

Hickory

NORTH CAROLINA
2021-2022 DESTINATION GUIDE

LOOKING FORWARD TO THE FUTURE

See how Hickory is honoring traditions while spurring growth and revitalization.

MURALS IN THE METRO

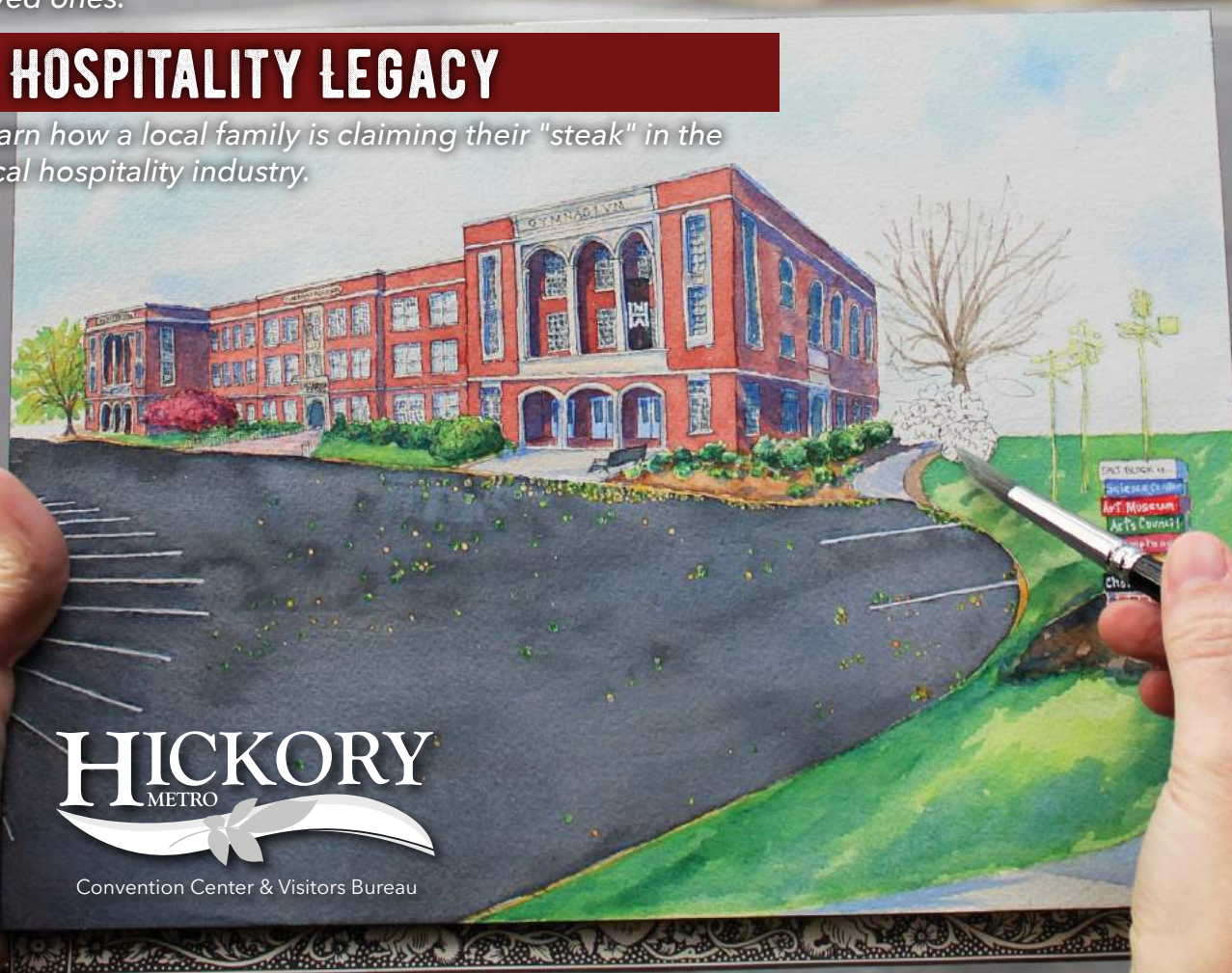
Don't miss these selfie hotspots.

TOP 10 LOCALLY CRAFTED GIFT IDEAS

Shop local to find something special for you and your loved ones.

A HOSPITALITY LEGACY

Learn how a local family is claiming their "steak" in the local hospitality industry.



Explore. Experience. Discover. Well Crafted.



WELCOME TO THE HICKORY METRO!
A PLACE WHERE GENUINE SOUTHERN
HOSPITALITY COMES NATURALLY...

It's an exciting time in the Hickory Metro as new outdoor amenities are being crafted, exceptional local restaurants, wineries, breweries, and distilleries are multiplying, the legacy of artisans creating furniture flourishes, and sports and cultural arts are in abundance.

There's something for everyone in the Hickory Metro, no matter why you are here or what season of life you are in.

Whether it's a vacation, a sporting event, furniture shopping, business, or a stop on your way to your final destination that has you exploring the Hickory Metro, we're here to help. Inside this vibrant, entertaining, and resourceful Destination



On The Cover
Watercolor Painting at the SALT
Block by local artist Jennifer Cline
Photo by Elizabeth Clark

Guide you'll find what you need to plan an amazing stay.

As a hometown gal of Hickory and on behalf of the hospitality community, it's my privilege to invite you to the Hickory Metro, a place that is full of genuine southern hospitality.

Sincerely,

Mandy

Mandy Pitts Hildebrand, CEO
Hickory Metro Convention Center
& Visitors Bureau



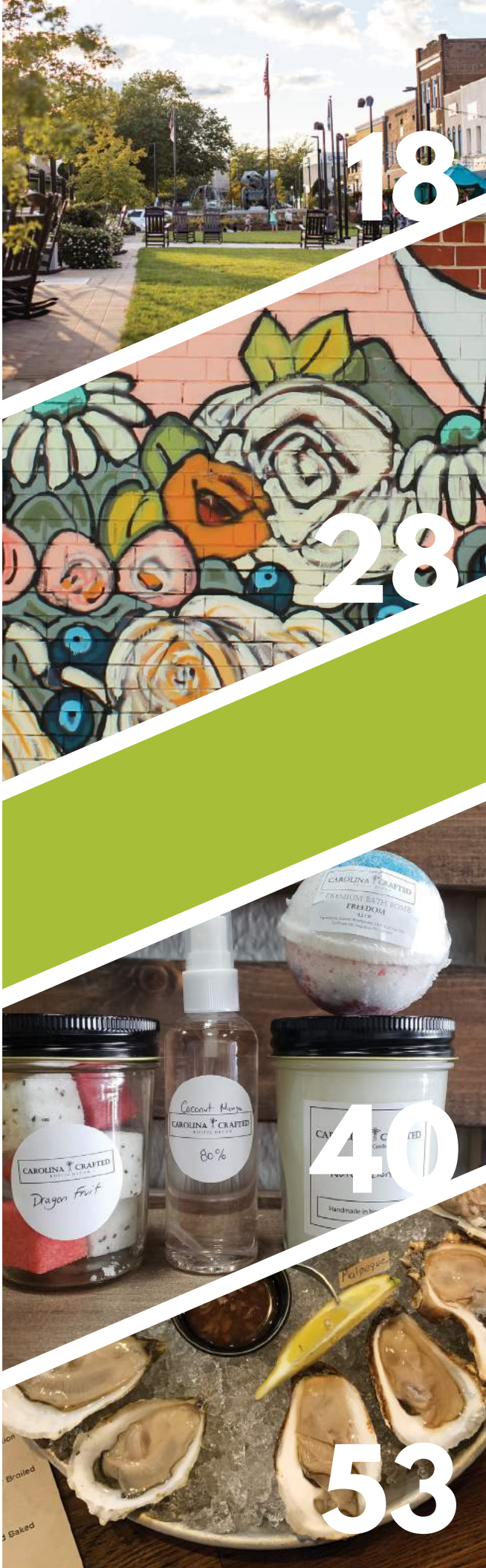
The Hickory Metro Convention Center & Visitors Bureau has made every effort to ensure the accuracy of information presented in this guide, but assume no responsibility for errors, changes, or omissions.

VisitHickoryMetro.com

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DON'T MISS...





May 2020



Great Evening Vibe

We were visiting Hickory for a day. Already ate dinner somewhere else before we discovered this fun area to hangout. Lots of activity. A fun place to grab a beer or eat outdoors. Or just walk around.

-Barry S.

Quote from Trip Advisor



Airports

- » Charlotte Douglas International (48 miles)
(704) 359-4013
- » Hickory Regional (Private Aviation)
(828) 323-7408

Airport Shuttle

- » The Hickory Hop:
(828) 327-2340 - Reservations Info
(828) 312-0488 - Dispatch & Pickup

Car, Truck & Van Rentals

- » Avis Rent-A-Car
(828) 328-3206
- » Enterprise Rent-A-Car
(828) 324-5459 - Granite Falls
(828) 327-4335 - Hickory
- » Hertz Rent-A-Car
(828) 328-9110 - Hickory

Charter & Bus Services

- » Burke International Tours & Christian Tours
1 (800) 476-3900 - Toll Free
(828) 465-3900 - Local

Emergency Services

- » Catawba Valley Medical Center
(828) 326-3000
- » FastMed Urgent Care
(828) 404-3656
- » Frye Regional Medical Center
A Duke LifePoint Hospital
(828) 315-5000
- » Hickory Police Department
(828) 328-5551
- » Police, Sheriff, Fire or EMS
911

Limousine Services

- » Accent Limousine
(828) 638-0017
- » Action Limousine
(828) 464-3910
- » Hickory Limousine
(828) 327-3364
- » Platinum Limousine
(828) 291-6445

Public Transportation

- » Greenway Transportation
(828) 465-7634

Taxi Services

- » Diamond Cab Company
(828) 322-5555
- » Yellow Cab Company
(828) 322-1133
- » Uber & Lyft Available in Hickory



(828) 645-1100

- Complimentary Hot Breakfast WITH MADE TO ORDER OMELETS •
- Fully Equipped Fitness Center • Guest Laundry Facility •
- Pillow Top Mattresses • Seasonal Outdoor Pool •
- Group & Convention Rates • Corporate Rates Available •
- 2,300 sq feet of Meeting Space Available •
- 100% Non-Smoking • Free Wireless Internet •
- Pet Friendly - NO PET FEE •

1607 Fairgrove Church Rd • Conover
www.laquintahickorync.com

2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Tonight You Unlock Your Best Self. Tomorrow You Triumph.

8 Time Lighthouse Award Winner
2014 Circle of Excellence Award

- Free Hot Breakfast
- Free WiFi
- Free Parking
- Business Center
- Indoor Heated Pool
- Fitness Center
- Meeting Rooms
- Free On-Site Guest Laundry Facilities

1956 13th Ave Dr SE
Hickory, NC

828-624-2000
www.hamptoninn.com



WHERE TO STAY

For a full list of places to stay in the Hickory Metro area check out www.VisitHickoryMetro.com/hotels

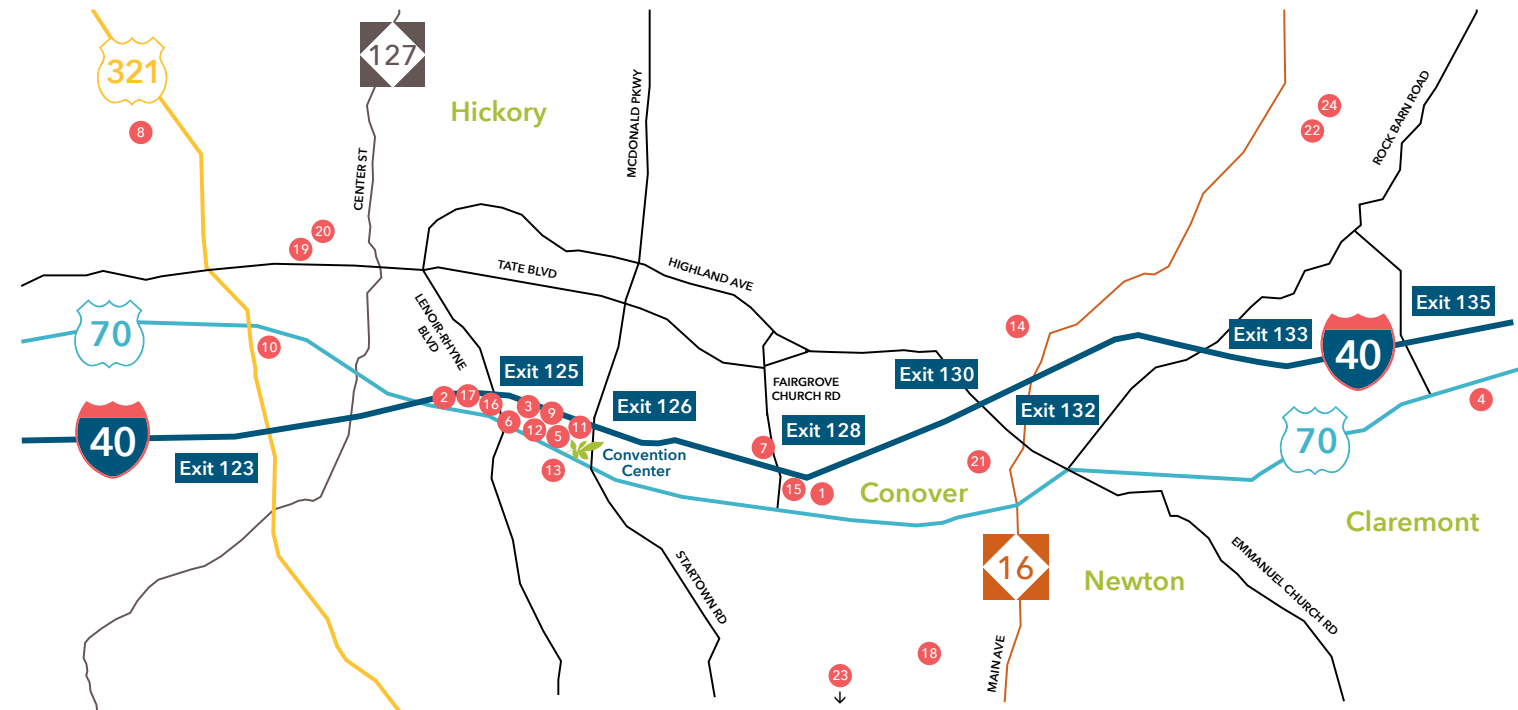
Area Accommodations

Hotels

- | | | |
|--|---|--|
| 1. Affordable Suites of America | 8. Days Inn & Suites by Wyndham Hickory | 15. La Quinta by Wyndham Hickory-Conover |
| 2. Baymont Inn & Suites | 9. Fairfield Inn & Suites | 16. Quality Suites |
| 3. Best Western | 10. Gateway Extended Stay | 17. Sleep Inn |
| 4. Claremont Inn & Suites | 11. Hampton Inn | |
| 5. Courtyard Marriott | 12. Hilton Garden Inn | |
| 6. Crowne Plaza | 13. Holiday Inn Express | |
| 7. Days Inn by Wyndham Conover - Hickory | 14. Holiday Inn Express Suites | |

B & B's

- 18. Holly & Ivy Inn
- 19. Loft 220
- 20. Stay Here Instead
- 21. Sweet Tea Bed & Breakfast
- 22. The Lodge at Rock Barn
- 23. The Peacock Inn at Catawba Farms
- 24. The Townhomes at Rock Barn



Hilton Garden Inn™



1320 17TH Street Drive SE, Hickory, NC 28602
(828) 327-1000 www.hickory.hgi.com

Full Service Bar
Onsite catering available
Complimentary Wi-Fi

Indoor heated pool
Meeting rooms
Fitness Center

Our Garden Grille is open for breakfast & dinner daily!



▲ La Quinta Inn & Suites



▲ Courtyard Marriott

visithickorymetro.com | 7

Location	Telephone	ADA Compliant	Business Center	Comp. Breakfast	Fitness Facility	Indoor Pool	Outdoor Pool	Microwave In Room	Pets Allowed	Refrigerator	Restaurant On Site	Room Service	Free WiFi	Number Of Rooms
Baymont Inn & Suites by Wyndam 1120 13th Avenue Dr. SE Hickory, NC 28602 wyndhamhotels.com	828.270.7580	●	●	●	●		●	●	●	●			●	60
Best Western Hickory 1520 13th Avenue Dr. SE Hickory, NC 28602 bestwestern.com	828.323.1150	●	●	●	●		●	●	●	●			●	114
Courtyard by Marriott 1949 13th Avenue Dr. SE Hickory, NC 28602 marriott.com/hkycy	828.267.2100	●	●		●	●		●		●	●		●	140
Crowne Plaza 1385 Lenoir Rhyne Blvd. SE Hickory, NC 28602 crownplaza.com/hickorync	828.323.1000	●	●		●	●		●	●	●	●		●	118
Days Inn 1710 Fairgrove Church Rd. Conover, NC 28613 wyndhamhotels.com	828.465.2378	●	●	●	●		●	●	●	●			●	56
Days Inn & Suites 1725 13th Avenue Dr. NW Hickory, NC 28601 wyndhamhotels.com	828.270.7441	●	●	●	●	●	●	●	●	●			●	100



COURTYARD[®]

BY MARRIOTT

“Everything You Need To Move Forward!”

1946 13th Ave Dr SE
Hickory, NC 28602
828-267-2100
Marriott.com/hkycy

Business Center
Complimentary Wi-Fi
Bistro and Bar
Starbucks
Indoor Pool & Whirlpool
Fitness Center

Location	Telephone	ADA Compliant	Business Center	Comp. Breakfast	Fitness Facility	Indoor Pool	Outdoor Pool	Microwave In Room	Pets Allowed	Refrigerator	Restaurant On Site	Room Service	Free WiFi	Number Of Rooms
Fairfield Inn & Suites 1950 13th Avenue Dr. SE Hickory, NC 28602 marriott.com/hkyfy	828.431.3000	●	●	●	●	●		●		●			●	108
Hampton Inn by Hilton 1956 13th Avenue Dr. SE Hickory, NC 28602 hickorync.hamptoninn.com	828.624.2000	●	●	●	●	●		●		●			●	121
Hilton Garden Inn 1320 17th Street Dr. SE Hickory, NC 28602 hickory.hgi.com	828.327.1000	●	●	●	●	●		●		●	●	●	●	113
Holiday Inn Express & Suites 104 10th Street NW Conover, NC 28613 ihg.com	828.465.7070	●	●	●	●		●	●		●			●	90
Holiday Inn Express 2250 US Highway 70 SE Hickory, NC 28602 hiexpress.com/hickory-mart	828.328.2081	●	●	●	●			●		●			●	86
La Quinta Inn & Suites 1607 Fairgrove Church Rd. Conover, NC 28613 laquintahickorync.com	828.465.1100	●	●	●	●		●	●	●	●			●	107
Quality Suites 1125 13th Avenue Dr. SE Hickory, NC 28602 choicehotels.com	828.323.1211	●	●	●	●		●	●	●	●			●	114
Sleep Inn 1179 13th Avenue Dr. SE Hickory, NC 28602 choicehotels.com	828.323.1140	●		●	●			●	●	●			●	98

November 2020

“

●●●●●

Hilton Garden Inn
Great Hotel, Location and Bar
We went to Hickory, NC for a show at the convention center. The Hotel is within walking distance of the center and very easy to find. They have ample parking and have a number of restaurants around the property. The bar was outstanding with indoor seating, bar, seating and a fire pit outside. The bartender was very good and friendly and the restaurant had a good menu and was affordable for a hotel. We checked in very quickly and had a room on the 6th floor. The staff was attentive and very professional. The hotel was very clean. We will stay there again.
-Travel P. Quote from Trip Advisor



May 2020

“

●●●●●

Courtyard
Amazing Rooms
We loved the rooms in this hotel. Being close to the furniture market, it had a great swanky appeal to its style. The front desk crew was extremely welcoming and made you feel right at home. It offers many options in the lounge for food and spirits, so you really don't need to leave if you'd rather stay in. The best part, was the best night sleep ever. The beds were amazing... we will be back!
-Passport52*** Quote from Trip Advisor

Bed and Breakfasts



▲ Sweet Tea B&B

▲ Peacock Inn at Catawba Farms



July 2020

Sweet Tea B&B

Wonderful Experience

Words cannot express how gracious and charming our hosts were. The food was out of this world and the home was beautiful!! This is the BEST B&B we have ever stayed in and we plan on coming back very soon!! Highly recommended!! You will not be disappointed!!

-Teresa

Quote from Trip Advisor



Sweet Tea Bed & Breakfast

704-325-3736

www.sweetteabb.com

315 6th Street SW, Conover NC 28613



We happily host upscale intimate weddings, showers, parties and private dinners!

OVERNIGHT LODGING
AVAILABLE FOR EVENTS



▲ Stay Here Instead



The Holly & Ivy Inn- Come and relax in the warmth of southern charm and antiques, then stay for a self-serve continental breakfast! Stroll 2 blocks to downtown Newton for boutiques, shopping, a local museum, local dining, live theatre, cocktails, and more.

828.238.3370 | airbnb.com



The Lodge at Rock Barn- is located on the 18th tee of the Robert Trent Jones, Jr. course. This five bedroom home has a fully equipped kitchen, wrap around deck overlooking the 17th hole, downstairs board room for corporate retreats, and the lower bedroom has a private entrance.

828.459.1125 | rockbarn.com



The Peacock Inn at Catawba Farms- Catawba Farms, set on 34 pastoral acres within an hour's drive of Charlotte, North Carolina, is many things. At its heart is The Peacock Inn, an historic five-room bed and breakfast inn. Also, on site you'll find a winery and brewery.

828.464.5780 | catawbafarms.com/peacock



The Townhomes at Rock Barn- perfect for stay & play, just minutes from the main clubhouse & spa complex, come equipped with flat screen TVs, a fully equipped kitchen and a spacious porch, perfect for relaxing or dining outside. The living room provides a cozy atmosphere to gather with friends or stretch out and relax.

828.459.1125 | rockbarn.com



Stay Here Instead- is a 1930's Electric Service Building converted into a two-suite urban loft in downtown Hickory, NC. Located in walking distance to the farmers market, shops & restaurants, you are never more than a few steps away from the best Hickory has to offer.

919.602.4807 | stayhereinstead.com



Loft 220- is one of the best ways to enjoy some of Hickory's iconic destinations. This historic building was revamped to ensure that guests experience an upscale nights stay in the heart of it all.

220unionsquare.com

Let's Go Camping

Cross Country Campground
6254 Highway 150 E,
Denver, NC 28037
crosscountrycampground.com
704-483-5897

Hiddenite Family Campground
601 Princess Lane,
Hiddenite, NC 28636
hiddenitecampground.com
828-632-3815

Lake Hickory RV Resort
6641 Monford Drive,
Conover, NC 28613
lakehickoryrvresort.com
828-256-4303

Indian Springs Campground
4361 Whitener Drive,
Hickory, NC 28602
indianspringscampgroundnc.com
828-397-5700

Wildlife Woods Campground
4582 Beaver Boulevard,
Sherrills Ford, NC 28673
Find Us On Facebook
704-483-5611





▲ Bakers Mountain Park

OUR NECK OF THE WOODS

There is something to say about the sheer beauty and pristine quality of our part of Western NC. We encourage you to immerse yourself by taking excursions out of the city limits and discover how the country roads will lead you places you never quite expected.

HICKORY
HILDEBRAN
NEWTON
CATAWBA
LENOIR
CONOVER

VIEWMONT
TAYLORSVILLE
MORGANTON
MOUNTAIN VIEW



@DiscoverBurkeCounty



@VisitAlexanderNC



@ExploreCaldwell



@TableRockMedia



@DiscoverBurkeCounty



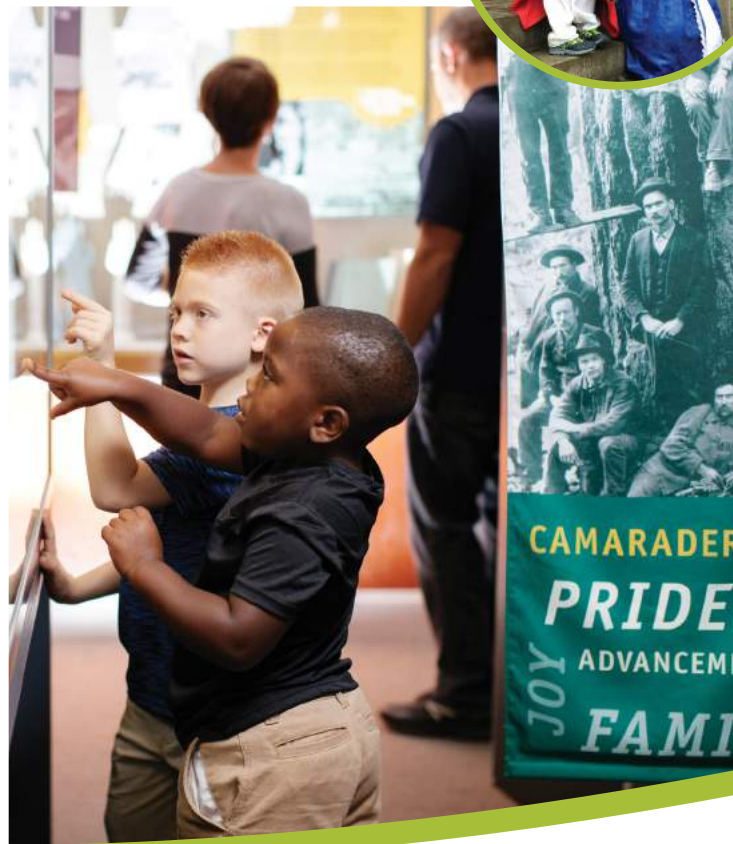
@ExploreCaldwell

History in the Making



Over the past 300 years the Hickory Metro has been evolving into a destination hot spot for visitors. There is truly something for everyone, no matter the sport or hobby; you won't go without adventure when visiting here. Every community is composed of a beautiful timeline, some with struggles, and triumphs, but all have led to beautiful milestones. Take a look back in time, as the Hickory

Metro has brought the meaning of "community" to light. These are just a few of the hundreds of milestones that have created a destination for business and leisure visitors as well as locals. From covered bridges to manufacturing furniture the talent will not go unnoticed. Explore the outdoors at one of our many parks and recreation sites - from racing to fishing, this is a place you will truly be able to experience it all.



Pre-1700s

Area occupied by tribes of the Catawba Indian Nation.



1700s

German, Swiss, Scotch-Irish settlers arrive to the area.



1842

Catawba County is established, named for the Catawba Indians who once inhabited the land. Cities and towns formed later including Newton in 1855, Hickory in 1870, and Conover in 1876.



1890

Furniture manufacturing began in the community.



1891

Lenoir-Rhyne University, then called Highland Academy opened and is now one of the most prestigious liberal arts universities in the southeast.



1895

The Bunker Hill Covered Bridge in the town of Claremont was built and is currently one of the last remaining covered bridges in North Carolina.



1944

Hickory Museum of Art (HMA) was established and becomes the second art museum in North Carolina.



1944

Polio Epidemic hits Catawba County. Citizens build a hospital for Polio patients, known as the "Miracle of Hickory"



1949

The Hickory Little Theatre, now Hickory Community Theatre (HCT) presented its first production. HCT is one of the oldest, operating community theatres in NC.



1951

Hickory Motor Speedway was opened as a 1/2 mile dirt track and known as the world's fastest short track and the birthplace of many NASCAR Stars.



1958

Local furniture manufacturers establish a showcase of product lines leading to the industry's first wholesale exhibit.



1960

Furniture manufacturers began meeting twice a year, starting the Furniture Market.



1985

Hickory Furniture Mart (HFM) opened its doors to the public. HFM attracts customers across the globe because our area is known as the "Furniture Capital of the World."



1985

The first Hart Square Festival was held. Hart Square now has the nation's largest collection of log cabins dating back to the 1800's.



1986

The SALT Block cultural arts complex opens. The Block is home to the Hickory Museum of Art, Catawba Science Center, Hickory Choral Society, Western Piedmont Symphony & the United Arts Council of Catawba County.



1993

Hickory Crawdads Baseball was established and currently are the High A East League affiliate of the Texas Rangers. SAL Champions - 02', 04' & 15'



1994

Olde Hickory Brewery began brewing its award-winning beer and is the second microbrewery in North Carolina and is still going strong today.



1997

The Hickory Metro Trade Center, now the Hickory Metro Convention Center, opens to the public and begins hosting events, bringing visitors to our area.



2003

Senior Champions PGA Tour debuts at Rock Barn Golf and Spa in Conover and continued for 11 years. Known as the Greater Hickory Classic at Rock Barn.



2007

Hickory Named an All-America City for the 3rd time. Also winning in 1967 & 1987.



2012

The award-winning movie The Hunger Games filmed parts of District 12 at Henry River Mill Village which is just a few miles west of Hickory in Hildebran, NC.



2017

Lady Bass Anglers Association brings one of its national tournaments to Lake Hickory. They returned in 2019, with the next tournament in 2021.



2019 - Currently

Hickory and neighboring communities are reinvesting in public projects. The City Walk and River Walk are two large projects connecting a revamped Downtown Hickory to the shores of Lake Hickory. Learn more about these projects on page 18.



Did You Know?

Hickory voted 2018 Top Tinsel Town in America
Hickory, N.C. was voted a top City in America for the Holidays. Hickory was selected as a Top Tinsel Town after considering a variety of holiday aspects, including: Christmas parades, holiday events, and more. The City of Hickory's annual Christmas Parade and Tree Lighting in Downtown was listed as the holiday highlight for our city, as well as other local events that make Hickory, N.C. very special, especially during the holiday season.

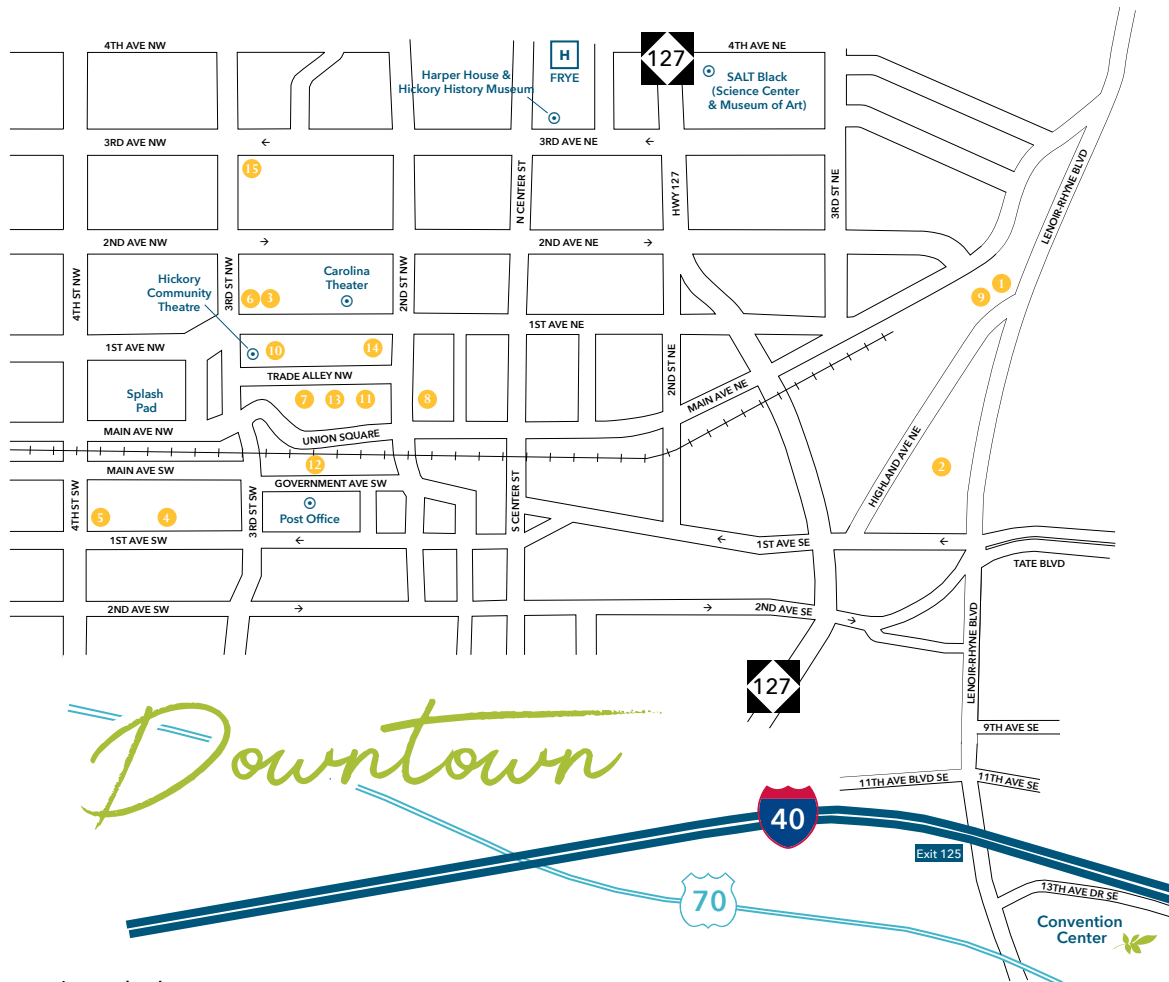
Hickory

Originating as a tavern under a Hickory tree, Downtown Hickory has evolved and changed into the heart beat of the community. On warmer weekends you can find a thriving Union Square with live music, hopping

restaurants and beautifully decorated window fronts. Local shops line the side walks along with local eateries where you will often catch folks enjoying local craft beer and more. Through all seasons, Downtown Hickory is a favorite for all ages.



Downtown Hickory & University Mill District



Restaurants

1. Blowing Rock Brewery & Draft House (828) 855-9999
2. Boca (828) 855-9944
3. Crescent Moon Café (828) 322-1456
4. Duke's Restaurant & Wine Bar (828) 345-6246
5. Hart & Soul Café (828) 679-1014
6. Hatch Sandwich Bar (828) 322-1196
7. Hickory Wine Shoppe (828) 324-4441
8. Hong Kong Café (828) 327-8444
9. Mas Amor Cantina (828) 267-9800
10. McGuire's Pub (828) 322-7263
11. Notions (828) 855-0905
12. Olde Hickory Station (828) 322-2356
13. Olde Hickory Tap Room (828) 322-1965
14. Taste Full Beans Coffeehouse (828) 325-0108
15. Vintage House Restaurant (828) 324-1210

REMEMBERING OUR PAST



LOOKING FORWARD TO OUR FUTURE

SHOP. DINE. DISCOVER.

Downtown Hickory offers a variety of local and unique retail shops, restaurants, and more. With the beautifully renovated Union Square, explore the area in what feels like a park in the heart of Hickory. Staying true to our roots, Hickory is crafting and creating epic adventures every day including outdoor concerts and festivals. We hope you will explore more of our area by hopping on the new Downtown City Walk.





THE FUTURE OF HICKORY

CREATING MOMENTUM

Hickory has a history of craftsmanship. Hickory's past and future prospects have drawn to this place people with an eye for detail and a hand for hard work, those with a passion for making something of themselves and of the future.

The regional hub of over 365,000 people for commerce and recreation, Hickory continues to evolve and reinvent itself, capturing the attention and affection of people and publications far beyond its borders. Hickory was recognized in 2018 by National Geographic Travel as one of the Best Small Cities in America and by Forbes Magazine for being ranked first in the nation for lowest business costs, at 25% below the U.S. average. Hickory is located between Charlotte and Asheville at the foot of the Blue Ridge Mountains, along I-40, where a collective spirit of craftsmanship strengthens any endeavor with detail, artistry, and quality.



As Hickory's bond program comes to fruition throughout the city, it is generating much excitement among residents and visitors while fueling economic development, growth, and job creation. The Hickory Trail will become a regional destination providing connectivity and unique experiences to enrich the quality of life in Hickory. With \$90 million being invested into our community through the bond referendum and additionally secured federal and state grant funding, we're actively crafting a stronger, more vibrant future for Hickory and the greater metro region.

-Hank Guess
Mayor of Hickory NC

We are a community that celebrates our legacy, preserving a strong sense of place and honoring the traditions that inform our future.

HICKORY'S BOND PROJECTS SPUR GROWTH AND REVITALIZATION

In 2014, the City of Hickory's citizens passed a \$40 million bond referendum, covering four major projects that are underway - Trivium Corporate Center, City Walk, Riverwalk, and Streetscapes & Gateways. These projects are spurring growth, development, and attracting visitors to Hickory. Throughout the process, leaders have worked with a 42-member Bond Implementation Commission to guide the projects and make recommendations to City Council. The City has been able to leverage those funds to secure an additional \$50 million in grant funding to total \$90 million. This enabled the City to extend the Hickory Trail to 10 miles, connecting different parts of the community with destinations and amenities.

With all of these projects being in design and construction now, Hickory has seen job growth, as well as new development happening throughout the City.



CITY WALK

Hickory's City Walk is a 10-foot-wide, multiuse path that will run approximately 1.7 miles through Downtown Hickory to 9th Street NW (in front of Deluxe Printing Group). The City Walk will connect destinations and amenities throughout the City, and be a catalyst for economic development and growth. An iconic bridge, featuring interwoven arches, and other highlights along the path include Lenoir-Rhyne University, the SALT Block, Hickory City Hall, One North Center, Book Walk, Union Square, and Lowes Foods City Park. The City Walk is expected to be completed by spring 2021.

RIVERWALK

The Catawba River is one of Hickory's most beautiful, natural assets. The Riverwalk will provide public access to Lake Hickory with a combination of waterfront and wooded trails. The Riverwalk will provide visitors with a variety of scenery and multiple vantage points to admire the beauty of Lake Hickory and the surrounding natural environments. Plans to renovate Rotary-Geitner Park to create the Deidra Lackey Memorial Park, featuring a Lake House for events, an outdoor amphitheater on the water, a conservatory, gardens, and trails.





Conover

The City of Conover began in the mid 1800's as a "Y" intersection of the railroad traversing North Carolina. Although originally called Wye Town, legend says the name Canova was adopted but transposed to Conover over several years. The City of Conover was chartered in 1876 and incorporated in 1877.

Through the years Conover has grown to house many local furniture manufacturers and now is home to the Manufacturing Solutions Center (MSC.) The Manufacturing Solutions Center has become an essential part of manufacturing and is a facility where

innovative concepts can be brought to life. It's where products and prototypes are tested; manufacturing processes are fine-tuned and accurate cost and product studies are performed. All of these services are available to manufacturers to help them stay at the forefront of their industry.

Just down the street you will also find the Furniture Manufacturing Academy, which is a part of the local Catawba Valley Community College curriculum. Here they continue to train the Metro area in fine crafted skills like furniture upholstery, fabric and leather cutting and more. The academy houses a showroom on-site and allows tours planned in advance.

Conover offers a quaint downtown with live music, local shops, local dining and more.



For nearly 50 years, **Rock Barn Country Club & Spa** has been a place for members and guests to play, relax, dine, and live. With 36 holes of pristine, award winning golf, a full-service family-oriented club, and a newly renovated medical spa, Rock Barn's primary focus is on you and your family.

828.459.1125 | rockbarn.com



Did you know?

You can shop the Furniture Manufacturing Academy show room for deep discounts on well made furniture. The proceeds from the sales go back to the program for future scholarships!



Catawba Farms has it all! Set on 34 pastoral acres within an hour's drive of Charlotte, North Carolina. At its heart is The Peacock Inn, a historic five-room bed & breakfast and beverage Tasting Room. It's also a winery and craft brewery, as well as a venue for receptions, reunions, parties, and corporate meetings. Catawba Farms hosts a wide variety of events on its scenic grounds, including live music, festivals, and fun activities for the whole family. Oh, and let's not forget their newest addition, The Rink, which is a year round ice skating rink for all ages.



Newton



Glen Hilton Memorial Park features five picnic shelters with tables and grills, two playgrounds, restrooms, gazebo, lighted and paved walking trail, nature boardwalk, 24-hole disc golf course, canoe launch, horseshoe pits, and a memorial garden.



FOURK is a modern neighborhood restaurant serving new American cuisine where their unique and upbeat atmosphere is inviting and fun for guests! FOURK's cheerful atmosphere is ideal for everyday dining – a business luncheon, a girls' night out, a dinner for two or a fun, group occasion. Their attention to detail, excellent service and focus on cuisine creates a great experience for all guests!

828.855.3437 | fourkrestaurant.com

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visithickorymetro.com | 21

Dig A Little Deeper...

*You'll
find all
of our
gems!*



Dig a Little Deeper -- Emerald Hollow Mine is the only public emerald mine in the United States. The largest emerald found in North America was unearthed in Alexander County.



Scale New Heights -- The 318-acre Rocky Face Mountain Recreational Area features a 100-foot natural rock climbing wall, hiking trails, geocaching, picnic shelter, and restrooms.

Find Diamond Jim -- The Hiddenite Arts & Heritage Center is a cultural arts mecca once home to "Diamond Jim Lucas" and is listed on the National Register of Historic Places.



Ride Like the Wind -- Brushy Mountain Motor Sports Park has approximately 100 miles of trails on 1,700 acres, perfect for dirtbikes, 4-wheelers, side-by-sides, and more. Come ride the mountain.

Grind with Smiley -- Linney's Mill has been located in the same spot since 1790. Billy "Smiley" Linney greets visitors to a working mill that produces stone ground corn meal, grits, and other products. It also serves as a general store and campground.



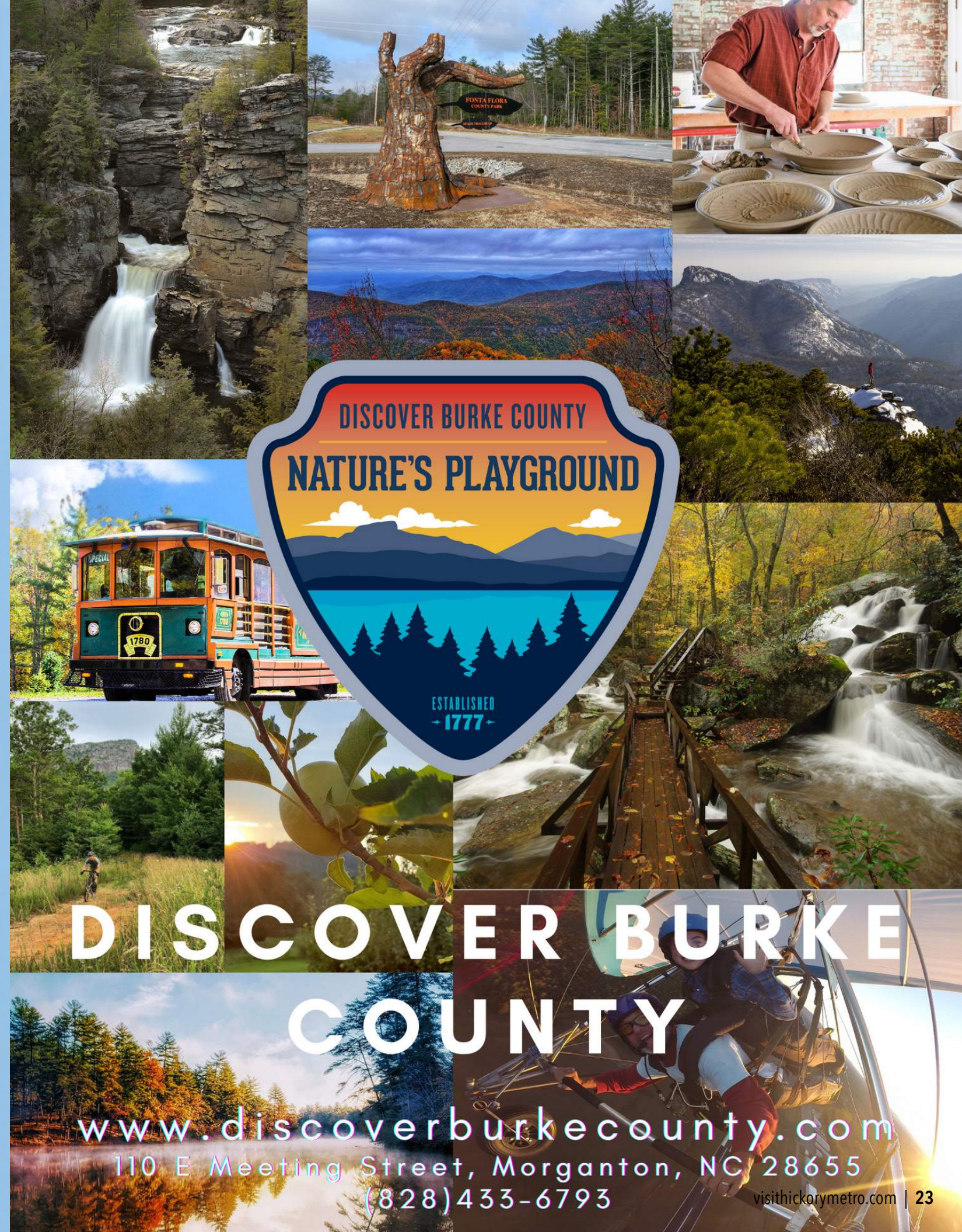
Rope A Steer -- H-N-H Arena is an equine facility hosting events including, Team Roping Jackpots and Ropings, Rodeos, Barrel Races, Cuttings, Team Pennings, along with other horse shows, horse schools and clinics.



Ride A Slide -- Sun Crest Water Park offers an old fashioned rope swing, a water slide for all ages, or you can just hang out in the sun and enjoy the relaxing scenery.

Paintball Action -- Visit Command Decisions Wargames Center for paintball and airsoft action with 15 bases on 70 acres of playable field. Visitors come from hundreds of miles away to participate in special events or open play at this unique venue.

An Apple a Day -- Don't forget about the many apple orchards, farmers market, and farms in Alexander County. At the orchards, you can pick your own apples, buy old-fashioned candy or local honey, or just strike up a conversation.



DISCOVER BURKE COUNTY

www.discoverburkecounty.com
110 E Meeting Street, Morganton, NC 28655
(828) 433-6793

Alexander County is located in the beautiful foothills of western North Carolina, in the middle of the Greater Hickory Metro. With a population of about 37,000, Alexander County is home to many treasures with a down-home appeal. Come visit, bring your camera, and see all that we have to offer!

www.VisitAlexanderNC.com

YOUR ADVENTURE BEGINS 3...2...1



Tucked away at the foot of the majestic Blue Ridge Mountains, Lenoir & the NC Foothills is a great place to catch your breath, unplug and reconnect. Beautiful vistas, outdoor recreation, arts, heritage...

start your adventure 321.

Visit Lenoir
and NC Foothills

ExploreCaldwell.com

Photo Courtesy Mike Koenig



▲ Riverbend Park

visithickorymetro.com | 25



EXPLORE

THINGS TO DO

For a full list of things to do in the Hickory Metro area
check out www.VisitHickoryMetro.com/things-to-do/



Hickory Museum of Art
243 3rd Ave. NE, Hickory, NC 28601
828.327.8576 | hickoryart.org
Founded in 1944, this is the second-oldest art museum in the state of NC. With permanent collections and traveling exhibits and workshops - Free to the public



Hickory Motor Speedway
3130 US Hwy 70, Newton, NC 28658
828.464.3655 | hickorymotorspeedway.com
Birthplace to the NASCAR Stars - famous short track



Rock Barn Country Club & Spa has two 18-hole golf courses, a day spa, five restaurants, eight tennis courts, an aquatics center, a fitness center, and event venues.
Rock Barn Country Club & Spa Members enjoy discounts on Spa services, lodging, and event spaces, in addition to member golf tournaments, varied social events, and monthly themed dining events.

Hospitality. Community. Lifestyle.

ROCK BARN
COUNTRY CLUB & SPA

www.rockbarn.com / (828) 459-1125

Rock Barn is a unique community in Conover, NC with both public amenities and a members-only country club. Our public amenities include:

The Spa at Rock Barn, a European day spa of over 21,000 square feet

The Jackson Golf Course, Sue's Grill, and the fully stocked Golf Shop

Event Venues for corporate events, private parties, or weddings

Lodging in our luxury townhomes or the 5-bedroom Lodge. Lodging guests enjoy access to member amenities, so book a Spa Day or play a round of golf on the members-only Robert Trent Jones, Jr. course.

Visit for the day. Stay for a weekend.
Join the Club. Live here.



MURALS IN THE METRO

Social Media gold and Selfie Hot Spots to check out...



Welcome to Hickory (2019)
Downtown Hickory 2nd St. SW
Artist: James Smith



The Miracle of Hickory (2019)
Downtown Hickory 241 1st Ave NW
Artist: Hunter Speagle



Flower Mural (2020)
932 3rd Ave NW, Hickory, NC 28601
Artist: Sara Jenne Echerd



Exodus: Strength in Diversity (2020)
610 Fourth St. SW, Hickory, NC 28601
Artist: James Smith



Break Free (2020)
1042 Old Lenoir Rd, Hickory, NC 28601
Artist: James Smith



Historic Beginnings (2006)
234 Union Square, Hickory, NC 28601
Artist: Roger Cooke



Claremont Mural (Date Unknown)
4895 S Depot St, Claremont, NC 28610
Artist: Jeremy Sams



Sherrill Tobacco Company (2003)
100 S Main St, Catawba, NC 28609
Artist: Adele James McCarty



AWAKEN YOUR ARTISAN SPIRIT



Tree of Life

Explore the southeast's largest collection of Southern Folk Art, The Hickory Art Walk full of unique sculptures and whirligigs, our eclectic local galleries, mural trail and more.



Hamilton Williams Gallery & Studio

A Creative Hand
229 Trade Alley suite a, Hickory, NC 28601
828.303.0578 | acreativehand.com

Folk Keeper Galley & Antiques
902 West Ave NW, Lenoir, NC 28645
828.726.4429 | folkkeepergallery.com

Full Circle Arts
42B 3rd St NW, Hickory, NC 28601
828.322.7545 | fullcirclearts.org



Hamilton Williams Gallery & Studio

Hamilton Williams Gallery & Studio
403 E Union St., Morganton, NC 28655
828.438.1595 | hamiltonwilliams.com

Hickory Museum of Art
243 3rd Ave NE, Hickory, NC 28601
828.327.8576 | hickoryart.org

Hiddenite Arts & Heritage Center
316 Hiddenite Church Rd., Hiddenite, NC 28636
828.632.6966 | hiddenitearts.org

Kim Ellington Pottery
7110 W NC Hwy 10, Vale, NC 28168
704.462.2067 | ellingtonpottery.com

My Happy Place Gallery at the Red Awning Gallery
145 Cedar Valley Rd, Hudson, NC 28638
828.610.6300 | myhappyplacegaller3.wixsite.com/happiness

Oak Hill Iron & Wood
107 S King St, Morganton, NC 28655
828.437.9217 | oakhilliron.com

Studiobev
7 2nd Ave NE, Hickory, NC 28601
828.446.6489 | studiobev.com

Trade Alley Art
25 2nd St NW, Hickory, NC 28601
828.578.1706 | tradealleyart.com



Oak Hill Iron & Wood



Artist Feature: Charles Kimso was born in Kenya, but came to the United States on a soccer scholarship to American University in Washington D.C. An engineer by trade, Charles now builds custom furniture, does custom furniture painting/ distressing, and more. His work can be viewed and purchased in stores around Old Lenoir Road and by appointment. Visit them on Facebook at @industrialfurnishings4uathome

@visithickorymetro

Share pictures and tag us for a chance to be featured on our social media!

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Music in the Metro

Music is a large part of our community, drawing in all types of musicians, singers and enthusiasts. For a full list of concerts in the area, visit our events calendar.



The Hickory Choral Society raised its collective voice for the first time in 1978, touching music lovers in the Catawba Valley with the spirit of song. Today, some 110 singers blend their voices in harmony, brought together by a common devotion to musical excellence. The work of the Hickory Choral Society is a testament to the belief that each person, regardless of station, should be allowed to share the divine, universal gift of music and its immeasurable rewards.



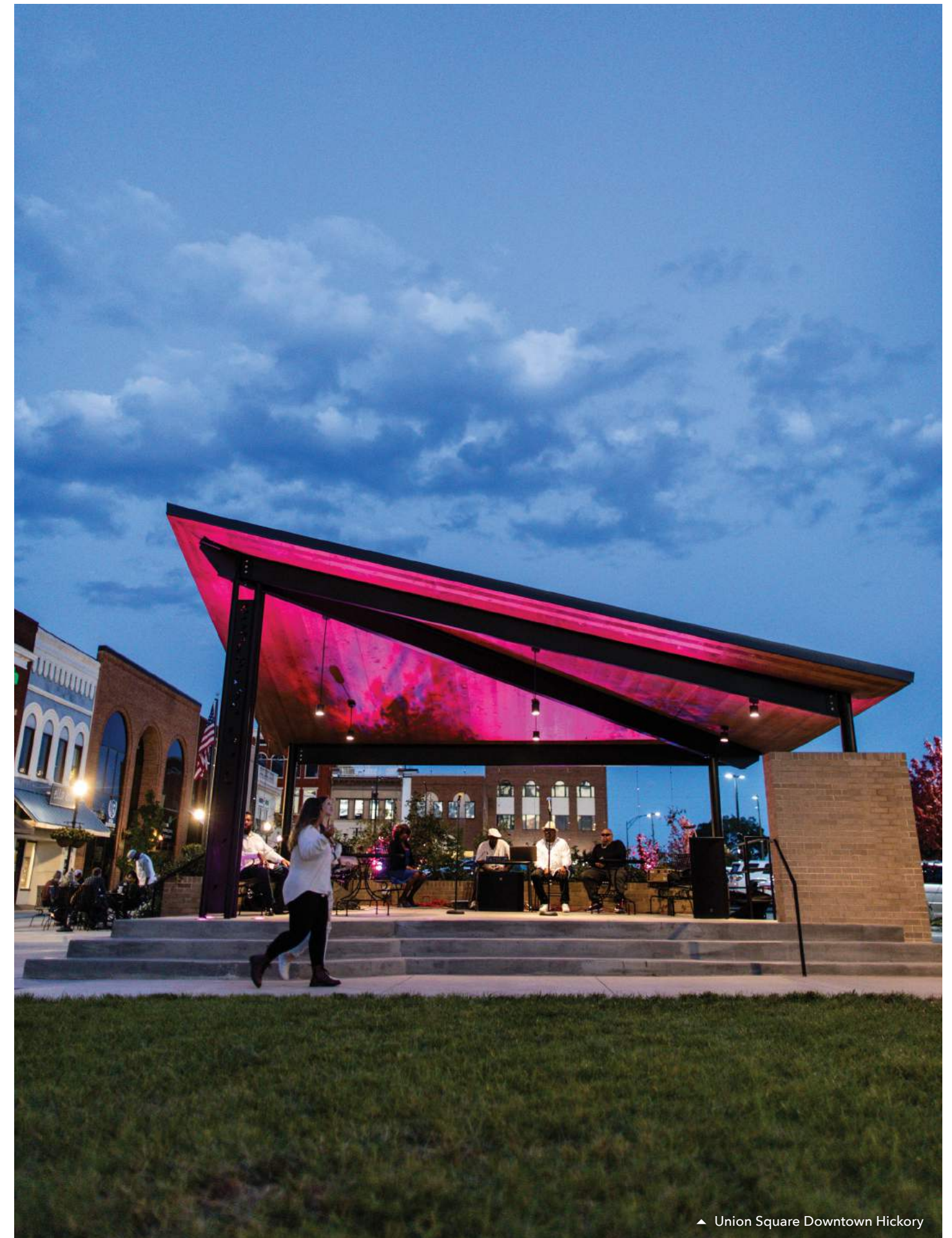
▲ NormFest



▲ Folk Art Festival

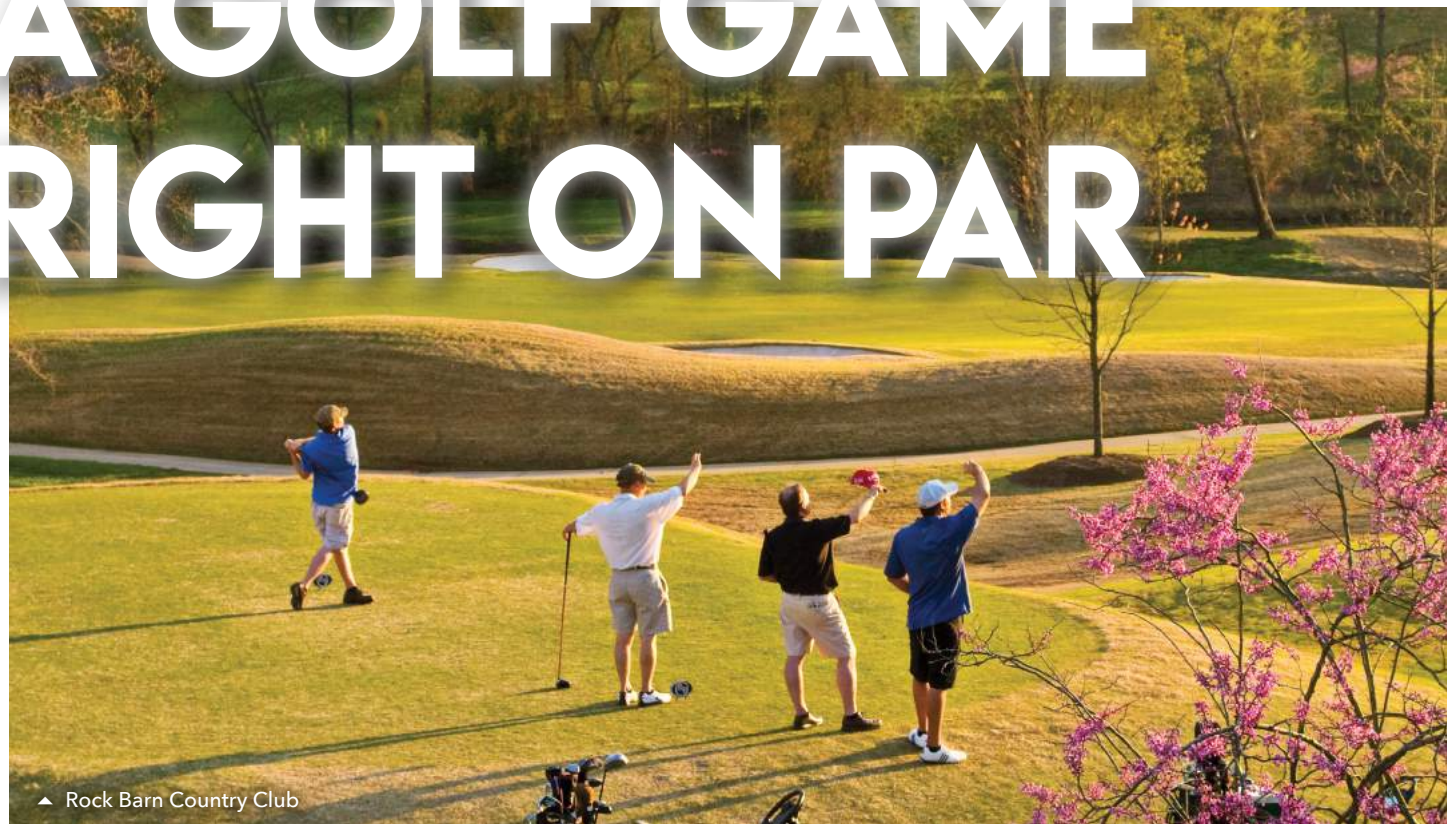


▲ Sails Original Music



▲ Union Square Downtown Hickory

A GOLF GAME RIGHT ON PAR



▲ Rock Barn Country Club

Brushy Mountain Golf Club

300 Golf Course Lane
Taylorsville, NC 28601
brushymountaingolf.com
(828) 632-4804

Catawba Country Club

1154 Country Club Road
Newton, NC 28658
catawbacc.org
(828) 294-3727

Catawba Springs

3820 Wandering Lane
Hickory, NC 28601
lakehickorycc.com
(828) 256-2171

Glen Oaks Golf Club

245 Golf Course Road
Maiden, NC 28650
glenoaksgolf.com
(828) 428-2451

Granada Farms

10 River Drive
Granite Falls, NC 28630
granadafarmsgolfcourse.com
(828) 396-2313

Hampton Heights

1700 5th Street NE
Hickory, NC 28601
hamptonheights.com
(828) 328-5010

Mimosa Hills

611 Golf Course Road
Morganton, NC 28655
mimosahills.org
(828) 437-2967

Ole Still Golf Club

1157 Players Ridge Road
Hickory, NC 28601
olestillgolf.com
(828) 598-0327

Orchard Hills Golf Club

2515 Connelly Springs Road
Granite Falls, NC 28630
Find Us on Facebook!
(828) 728-3560

Rock Barn Country Club and Spa

3791 Clubhouse Drive NE
Conover, NC 28613
rockbarn.com
(828) 459-9279

Silver Creek Plantation

4241 Plantation Drive
Morganton, NC 28655
silvercreekplantation.com
(828) 584-6911



January 2019

By far best club in area!

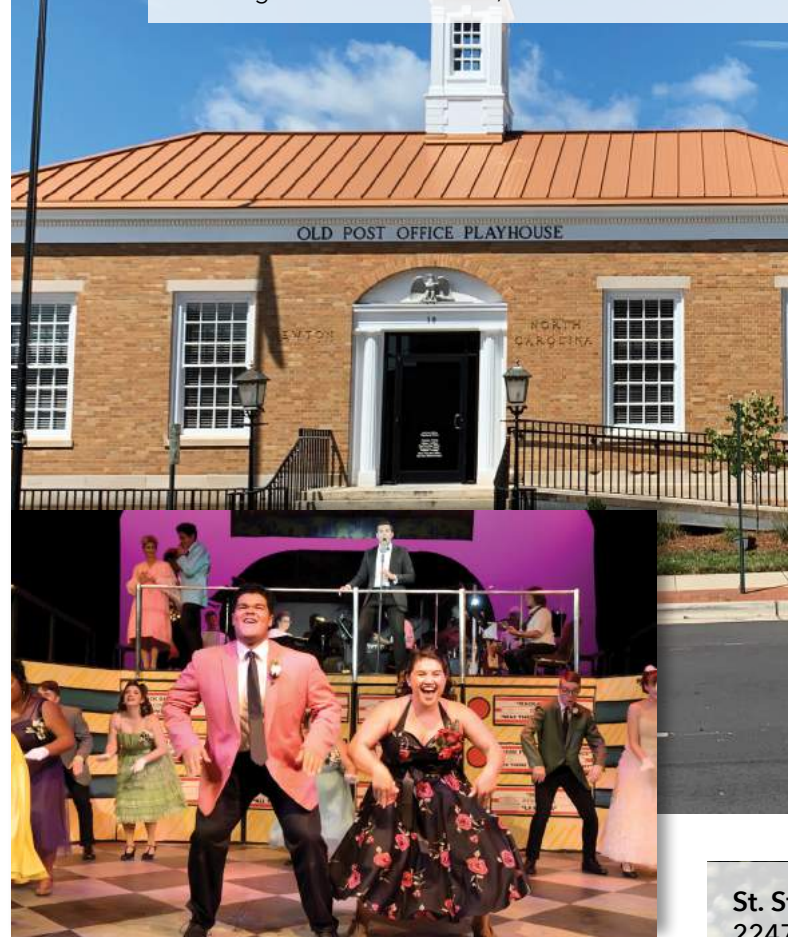
Two outstanding golf courses with all the club house and pro-shop amenities. This outstanding club also offers a fantastic spa facility with all the fixings, along with pools tennis, and workout facilities. I'm sure I'm forgetting other great aspects but I'm already blown away by how wonderful this hidden gem of North Carolina is. Fantastic Place!

-Tanje***

Quote from Trip Advisor

The Green Room Community Theatre

10 South Main Ave. Newton, NC 28658
828.464.6128 | thegreenroomtheatre.org
Performances take place in the old post office playhouse featuring a season of musicals, dramas and comedies



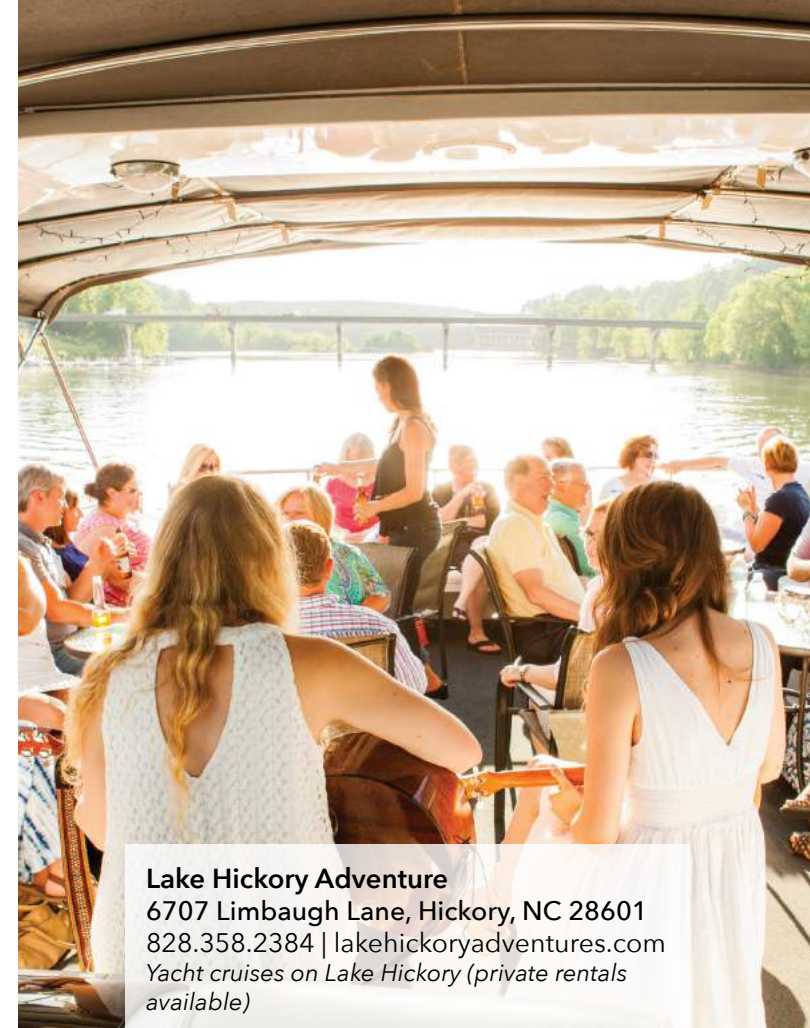
Bakers Mountain Park

6680 Bakers Mountain Rd., Hickory, NC 28602
828.324.8461 | Highest point in Catawba County with nearly 6 miles of trail to explore and a variety of wildlife and plants native to the North Carolina mountains



Lake Hickory Adventure

6707 Limbaugh Lane, Hickory, NC 28601
828.358.2384 | lakehickoryadventures.com
Yacht cruises on Lake Hickory (private rentals available)



St. Stephens Park & Dog Park

2247 36th Ave. NE, Hickory NC 28601
828.441.7277 | 9-acre park with a dog park, playground, 1/3 mile hiking trail and more





▲ Union Square Downtown Hickory



Hickory Aviation Museum
 3101 9th Ave Dr NW, Hickory, NC 28601
 828.323.1963 | hickoryaviationmuseum.org
Planes and artifacts including war planes from the golden age of flying



Hart Square Village
 5029 Hope Rd., Vale, NC 28168
 828.320.9461 | hartsquare.com
World's largest collection of log structures dating back to the 1800s - this working village offers a glimpse into the lifestyle of the early settlers of Catawba County

*Remembering Hart Square Founder Bob Hart and the legacy he left behind in 2020. He will be deeply missed.



Western Piedmont Symphony
 243 3rd Ave. NE, Hickory, NC 28601
 828.324.8603 | wpsymphony.org
Professional orchestra offering free shows to the public



Carolina Thread Trail is a regional network of connected greenways, trails and blueways that reach both Carolinas. Fortunately the Trail comes right through the Hickory Metro. To find where to jump on the trail on foot or on water, go to carolinathreadtrail.org.

HICKORY CRAWDADS BASEBALL

Fun at the Frans all summer long!



Season runs April-Labor Day!



Ribbon Cutting of LP Frans Stadium in 1993

The Crawdads arrived in Hickory in 1993 when Don Beaver, Luther Beaver, and Charles Young purchased the Gastonia Rangers and relocated the team to their hometown. Upon arrival in town, the owners held a contest to select the name of the baseball team. Nominations included the Hound Dogs and River Cats but ultimately the "Hickory Crawdads" found their home. Contests were also held to name the team mascot Conrad and his long time love interest, Candy. Conrad and Candy were married in an on-field ceremony during the 2018 season, which was the first mascot wedding in Minor League Baseball history.

The Crawdads have played at L.P. Frans Stadium since their inaugural season in 1993. The stadium was built on donated land and is named after the local Pepsi bottler, Lee Polk Frans, who partially funded the stadium's construction. The stadium has undergone several major renovation projects. The first round of renovations took place following the 2013 season and focused on fan

experience while the second round was following the 2017 season and primarily focused on the playing area. Prior to the 2020 season, the playground and clubhouses were completely remodeled.

The 2021 season marks the 'Dads 13th year of affiliation with the Texas Rangers after being originally affiliated with the Chicago White Sox (1993-1998) and the Pittsburgh Pirates (1999-2008). In October 2017, the Rangers announced they had purchased the organization. Some notable Crawdads alumni that have since gone on to the Major Leagues

include Magglio Ordonez, Jose Bautista, Carlos Lee, Andrew McCutchen, Joey Gallo and Jurickson Profar.

This year will also mark the team's first as a High-A affiliate. For their first 28 years the Crawdads were members of the Low-A South Atlantic League. The 'Dads are now members of the 12 team High-A East League and play teams from the Carolinas, Kentucky, and the Northeast.

The 'Dads play 60 home games a season and pack a promotional schedule full of giveaways, movie tributes, dog days, food and drink specials, and post-game Christian concerts. The Crawdads also shoot fireworks following every Friday night home game!



Did you know For select games during the season the Crawdads take on the alternate identity of las Llamas de Hickory as part of Minor League Baseball's Copa de la Diversion initiative. The logo features a llama chewing on a furniture leg in a tribute to the Hickory Metro area which is known as the furniture capital of the world!

visithickorymetro.com | 37



2013 National League MVP Andrew McCutchen played for the Crawdads in 2016

SHOP

WHERE TO SHOP

For a full list of places to stay in the Hickory Metro area check out www.VisitHickoryMetro.com/things-to-do/shopping



Bottega: A Soulful Place
256 Union Square NW, Hickory, NC 28601
828.217.2581 | Find us on Facebook!
Clothing Boutique, Art Gallery



Lou Lou's Corner
202 Union Square NW, Hickory, NC 28601
877.238.6487 | loulouscorner.com
Hand-picked selection of children's toys, nic nacks, and accessories.



The Hickory Tree
831 Old Lenoir Rd NW, Hickory, NC 28601
828.324.1655 | shophickorytree.com
Furniture Consignment Shop



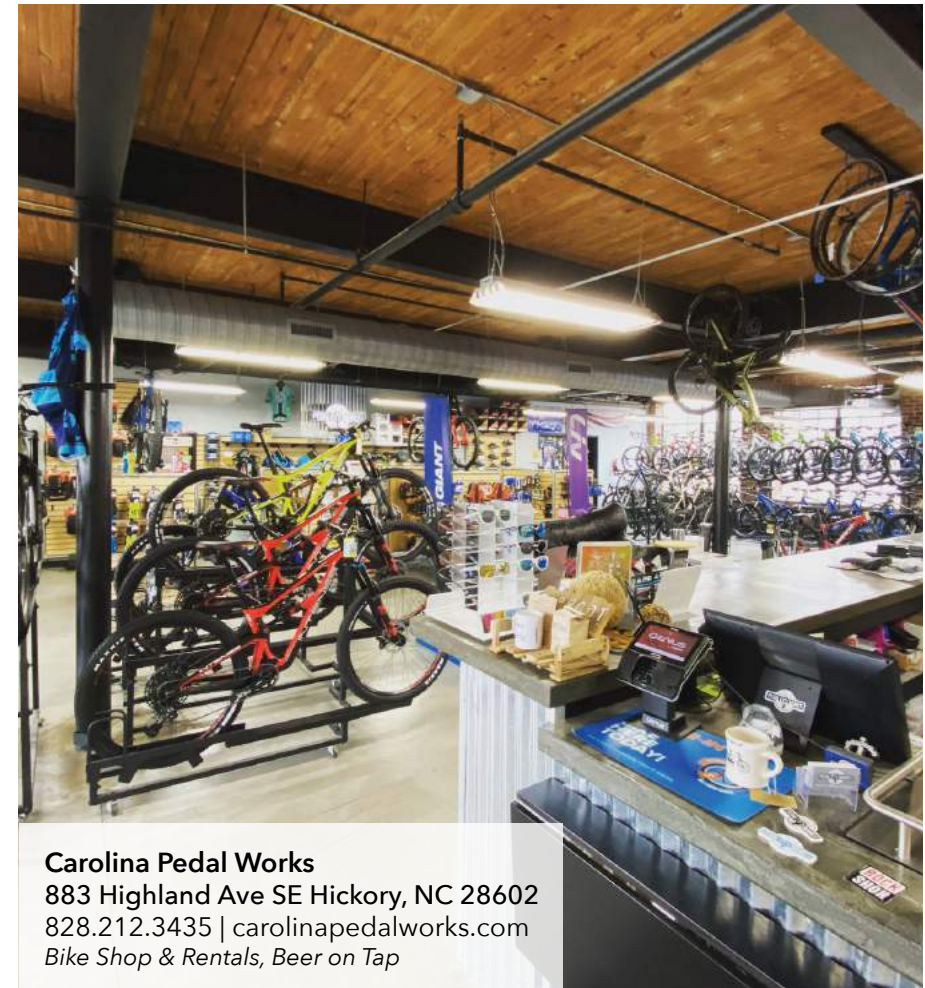
Outdoor Supply Company
2427 N Center St., Hickory, NC 28601
828.322.2297 | outdoorsupplycompany.com
Outdoor Gear Store (rentals available)



Mae's Market
35 East Main St., Maiden, NC 28650
828.970.7870 | Find us on Facebook
Specialty Drinks, Ice Cream, and Bakery



Mud Mamas Studio
932 3rd Ave NW, Hickory, NC 28601
mudmamasstudio.com
Pottery Studio offering classes



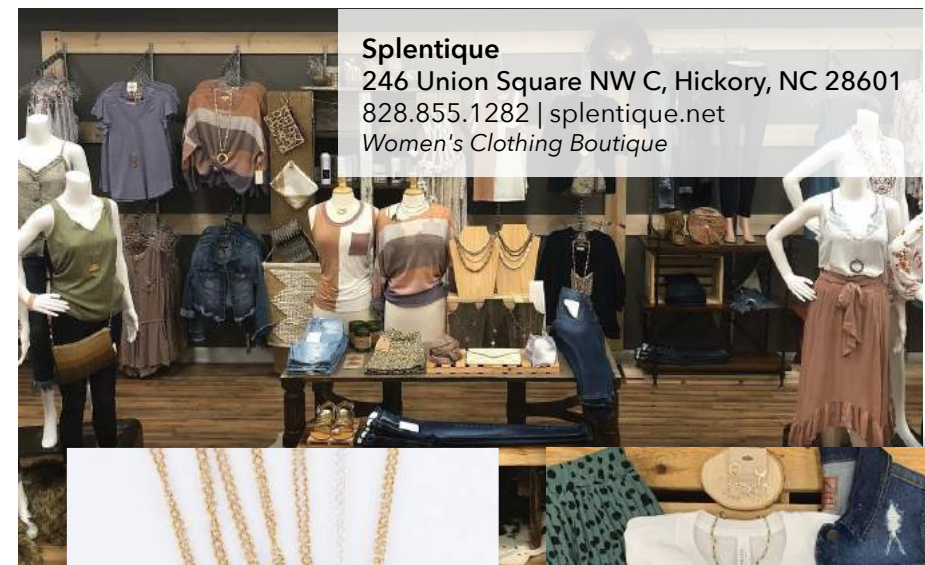
Carolina Pedal Works
883 Highland Ave SE Hickory, NC 28602
828.212.3435 | carolinapedalworks.com
Bike Shop & Rentals, Beer on Tap



Seven Seed Soap Company - O My Soap
111 N. College Ave, Newton, NC 28658
828.466.2271 | omysoap.com
Handmade soap, candles, essential oil products and more



Craft Beer Cellar
109 Government Ave SW, Hickory, NC 28602
828.327.2337 | hickory.craftbeercellar.com
Bottle Shop filled with local and international beers



Splentique
246 Union Square NW C, Hickory, NC 28601
828.855.1282 | splentique.net
Women's Clothing Boutique



TOP 10 LOCALLY CRAFTED GIFT IDEAS...

or maybe a few more. We couldn't narrow it down to just 10!

Katy Fredieu, owner of Artisan Soapery, handcrafts soap in her shop located in Downtown Hickory, NC. Artisan Soapery has been featured in OurState Magazine and Katy herself has received several entrepreneur awards for her help in growing the local business community. artisansoapery.com

Photography provided by partners listed on page.



- 1 Jenne Fine Art**
Original Paintings
by Sara Jenne Echerd
Find her on Facebook
- 2 Seven Seed Soap Co. - O My Soap**
Handmade Vanilla Sugar Soap
omysoap.com

Artisan Soapery
artisansoapery.com

Carolina Crafted
carolina-crafted.business.site

Freedom Farms Soaps
Goats Milk Lotion at Hickory
Farmers Market
freedomfarmsoap.com

Southern Girl Soap
mysoutherngirlsoaps.com
- 3 JCline Paintings**
Hickory Watercolor Cards
Find her on Facebook
- 4 Salmagundi Designs**
Derivative Furniture
Find them on Facebook
- 5 Seventeen Twelve Spirits**
Moonshine, Whiskey & Bourbon
seventeentwelvespirits.com

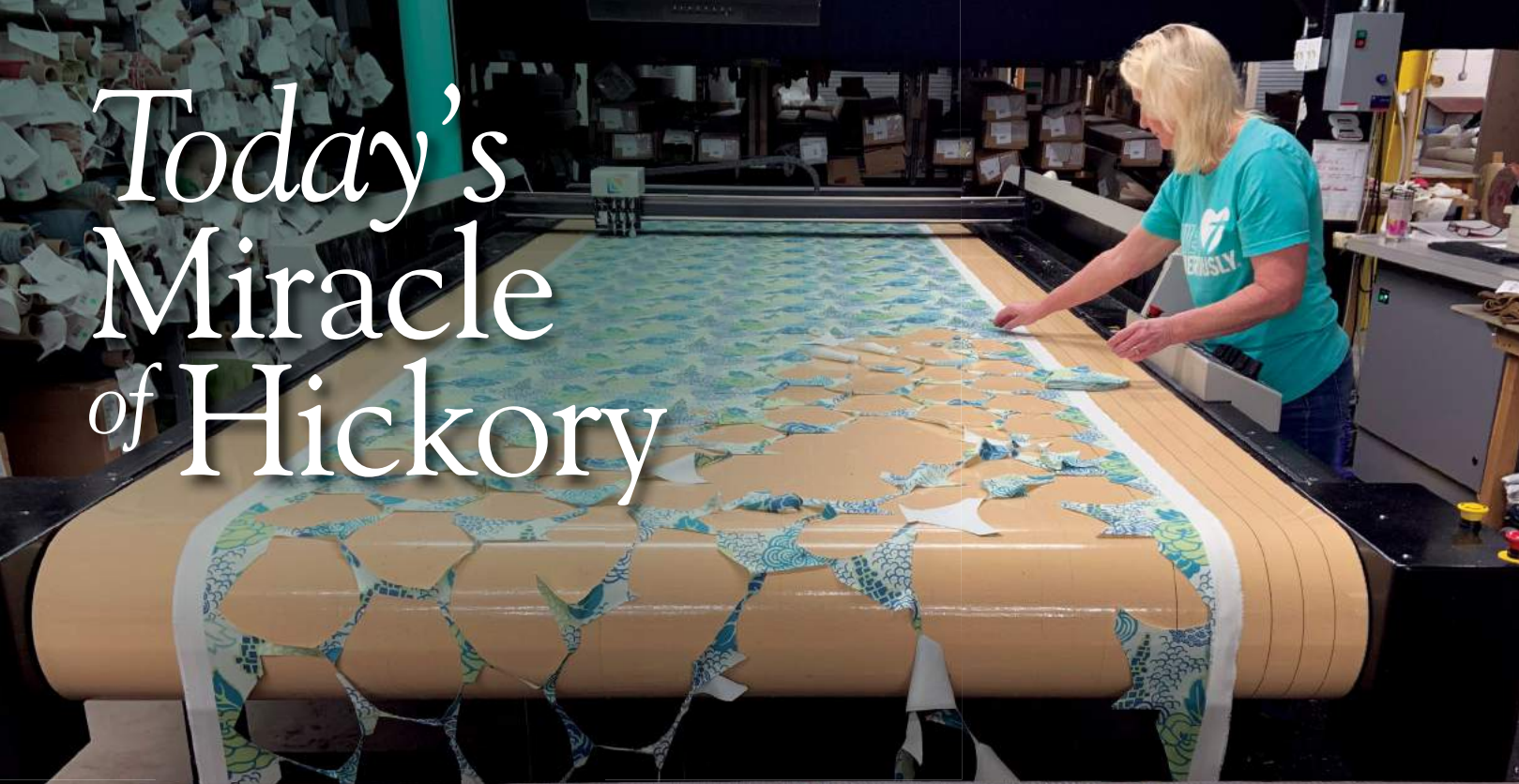
Warehouse Distillery
warehousedistillery.com
- 6 Splentique**
Wood Engraved Heart Stud Earrings
splentique.net
- 7 Shiners Stash Jerky**
Jerky
shinersstashjerky.com

Patriot Jerky
patriotjerky.net
- 8 Visit Hickory Metro Swag**
Hickory, NC themed apparel
visithickorymetro.com
- 9 Baker Beeyards**
Local Honey at Hickory Farmers Market
828-238-1855
- 10 Custom Laser Creations**
Laser Etchings on Wood or Metal
customlasercreations.net

To find more locally crafted gift ideas visit our website:

visithickorymetro.com | 43

Today's Miracle of Hickory



The Hickory community has long been known for its resiliency, creativity, strength and determination, as is evidenced by its storied history. In the summer of 1944, without warning, a serious epidemic spread throughout the Catawba Valley region. When news disseminated throughout the community that hospitals in neighboring cities had already reached their full capacity, it became evident that new patients in the region would soon need a place to be treated. Residents and businessmen from all industries in Hickory quickly convened and launched a massive volunteer effort to respond immediately to this health crisis. They collectively came together with the help of the March of Dimes and the American Red Cross to build and staff an emergency hospital within just 54 hours. The hospital ended up treating over 500 patients, the majority of which were young children, and many lives were saved in the Catawba Valley region from the worst polio outbreak that had ever hit the United States. This remarkable achievement is commonly referred to as *The Miracle of Hickory*.



Taylor King and Huntington House fabric cutters use their advanced digital technologies to precisely cut out PPE mask panels ensuring the least amount of fabric waste.

When the Great Recession of 2008 made its way to Hickory, manufacturing was one of the hardest hit industries. The Hickory community, which is so rich and ingrained in furniture and textile manufacturing, needed to come together once again to rapidly resolve the challenges at hand. Furniture manufacturers discussed how

they could quickly adapt their businesses in order to survive throughout this difficult time period. Some companies downsized to smaller operations while others merged with common partners and shared resources. Some completely shifted production strategies and others were forced to close completely. Many skilled furniture and

textile craftsmen and industry veterans decided it was time to retire and others supplemented their income by utilizing their skills for side projects wherever they could. This created another challenge of educating and training the next generation in the time-honored traditions and skills of handcrafting high-quality furniture that has become synonymous with the Hickory area. As a result of this economic crisis, The Furniture Academy at Catawba Valley Community College was founded by several local multi-generational furniture manufacturers in partnership with the local community college. Their proactive vision was to create an industry-driven training program, which prepared students for open skilled positions by one of this region's largest employers - the furniture industry. Since its inception, students have been learning about all the different high-quality furniture processes and handcrafted techniques from highly experienced furniture craftsmen within the region. After graduation, these students are often hired by the same local furniture factories that have provided training to them along the way.

After the Great Recession of 2008, the furniture industry experienced several prosperous years of increased demand, production and growth. But most recently in 2020, our region faced yet another unprecedented challenge

when the Coronavirus made its way into North Carolina. Early on, each state grappled with the reality of competing against the rest of the world for the exact same resources needed to combat the virus. It was the resiliency, strength and determination once again by the furniture and textile industries in our community, along with their creative spirit and strong partnerships that made it possible for them to completely pivot and adjust like they had done so many times before. Many North Carolina furniture and textile manufacturers utilized their seasoned skills and resources to retool their manufacturing facilities in order to produce large amounts of personal protective equipment (PPE) to distribute to all the selfless healthcare workers and front-line responders. We are so proud of our furniture manufacturers who stepped up to help save countless lives around the world through their tireless and resilient efforts to fight this unrivaled pandemic.

As the Hickory community and the furniture industry both continue to pivot and adjust to whatever lies ahead, the resiliency, creativity, strength and determination that has been such an instrumental part of our past will continue to reshape and define our future. We are so proud to be part of this remarkable community...Hickory Furniture Mart.



Taylor King craftsmen sew and prepare elastic bands for preparation of PPE masks for healthcare workers.

HANDCRAFTING SAFETY AND COMFORT FROM OUR HOME TO YOURS



60
ANNIVERSARY
1960-2020

HICKORY
FURNITURE
MART

Proudly supporting our North Carolina furniture manufacturers.

www.hickoryfurniture.com | 1-800-462-MART (6278)

FURNISHING HOMES AROUND THE WORLD FOR 60 YEARS

WHERE TO EAT

For a full list of places to eat in the Hickory Metro
area check out www.VisitHickoryMetro.com/restaurants

Boca
74 8th Street SE - Suite 108, Hickory, NC 28602
828.855.9944 | bocahickory.com
Mediterranean, Moroccan, and tappas
L D \$\$



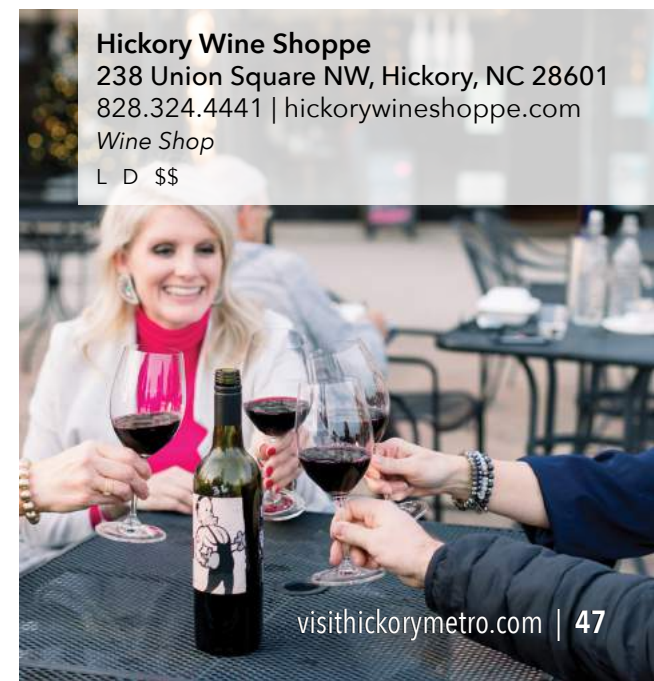
Café Rule and Wine Bar
242 11th Ave NE, Hickory, NC 28601
828.324.2005 | caferule.com
Farm fresh fine dining
Br L D \$\$\$



Hatch Sandwich Bar
268 1st Ave NW, Hickory, NC 28601
828.322.1196 | hatchsandwich.com
Casual dining - sandwich shop
L D \$



Hickory Wine Shoppe
238 Union Square NW, Hickory, NC 28601
828.324.4441 | hickorywineshoppe.com
Wine Shop
L D \$\$





A FLAVORFUL HOSPITALITY LEGACY

Zack Cranford comes from a line of entrepreneurs, hospitality enthusiasts and good people. His family started a local chain of diner restaurants called Granny's Country Kitchen in 2003. Their love of people and good southern hospitality drove them to continuing this tradition and instilling in Zack a love for the industry but also a drive that shows in everything he does today.

Zack Cranford is a graduate of North Carolina State University with a degree in Accounting & Entrepreneurship. After finishing up his degree he moved back to the Hickory Metro area where he felt a calling to begin his journey in the local hospitality industry by

opening Seventeen Twelve Spirits (Foothills Distillery, LLC.) He partnered with master distillers, including the late Tim Weaver, to learn the processes and thus began the production of North Carolina's first bourbon since prohibition. Zack and his team have gone on to produce bourbon, moonshine and whiskey from their Conover, North Carolina location, a small warehouse that smells of wooden barrels, whiskey and locally sourced corn and grains. Seventeen Twelve Spirits is now being sold in stores throughout North Carolina, Michigan and D.C.

Not slowing his entrepreneurial

spirit down, he then began ramping up a design for Hickory's first Raw and Seafood bar. The Standard Oyster is located in Viewmont right next to a location of Granny's Country Kitchen. The vibe at "Standard" is exceptionally chill but maintaining a great unique date night atmosphere. With all seating being located at the "Bar" you have a feeling of being connected to the space and the Standard team. The oysters and catch of the day are always fresh and from locations all along the East Coast and beyond. The oyster collection rotates daily based on the daily fresh orders but usually contains some from Harker's Island, Olde Salts, Blue Points and more, all the salty favorites.

Always looking for his next great adventure in the local hospitality field, Zack took on his newest endeavor in revamping Hickory's, oldest and best loved Steakhouse, The Charolais. Known for its "Cheer's" like



Charolais

atmosphere, specialty "Bubba" steak seasoning and an extensive salad bar; the Charolais has always been a go to for special occasions, prom dates and tasty date nights. Zack put his spin and design on the space by renovating the location from floor to ceiling. The Charolais now boasts a large wine cellar (which landed them in a 2020 issue of Wine Spectator Magazine), a hand laid penny bar with cowhide bar stools and friendly faces who have welcomed guests for decades.

Cranford Hospitality is making a name for themselves in the Hickory Metro hospitality industry and the future is looking bright with possibilities of new projects on the horizon. Zack and family are also giving back to the hospitality community through his work with a new Hospitality Academy for the Hickory Metro area and his work through the COVID-19 pandemic in bringing more awareness to eating and supporting local.



Standard Oyster Co.

"IT'S AN EXCITING TIME FOR THE HICKORY METRO COMMUNITY. OUR AREA IS TRANSITIONING FROM A CULINARY AFTERTHOUGHT INTO A DESTINATION AND WE'RE HONORED TO PLAY A SMALL PART. WE LOOK FORWARD TO WHAT THE FUTURE HOLDS."

-ZACK CRANFORD



Dine with the Cranford's

IN THE HICKORY METRO

www.GrannysCountryKitchen.com

828-855-1659

www.StandardOysterCo.com

828-322-1705

www.TheCharolais.com

828-328-4597

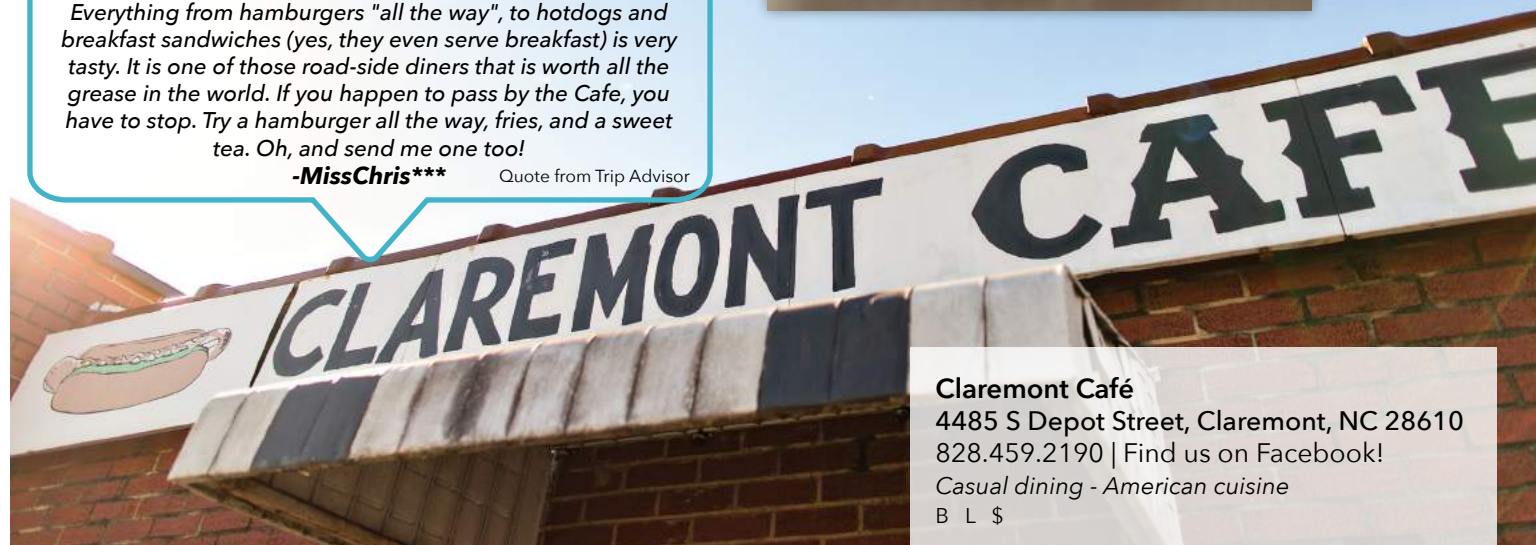


Heaven, Between Two Buns

I grew up right down the road from this place, and visits were frequent. Now that I live in another state, I am only able to get some "Pool Room" food (nickname of the Cafe) when I'm in town. Anything you get in this place will be amazing. Everything from hamburgers "all the way", to hotdogs and breakfast sandwiches (yes, they even serve breakfast) is very tasty. It is one of those road-side diners that is worth all the grease in the world. If you happen to pass by the Cafe, you have to stop. Try a hamburger all the way, fries, and a sweet tea. Oh, and send me one too!

-MissChris***

Quote from Trip Advisor



Claremont Café

4485 S Depot Street, Claremont, NC 28610
828.459.2190 | Find us on Facebook!
Casual dining - American cuisine
B L \$

Café Gouda
2960 N Center Street, Hickory, NC 28601
828.267.1300 | cafegouda.com
Casual dining - American cuisine
B L D \$\$



Mas Amor Cantina

883 Highland Ave. SE, Hickory, NC 28601
828.267.9800 | masamorcantina.com
Casual dining - Upscale Texmex
D \$\$



SWEET TREATS

Catawba Creamery

201 2nd Ave. SW, Catawba, NC 28609
828.241.1061 | catawbacreamery.com
Ice Cream Shop

Donut Life

1772 N Center St., Hickory, NC 28601
828.855.1711 | Find us on Facebook!
Donut Shop

Mae's Market

35 East Main St., Maiden, NC 28650
828.970.7870 | Find us on Facebook!
Specialty Drinks, Ice cream, and Bakery

Nutmeg Bakery

883 Highland Ave. SE, Hickory, NC 28602
828.381.8973 | nutmeg-bakery.com
Bakery

Smallcakes Hickory

2916 N Center St., Hickory, NC 28601
828.855.2253 | smallcakeshickory.com
Bakery, Cupcake, and Ice Cream Shop



Smallcakes Hickory

Photography provided by partners listed on page.

Toasted and Rolled

109 North Sterling St., Morganton, NC 28655
828.475.6889 | toastedandrolled.com
Ice Cream Shop

Udderly Delicious (Conover)

1006 Conover Blvd W, Conover, NC 28613
828.465.1070 | udderlydelicious.com
Ice Cream Shop

Udderly Delicious (Hickory)

131 US Hwy 70 SE, Hickory, NC 28602
828.324.2241 | udderlydelicious.com
Ice Cream Shop

Udderly Delicious (Viewmont)

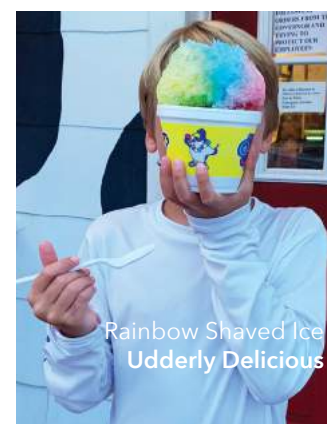
2163 N Center St., Hickory, NC 28601
828.324.9130 | udderlydelicious.com
Ice Cream Shop

3 Little Chicks Bakery

883 Highland Ave. SE, Hickory, NC 28602
828.330.0707 | 3littlechicksbakery.com
Bakery



Peanut Butter & Chocolate Cupcakes
Nutmeg Bakery



Rainbow Shaved Ice
Udderly Delicious



Toasted & Rolled



Mae's Market



Donut Life



Popcorn Ice Cream
Café Rule and Wine Bar

FOOD TRUCKS



Vintage House Restaurant
271 3rd Ave NW, Hickory, NC 28601
828.324.1210 | vintagehouserestaurant.com
Casual dining - American cuisine
B L D \$\$



Olde Hickory Station
232 Government Ave SW, Hickory, NC 28602
828.322.2356 | oldehickorystation.com
Casual dining and great beer selection!
L D \$\$



Thai Lotus
2601 N Center St Hickory, NC 28601
828.322.4368 | Find them on Facebook
Thai cuisine
L D \$\$



Bam's Sandwich Bistro
Based in: Conover, NC 28613
207.399.1987
Gourmet sandwiches and wraps

Cranky Crab Seafood
Based in: Hickory, NC 28602
828.234.5495
Seafood, tacos, and wraps

El Taconon
Based in: Hickory, NC 28602
828.639.7745
Mexican and tacos

Good Taste GT
Based in: Conover, NC 28613
828.409.4286
Salad, egg roll, wings, and rice

Pho N Rolls
Based in: Hickory, NC 28601
828.612.4511
Pho, egg rolls, sandwich, and dessert

Souper Bites
Based in: Hickory, NC 28602
704.452.7711
Tacos, egg rolls, fries, and quesadillas

Taco Boss
Based in: Maiden, NC 28650
828.270.6559
Gourmet tacos

Taqueria Garcia
Based in: Conover, NC 28613
828.238.9979
Mexican and tacos

The Grater Griddle
Based in: Conover, NC 28613
704.437.5288
Sandwiches and Hot dogs

Urban Flavor
Based in: Conover, NC 28613
828.608.0077
Tacos and empanadas

Village Inn Pizza Food Truck
Based in: Conover, NC 28613
828.320.3783
Pizza and wings



Photography provided by partners listed on page.



▲ Hickory Wine Shoppe

Wine is... Always a good idea!

▲ Catawba Farms

Southern wineries are well known for Southern Hospitality and they know how to awaken your taste buds. The Metro is home to muscadine grapes but also has expanded to well known old world grapes. Whether you have an experienced wine palate or are looking for new tastes, we welcome you to our part of North Carolina's wine county.

Shadow Line Vineyard
2550 Shadow Line Lane, Granite Falls, NC 28630
828.234.5773 | shadowlinevineyard.com

Silver Fork Vineyard & Winery
500 Patton Road, Morganton, NC 28655
828.391.8783 | silverforkwinery.com

Six Waterpots Vineyard
4040 James Dr., Hudson, NC 28638
828.728.5099 | sixwaterpots.com

Southern Charm Winery
235 E Main St., Lincolnton, NC 28902
704.240.9899 | southerncharmwinery.com

The Vineyard & Winery at Catawba Farms
1670 Southwest Blvd, Newton, NC 28658
828.994.4766 | catawbafarms.com/winery

Twisted Vine Winery
487 Legion Road, Lenoir, NC 28645
828.726.3185 | twistedvinewinery.com

Waldensian Heritage Wines
4940 Villar Lane NE, Valdese, NC 28690
828.879.3202 | waldensianwinery.com

Woodmill Winery
1350 Woodmill Winery Lane, Vale, NC 28168
704.276.9911 | woodmillwinery.com



Life Begins After Coffee

Emerson's Café
 3050 S Hwy 127, Hickory, NC 28602
 828.324.9000 | emersonscafe.com
 Coffee Shop and Bakery

Kade's Coffee Company
 For Location Check Website
 828.514.1557 | kadescoffeecompany.com
 Mobile Coffee Shop offering Coffee and snacks

Taproot Coffee
 For Location Check Website
 828.514.1557 | taproot.coffee.com
 The Coffee Bus- Fresh Roasted Coffee

Taste Full Beans Coffeehouse
 29 2nd St NW, Hickory, NC 28601
 828.325.0108 | tastefullbeans.com
 Coffeehouse, Teahouse, Cafe, and Gallery

Narrow Coffee & Nosh
 13 N College Ave, Newton, NC 28658
 704.325.3146 | Facebook
 Coffee & Sandwich Shop

Whisk & Barrel
 31 N College Ave, Newton, NC 28658
 828.994.4200 | whiskandbarrel.com
 Coffee Shop, Bakery, Eatery, & Sweetery



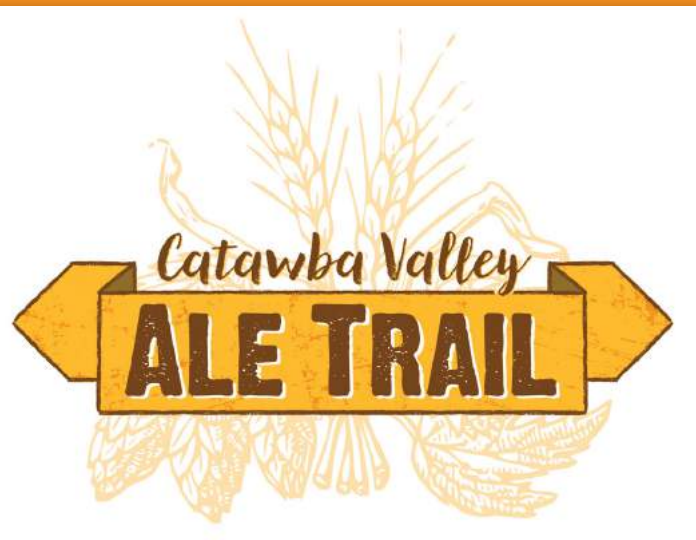




Taste Full Beans (est. 2001) is a coffeehouse, teahouse, cafe, and gallery all in one. We are committed to specialty coffee (locally roasted every week) and loose leaf teas, healthy food, and local art in Hickory's vibrant downtown community.

 @tastefullbeans
  @tfbcoffeehouse
 29 2nd St NW
 Hickory, NC 28601





The Catawba River is named for the Catawba Native American Tribe which translates to "the people of the river." This area was their home for more than 12,000 years prior to European exploration. Now the Catawba River Valley is home to more than 2 million people who continue to utilize the river's many resources for needs such as power, food, and recreation. Catawba Valley Ale Trail focuses on the section of the river at Old Fort, where the river forms, to Lake Hickory. Each segment seems to have a different culture based on the surrounding landscape. The first section goes through the Foothills of North Carolina where small towns combine with mountain culture to create some amazing crafts, among these crafts is beer.

The area is home to many award-winning breweries that try to use as many local ingredients as possible and strive to give back to the earth and the river when able. Their connection to the land around them and their desire to do good in their community really sets these breweries apart from your standard watering hole and their delicious and creative beer makes visitors want to come back for more. We are so lucky to have these breweries in our region and hope you discover new, creative beverages while enjoying the atmosphere of the Catawba River Valley Region.



BREWERIES ON THE CATAWBA VALLEY ALE TRAIL

Blowing Rock Draft House & Brewery
883 Highland Ave SE, Hickory, NC 28602
828.855.9999 | blowingrockbrewing.com

Catawba Brewing Company
212 S Green Street, Morganton, NC 28655
828.430.6883 | catawababrewing.com

Catawba Farms Brewery
1670 Southwest Blvd, Newton, NC 28658
828.994.4766 | catawbafarms.com/brewery

Fonta Flora Brewery- Downtown
317 N Green Street, Morganton, NC 28655
828.475.0153 | fontaflora.com

Fonta Flora Brewery- Whippoorwill Farm
6751 NC-126, Nebo, NC 28761
828.475.7501 | fontaflora.com

Granite Falls Brewing Company
47 Duke Street, Granite Falls, NC 28630
828.212.1222 | granitefallsbrewing.com

Hillman Beer
78 Catawba Ave Suite F, Old Fort, NC 28762
828.668.6372 | hillmanbeer.com

Keeper's Cut Meadery
175 Henderson Street, Marion, NC 28752
828.527.6326 | keepers-cut-meadery.business.site

Liquid Roots Brewing Project
1048 Harper Ave, Lenoir, NC 28645
828.572.1106 | liquidrootsbrewing.com

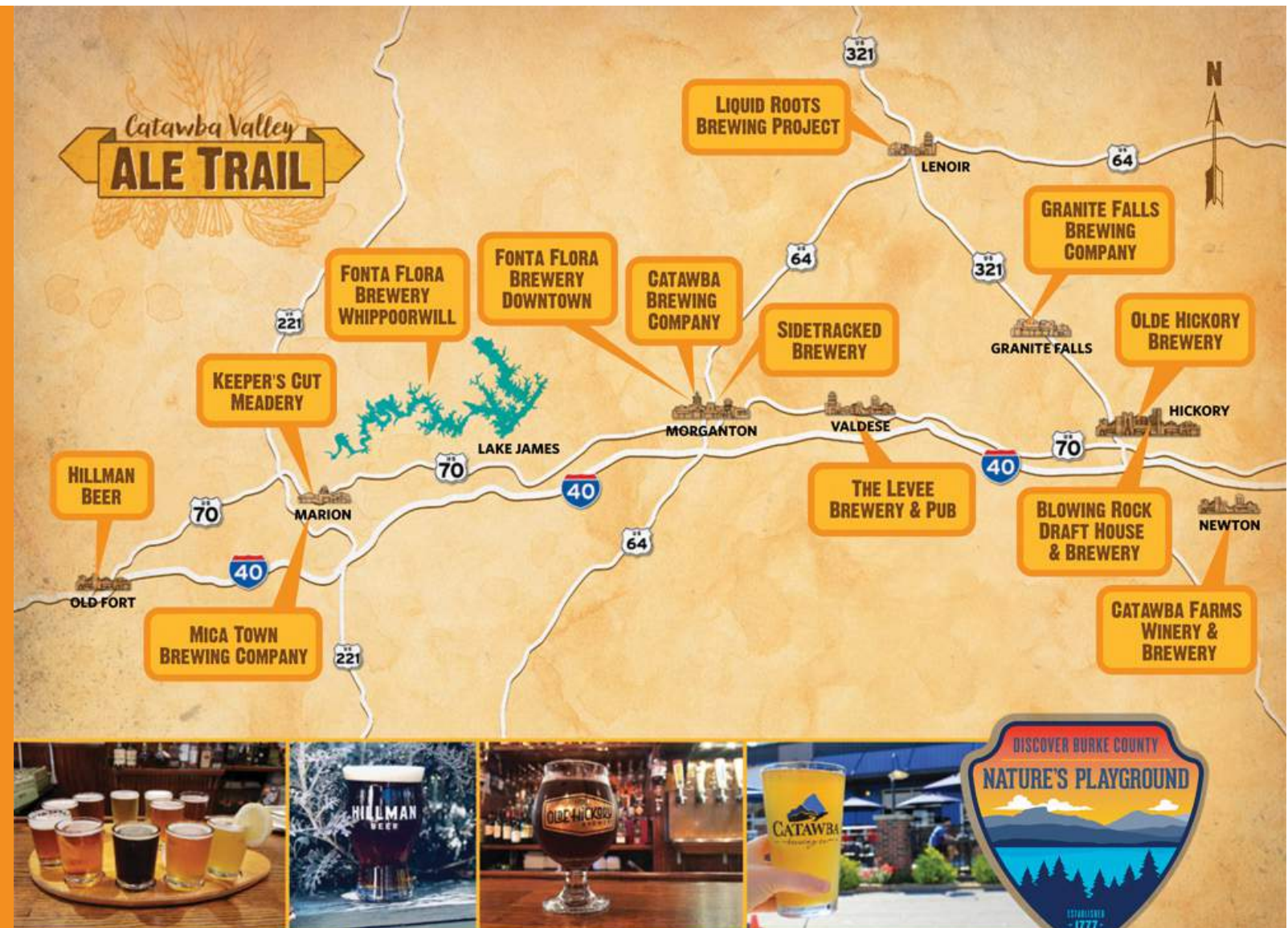
Mica Town Brewery
25 Brown Drive, Marion, NC 28752
828.559.8300 | micatownbrewing.com

Olde Hickory Brewing
2 Third Street SW, Hickory, NC 28602
828.322.1422 | oldehickorybrewery.com

Sidetracked Brewery
609 S Green St, Morganton, NC 28655
828.544.5840 | sidetrackedbrew.com

The Levee Brewery and Pub
118 Main Street W, Valdese, NC 28690
theleveepub.com

For a full list of ALL the breweries and pubs in the Hickory Metro area, visit www.visithickorymetro.com/restaurants/bars-pubs-breweries/.



Ale Trail Map produced by Burke County TDA.



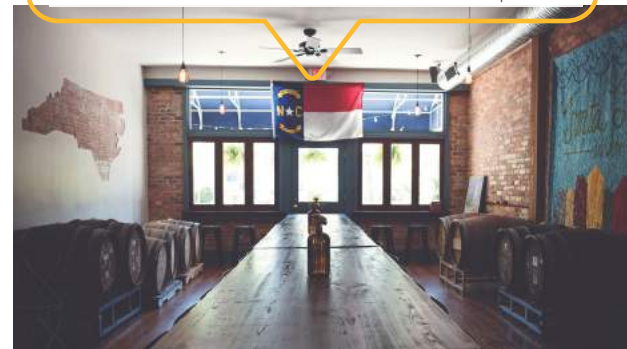
August 2019

Fonta Flora Brewery near the Gorge is great

We hike the gorge a lot and since this brewery opened we love stopping here. The people are wonderful and fun, the beer is great. They are working to get food I believe by early August, a food truck. They need to have that to complete the experience, none-the-less, a great place.

-765***

Quote from Trip Advisor





The PROOF is in the POUR

Whiskey, moonshine, rum and all spirits have different flavors and tastes but they all have one thing in common; a passion for craft. Each of our local distillers take the time to craft a unique and flavorful spirit, sourced locally for grains, corn, and other ingredients. Our distilling heritage started decades ago in hidden stills but has grown to become a proud part of our thriving metro area.

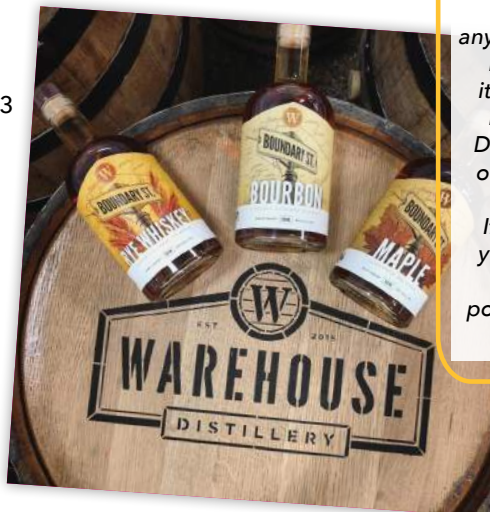
Blue Ridge Distilling Company
228 Redbud Lane, Bostic, NC 28018
828.245.2041 | defiantwhisky.com

Seventeen Twelve Spirits
300 Thornburg Drive SE, Conover, NC 28613
828.381.2949 | seventeentwelvespirits.com

South Mountain Distilling Company
1027 Malcolm Boulevard,
Connelly Springs, NC 28612
828.368.0681 | southmountaindistillery.com

Warehouse Distillery
2628 Northwest Boulevard, Newton, 28658
828.464.5183 | warehousedistillery.com

60 | visithickorymetro.com



November 2018

Absolutely phenomenal.

This is a new distillery in Newton on Northwest Boulevard. Given that it's fairly new, they don't seem to be open every day quite yet - they're currently open from Wednesday to Saturday, with additional appointments available on Saturday. Everyone working here is extremely nice, passionate, and knowledgeable - it's just a fun place to be.

The liquor here is absolutely phenomenal. The Boundary Street Whiskey is bright, fun, and easily better than anything at its price range. The Boundary Street Bourbon is smooth and tasty, to the point where I enjoy it on its own, even without ice. I was even more impressed by the Boundary Street Maple, which is Warehouse Distillery's whiskey flavored with maple syrup - it's not only is it delicious on its own, but it could easily make some amazing cocktails.

If you're in the market for good whiskey or bourbon, you really owe it to yourself to get it from Warehouse Distillery - it's way better than anything you could possibly find elsewhere, in North Carolina or otherwise.

-Kirk***

Quote from Yelp



Notions

206 Union Sq NW, Hickory, North Carolina 28601
828.855.0905 | notionsunionsquare.com

Casual dining - American cuisine
D \$\$

visithickorymetro.com | 61

ANNUAL EVENT CALENDAR

**Please note that specific dates of events each month may change from year to year. For more calendar information visit our website calendar of events.*

JANUARY:

- Western Piedmont Symphony Concert Series
- Queen's Feast with Local Restaurants
- Hickory Winter Farmers Market

FEBRUARY:

- Hickory Winter Farmers Market



Catawba Valley Antiques & Pottery Festival

MARCH:

- Catawba Valley Antiques & Pottery Festival*
- Choral Society Concert Series
- Gem & Mineral Show
- Hickory Motor Speedway season begins
- Hickory Winter Farmers Market



Hickory Farmers Market



Hickory Hops Beer Festival

APRIL:

- Hickory Hops Beer Festival*
- Crawdads Baseball Season Begins*
- Hickory Motor Speedway racing season
- Hickory Furniture Mart Spring After Market Sale
- Conover & Hickory Outdoor Farmers Markets open*
- Newton Music at the Farm & Farmers Market



Downtown Hickory Art Crawl



Crawdads Baseball

MAY:

- Swingin' Under the Stars
- Newton Music at the Farm & Farmers Market
- Sails Original Music Series in Downtown Hickory*
- Conover & Hickory Outdoor Farmers Markets
- Crawdads Baseball Season
- Downtown Hickory Art Crawl*



Hickory Celebration Of Nations

JUNE:

- Sails Original Music Series in Downtown Hickory
- Newton Music at the Farm & Farmers Market
- Conover & Hickory Outdoor Farmers Markets
- Crawdads Baseball Season
- Furniture Mart Memorial Day Weekend Sale
- Murray's Mill Bike Race

JULY:

- Hickory Furniture Mart - Furniture Festival & Clearance Sale
- Newton Music at the Farm & Farmers Market
- Crawdads Baseball Season
- Hickory Motor Speedway season
- Conover & Hickory Outdoor Farmers Markets

AUGUST:

- Music in the Mill
- Newton Music at the Farm & Farmers Market
- Crawdads Baseball Season
- Hickory Motor Speedway schedule
- Conover & Hickory Outdoor Farmers Markets
- Newton Soldiers Reunion Parade



A Very Murry Christmas at Murray's Mill

SEPTEMBER:

- Footcandle Film Festival*
- Autolawn Party at the SALT Block
- Sails Original Music Series in Downtown Hickory
- Conover & Hickory Outdoor Farmers Market
- Hickory Furniture Mart Labor Day Weekend Sale
- Murray's Mill Harvest Folk Festival
- Newton Music at the Farm & Farmers Market
- Downtown Hickory Art Crawl
- Crawdads Season comes to a close
- Hickory Motor Speedway
- Hickory Celebration of Nations*



Footcandle Film Festival



Hickory's Christmas Parade



Hickory's Oktoberfest

OCTOBER:

- Hickory's Oktoberfest*
- Foothills Folk Art Festival in Newton
- Hart Square Village Festival
- Hickory Motor Speedway
- Conover & Hickory Outdoor Farmers Markets
- Newton Music at the Farm & Farmers Market

NOVEMBER:

- Hickory Furniture Mart - Fall After Market Sale
- Lowes Foods Christmas Parade and Tree Lighting - Downtown Hickory*
- Hickory Motor Speedway
- Newton Music at the Farm & Farmers Market

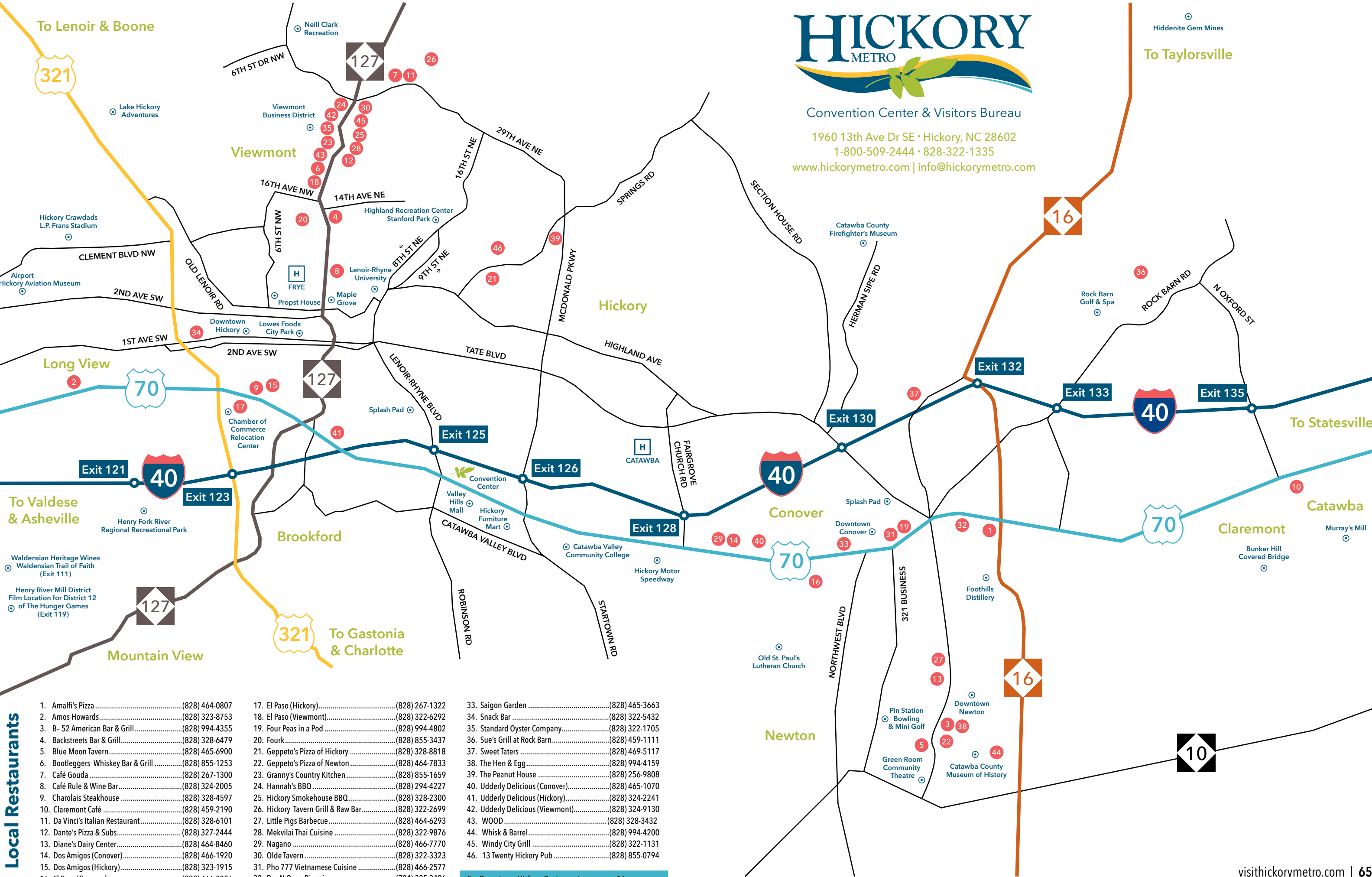
DECEMBER:

- Hickory Choral Society Christmas Concert
- Victorian Christmas at Propst House
- Hickory Winter Farmers Market
- Christmas in the Village at Hart Square
- A Very Murry Christmas*

Local Restaurants

1. Amalfi's Pizza	(828) 464-0807	17. El Paso (Hickory).....	(828) 267-1322	33. Saigon Garden	(828) 465-3663
2. Amos Howards.....	(828) 323-8753	18. El Paso (Viewmont).....	(828) 322-6292	34. Snack Bar	(828) 322-5432
3. B- 52 American Bar & Grill.....	(828) 994-4355	19. Four Peas in a Pod	(828) 994-4802	35. Standard Oyster Company.....	(828) 322-1705
4. Backstreets Bar & Grill.....	(828) 328-6479	20. Fourk	(828) 855-3437	36. Sue's Grill at Rock Barn.....	(828) 459-1111
5. Blue Moon Tavern.....	(828) 465-6900	21. Geppeto's Pizza of Hickory	(828) 328-8818	37. Sweet Taters	(828) 469-5117
6. Bootleggers Whiskey Bar & Grill	(828) 855-1253	22. Geppeto's Pizza of Newton	(828) 464-7833	38. The Hen & Egg	(828) 994-4159
7. Café Gouda	(828) 267-1300	23. Granny's Country Kitchen	(828) 855-1659	39. The Peanut House	(828) 256-9808
8. Café Rule & Wine Bar.....	(828) 324-2005	24. Hannah's BBQ.....	(828) 294-4227	40. Udderly Delicious (Conover).....	(828) 465-1070
9. Charolais Steakhouse	(828) 328-4597	25. Hickory Smokehouse BBQ.....	(828) 328-2300	41. Udderly Delicious (Hickory).....	(828) 324-2241
10. Claremont Café	(828) 459-2190	26. Hickory Tavern Grill & Raw Bar.....	(828) 322-2699	42. Udderly Delicious (Viewmont).....	(828) 324-9130
11. Da Vinci's Italian Restaurant.....	(828) 328-6101	27. Little Pigs Barbecue.....	(828) 464-6293	43. WOOD	(828) 328-3432
12. Dante's Pizza & Subs.....	(828) 327-2444	28. Mekvilai Thai Cuisine	(828) 322-9876	44. Whisk & Barrel.....	(828) 994-4200
13. Diane's Dairy Center.....	(828) 464-8460	29. Nagano	(828) 466-7770	45. Windy City Grill	(828) 322-1131
14. Dos Amigos (Conover).....	(828) 466-1920	30. Olde Tavern	(828) 322-3323	46. 13 Twenty Hickory Pub	(828) 855-0794
15. Dos Amigos (Hickory).....	(828) 323-1915	31. Pho 777 Vietnamese Cuisine	(828) 466-2577		
16. El Paso (Conover).....	(828) 466-0006	32. Roc N Oven Pizzeria.....	(704) 325-3496		

For Downtown Hickory Restaurants see page 16.



Convention Center & Visitors Bureau

1960 13th Ave Dr SE • Hickory, NC 28602
1-800-509-2444 • 828-322-1335
www.hickorymetro.com | info@hickorymetro.com

GET TO KNOW OUR CREW!

Contributing Designers



Sarah Davis, CMP,
Director of Sales & Marketing
Hickory Metro Convention Center
& Visitors Bureau



Elizabeth Clark,
Marketing Assistant
Hickory Metro Convention Center
& Visitors Bureau



Convention & Visitors Bureau

Mandy P. Hildebrand, President & CEO
Sarah Davis, CMP, Director of Sales & Marketing
Elizabeth Clark, Marketing Assistant
Caroline Coley, Convention & Visitor Center Services

Board of Directors

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Donald Duncan, Conover City Manager
Patricia Hatch, Bed & Breakfast Owner
Renee Kever, Hotelier
Lindsay M. Keisler, President & CEO, The Chamber of Catawba County
Leroy Lail, Hotelier, Entrepreneur
Mark Seaman, Parks, Rec & Sports Tourism Director of Hickory
Terry Taylor, Board Attorney, Young Morphis, Bach & Taylor
Warren Wood, Hickory City Manager
Phil Yount, Former Hickory City Council Member

Contributing Photographers

Artisan Soapery	Historical Association of
BPope Productions	Catawba County
Carolina Crafted	JT Pixels Photography
Carolina Pedal Works	Kade's Coffee
Catawba Science Center	Mud Mammals Studio
Chad Austin, Inc.	O My Soap
Charles Kimso	Oak Hill Iron Works
City of Hickory	Outdoor Supply Co.
City of Morganton	Pixelated Perceptions
City of Newton	Ruth Mich Photography
Elizabeth Clark	Sarah Davis
Ernie Masche	Sidetracked Brewery
Fonta Flora Brewery	Splentique
FOURK	Table Rock Media
Green Room Theatre	Thai Lotus
Hamilton Williams Gallery & Studio	The Hickory Tree
Hannah's BBQ South	Tree Top Adventures
Hickory Aviation Museum	What A Delight Photography
Hickory Choral Society	Western Piedmont Symphony
Hickory Furniture Mart	
Hickory Motor Speedway	
Hickory Museum of Art	

*Some of the photography used was taken before COVID-19 and we encourage everyone to follow the recommendations of NC State Government at this time. We want all of our visitors and locals to stay safe.

LOOKING TO ADVERTISE IN THE DESTINATION?



For more information about advertising in the next edition of the Hickory Metro Destination Guide email Sarah Davis, CMP, Director of Sales and Marketing at Sarah@hickorymetro.com.

LOOKING TO HOST A MEETING IN HICKORY?



Book an Event

For more information about hosting your next event in Hickory, visit www.visithickorymetro.com/convention-center/book-an-event/



Convention Center & Visitors Bureau

Visitors Center Hours:
Monday-Friday | 8 AM-5 PM
Closed on most major Holidays

Phone: 828.322.1335
Toll-Free: 1.800.509.2444

Visitors Center Location:
1960 13th Avenue Drive SE
Hickory, North Carolina 28602

E-mail: info@hickorymetro.com
Website: www.visithickorymetro.com

LOOKING FOR HICKORY METRO SWAG?



How to get cool Hickory Metro Swag...
www.visithickorymetro.com under the Travel Tools Tab!



25 Government Drive
Newton, North Carolina 28658

828.465.8200
www.catawbacountync.gov

Contact Catawba County for more information on making living better in your area.



1055 Southgate Corporate Park SW
Hickory, North Carolina 28602

828.328.6111
www.catawbachamber.org

For information on relocating to the Hickory Metro area, contact The Chamber of Catawba County.



101 1st Street East
Conover, North Carolina 28613

828.464.1191
www.conoverncc.gov

Contact the City of Conover for more information on living, working, and playing in the "community of choice."



76 North Center Street
Hickory, North Carolina 28601

828.323.7412
www.hickorync.gov

For information on Life. Well Crafted and future city projects, contact the City of Hickory.



stay connected

f i p @VisitHickoryMetro

#hickorymetrofun #hickorync #mycatawbacounty
#myhky #makinglivingbetter #lifewellcrafted



HICKORY
METRO

Convention Center & Visitors Bureau