace-Stone is having a 3 day Karastan rug sale September 24th, 25th and 26th!! For these three days you can buy first quality rugs at mill trial prices. You can really save BIG with this sale! For more information on please call PACE-STONE at 1-800-789-0236. You do not want to miss this one!!



3 hours ago · Comment · Like · Share

2 people like this.

Write a comment...

 **Dane Corum** Thanks to Mike, Cindy and Crew for having us at Fox 8 and Riverfest, and for all their hard work !! We had a Blast and Hope to be Back... in 2010 !!
Sun at 5:12pm · Comment · Like · Report

 **Noel Dougherty**



Create an Ad

Free IT Management eBook



A must-read for IT and biz tech managers. Over 100 pages of IT Management tools, templates and advice. Download your Free copy now.

[Like](#)

Create an Ad on Facebook



Advertise your products, services and events to over 250 million Facebook users based on location, age, gender, interests and more!

[Like](#)

NC Resident?



We need testers in NC. Keep the Macbook you test. Current laptop available is the green Macbook Air. Click for details.

[Like](#)

More Ads

Explore Eden NC. Com

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.exploreedennc.com/>. The browser's address bar shows the URL, and the page title is "Tourism, Events, Festivals and More! Eden, NC - Explore Eden! - Windows Internet Explorer". The website's navigation menu includes links for Home, Accommodations, Transportation, Events & Festivals, Tourism, Things To Do, Miscellaneous, Interactive, Site Map, and Contact. The main content area features a header with the text "EXPLORE Eden N.C." and a series of five small images: a person on a bicycle, a boat on a river, a red cardinal, hands holding a wooden bowl, and white flowers. Below the header, the text reads: "Welcome to Eden, NC! Eden - It's where good things come in multiples! Like our [rivers](#) - we have two, the Dan and the Smith. And our downtowns - there are three. But try counting the ways to have fun and you'll run out of fingers and toes. Away from big-city bustle, Eden's three downtowns serve up Main Street nostalgia. You can meander through shops, sample local cuisine or just window shop. You can hit the trails on foot, bicycle along the quiet roadways, or dip your paddle in one of the gently flowing waterways where [wildlife](#) and [history](#) await around every river bend. Catch a drive-in movie under the stars, pick your own strawberries, take a tour of our local brewery, rug mill or any of the other numerous [recreational amenities](#) Eden has to offer. Drop in during one of Eden's special events - there's everything from a [rubber duck regatta](#), a [river festival](#), to a toe-tapping jamboree to celebrate a bygone bluegrass great - the legendary [Charlie Poole](#). Sound a little like paradise? Around here, we just call it Eden."

Think Local Campaign



Think Local • Be Local

Think Local Campaign

Think
**local
FIRST**

www.ExploreEdenNC.com

**What will your
impact be?**


Next time you're shopping, eating out, or having fun, make an impact by **THINKING LOCAL FIRST**. Every dollar you spend locally strengthens our community. Make your dollars matter by supporting local businesses that:

- Provide local jobs
- Offer great products & services at a low price
- Treat their customers as their neighbors
- Invest in the community
- Donate to local charities and non-profit organizations
- Pay local taxes
- Make our community a great place to live

**For every \$100 you spend,
consider where your dollars go:**

- * \$68 stays in Eden & Rockingham County when you shop at a locally-owned business
- * \$43 stays in Eden & Rockingham County when you shop at a chain store
- * \$0 stay in Eden & Rockingham County when you shop outside of the county

For more information, visit www.ExploreEdenNC.com



TOP 10 REASONS TO BUY LOCAL:

- 1. Pass the buck.**
Up to \$68 of every \$100 spent locally stays here.
- 2. Save old jobs, create new ones.**
Local businesses use local income for local payrolls.
- 3. Save time.**
Staying in town decreases your travel time from hours to minutes, and increases the amount of time you can spend doing the things you love.
- 4. Build roads.**
Local taxes pay for local infrastructure.
- 5. We're online!**
Many local retailers have web sites you can use to explore their lines or make purchases.
- 6. At YOUR service.**
You get better service from someone who knows you.
- 7. We know what you like.**
Stores in Eden & Rockingham County have their own flavor and lend character to our community making it unique.
- 8. It's good for the neighborhood.**
Locally-owned businesses build strong neighborhoods and create a sense of pride and community involvement.
- 9. Someone's got to give.**
Dollars that stay local are available for charitable giving by the employers and employees that are the foundations of our local causes.
- 10. Because you CAN!**
Best reason to shop local - your local retailers shop the world for you in order to bring you the brands and quality you deserve, right here to Eden, North Carolina.

www.ExploreEdenNC.com

Think Local is a program of the City of Eden Economic & Tourism Development and the Eden Chamber of Commerce, supported by local businesses.

Main Street Marketing

The Front Porch welcomes you to be our guest at **Chocolate & Valen Wine**

INDULGE YOUR SENSES
SATURDAY
FEBRUARY 4
from 11 a.m. to 4 p.m.
702 WASHINGTON ST.
Valentine Chocolate & Wine Tasting
Handmade chocolates from Cakes by Carla
paired with delicious wine and
gourmet coffee



Other participating merchants are

the Olde Leaksville Shopping District
Eden, North Carolina

The Good Stuff's Downtown



THE OLDE LEAKSVILLE MERCHANTS PRESENT

Ladies NIGHT OUT goes green

on Washington Street

Friday, Oct. 14 6-7:30 p.m.
in the Olde Leaksville Shopping District

Bring your mom, your sisters, your girlfriends
(and your recycling!)

SALES
DOOR PRIZES
REFRESHMENTS & TREATS
ENTERTAINMENT
plus a **RECYCLED ART EXHIBIT** at the park

THE Olde Leaksville Shopping District

Spring SIDEWALK SALE

on beautiful, historic Washington Street

Friday, April 16 and Saturday, April 17

And DONT MISS The Eden Preservation Society's Tag Sale & Silent Auction
in the warehouse at 612 Henry St. beside the Pace-Stone Thrift Store
JUST AROUND THE CORNER from the sidewalk sale 9 a.m. - 5 p.m. both days
Collectibles, books, household items, antiques, jewelry, sporting goods, furniture & craft! EdenPreservation.org for more info

Explore Downtown Internet newsletter

explore **DOWNTOWN**
news and events from beautiful eden, nc
DECEMBER 2011

Come in...
we've been waiting all year to see you.
the EDEN PRESERVATION SOCIETY'S
14th annual **CHRISTMAS**
Tour of homes
SUNDAY, DECEMBER 4
2 UNTIL 5 P.M. \$10

See these lovely Eden homes decorated beautifully for the season:

- Aiken Home
700 Riverside Drive
- Amburn Home
638 Prospect Street
- Burnette Home
531 Glovenia Street
- Talley Home
514 Highland Drive
- Southern Home
750 Morgan Road

Tickets are \$10 for the whole tour and may be purchased on the day of the event at any of the homes. Advance tickets are available at the Eden Chamber of Commerce and the Eden Historical Museum.

 edenpreservation.org



explore **DOWNTOWN** : news and events from beautiful eden, nc
NOVEMBER 2011

JOIN THE EDEN COMMUNITY FOR THIS SPECIAL EVENT AT
the JOHN MOTLEY MOREHEAD HIGH SCHOOL R. DUANE BEST AUDITORIUM
♪ 2011

Golden
ANNIVERSARY
CELEBRATION

SATURDAY
NOVEMBER 19
starting at 7 p.m.

concert, reception, party
free admission and open to all

EVENTS

- 7 Dedication of New Seats & Curtains
Music & Choral Reunion Concert
Wall of Honor Recognition
- 8 Reception in MHS Cafeteria
- 9 After Party at Whistle Jacket Grille
with music provided & donated by
TROUBLESOME HIGHWAY



DOUBLE NEW SEAT MODEL SILENT AUCTION FINALE!
send your bid via e-mail or bid at the door.

For more information:
623-2932 or besteden@triad.rr.com



Eden Tourism Board Grants

- YMCA Tennis and ball tournaments
- RiverFest
- Jazz Festival
- Dixie Youth Baseball Tournaments
- Rack Card for Eden Historical Museum
- Piedmont Pottery Festival
- MHS Wrestling Tournaments
- Charlie Poole Music Festival

Welcome Signs

- Reflect natural image of:
 - River recreation
 - Greenway
 - Walkable community
- Eden: Where Promise Flows slogan
- Eden Tourism Board will contribute to project



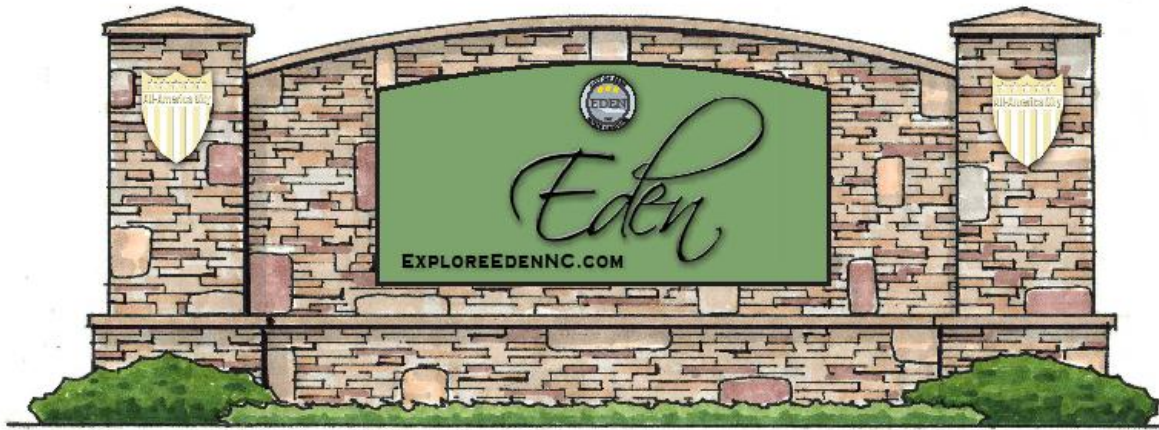




City of Eden

GATEWAY MONUMENT SIGN UP FIT

Option B - Sketch 2



ACSM

10 St. Charles Ave
Concord, NC 28025
704.782.2228

CONTACT
glen nocik
704.617.1044

City of Eden
308 East Stadium Dr.
Eden, NC 27289
Attn: Cindy Adams

February 13, 2012

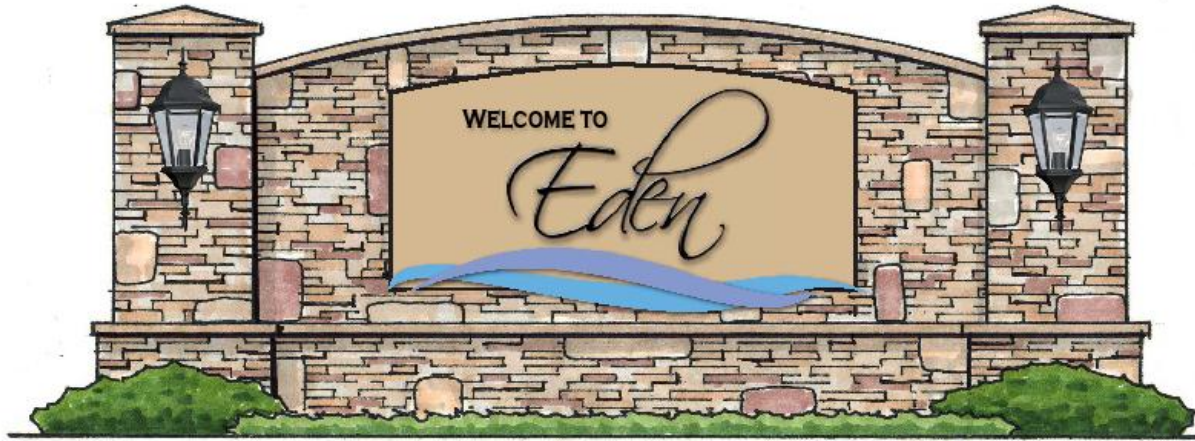


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City of Eden

GATEWAY MONUMENT SIGN UP FIT

Option B - Sketch 1



ACSM

10 St. Charles Ave
Concord, NC 28025
704.782.2228

CONTACT
glen.nock
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City of Eden
308 East Stadium Dr.
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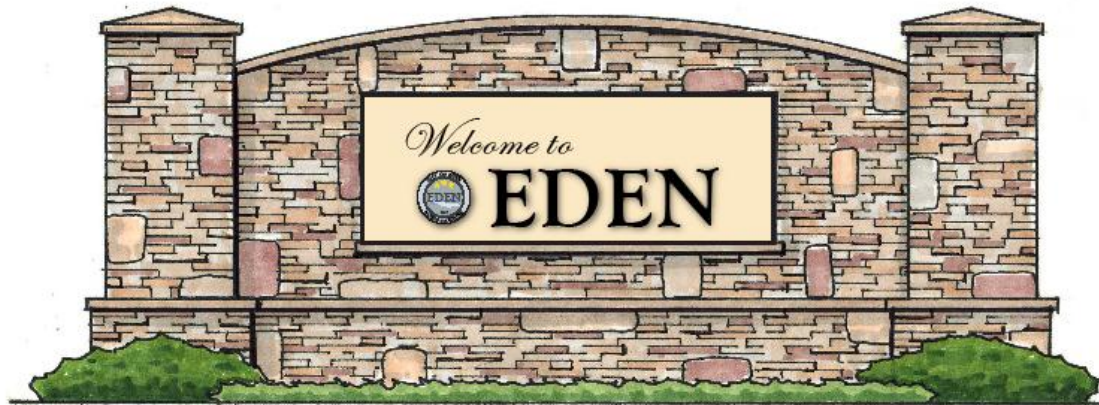


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City of Eden

GATEWAY MONUMENT SIGN UP FIT

Option B - Sketch 3



ACSM

10 St. Charles Ave
Concord, NC 28025
704.782.2228

CONTACT
glen nock
704.617.1044

City of Eden
308 East Stadium Dr.
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February 13, 2012



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- Questions?