## Rowan County, NC

Market Visit Report





Objective & Methodology



## Objective

Rowan County, NC is seeking to define its brand identity. The goal is to identify distinctive elements that help set Rowan County apart and to find a common denominator that can be used in all communication moving forward to create a uniform brand voice/expression.

This is intended to help unify the community, create excitement, and lead the way for Rowan County to move forward in a consistent manner and to grow with pride.



## Objective

Specifically, this research investigated:

- Words describing Rowan County and the various municipalities
- Assets/brag list of Rowan County
- Reasons to visit and not to visit
- Visitor Profile
- Business attractors and obstacles
- Outsiders' perception
- Competitors
- An authentic Rowan County experience
- Personality



## Methodology

A market-visit was completed by Chandlerthinks from 11/17 - 11/20 and from 12/7 - 12/10 2015 to complete the following research:

- 41 one-on-one interviews with community stakeholders
- Seven focus groups:
  - Arts Commission (7 participants)
  - Chamber of Commerce/business leaders (6 participants)
  - Attractions/hoteliers (12 participants)
  - Downtown businesses (11 participants)
  - EDC (10 participants)
  - Education administrators (9 participants)
  - High school students (4 participants)



## Methodology

(cont)

- Community Brag Tour:
  - Dan Nicholas Park
  - Patterson Farms
  - Downtown Salisbury
  - NC Transportation Museum
  - Downtown Kannapolis
  - Downtown Gold Hill
  - Public Library
  - Morgan Ridge Vineyards
  - Lee Street Theater
  - Train Depot downtown Salisbury
  - Local restaurants
  - High Rock Lake
- Industry Tour
- Realtor Tour



## **Participants**

| Chamber of<br>Commerce                  | Catawba<br>College      | City of Granite<br>Quarry | County<br>Commission   | Public Arts<br>Commission      | National<br>Sportswriter &<br>Sportscaster<br>Hall of Fame | Rowan<br>Cabarrus<br>Community<br>College |
|---|-------------------------|---------------------------|------------------------|--------------------------------|--|---|
| Downtown<br>Salisbury                   | Patterson<br>Farms      | Livingstone<br>College    | City of<br>Salisbury   | City Council                   | Landtrust of<br>Central NC                                 | F&M Bank                                  |
| Rowan School<br>System                  | Salisbury Post          | Hood<br>Seminary          | RCCC                   | NC<br>Transportation<br>Museum | YMCA   | Global<br>Contract<br>Services            |
| City of China<br>Grove                  | SRCVB                   | Power Curbers             | City of<br>Spencer     | Turn of the<br>Century B&B     | Tiger World  | Public Library                            |
| Morgan Ridge<br>Vineyards               | Chick-Fil-A             | Lee Street<br>Theater     | Courtyard<br>Marriott  | Piedmont<br>Players            | Trinity Oaks   | Novant Health                             |
| Healthcare<br>Management<br>Consultants | City Planning<br>Office | Rowan Arts<br>Council     | Fidelity Bank          | Skinny Wheels<br>Bike Shop     | Kenner & Dees  | East Rowan<br>High School                 |
| West Rowan<br>High School               | Carson High<br>School   | Duke Energy               | Carolina Color<br>Corp | J. Fuel<br>Systems             | State Farm   | EDC                                       |







# Salisbury is the cultural center of Rowan County.

Salisbury is a key asset

It has a vibrant arts & culture scene

It's where residents take people first to leave a memorable impression of Rowan County

It is an important differentiator from other NC counties

Outsiders don't differentiate between Salisbury and Rowan County

It is highly associated with 5 senses



## History and traditions run deep.

Importance of preservation of history and maintaining traditions

The NC Transportation Museum is a key attraction

Rowan County's history is an important differentiator



# Agriculture and rural life are still a big part of Rowan County.

Strongly connected with the five senses of Rowan County

Key attractions are outdoors: Dan Nicholas Park and others, High Rock Lake, Lazy 5 Ranch, Patterson Farms



# Rowan County's central location and accessibility are key assets

Central location between three major cities: Charlotte, Greensboro and Winston-Salem

Proximity to the beach and mountains

I-85 access

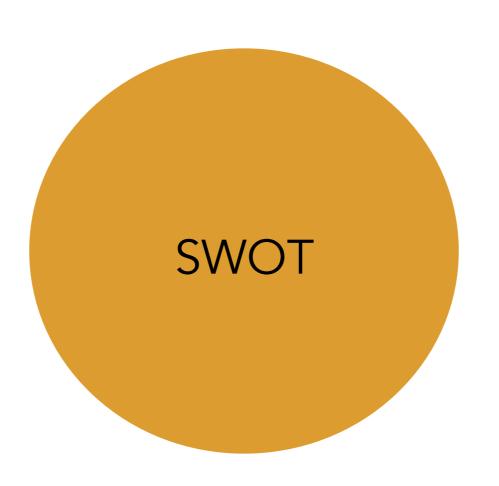
Amtrak

Proximity to airports



## Rowan County has a hand-full of challenges it needs to overcome.

- Crime
- Poverty
- Lack of jobs
- Bad politics/reputation of poor leadership
- Good higher education (4 colleges), but poor public schools





## Strengths

History
Civil War
For the state of NC
Historic districts and sites
Historic architecture

Central location & access
Proximity to Charlotte, Greensboro, Winston-Salem
Proximity to beach and mountains
I-85
Amtrak
Proximity to airports

Salisbury
Historic
Center for arts & culture in Rowan County
Vibrant downtown; the "county's downtown"
Business hub, Fibrant
Local restaurants & shopping



## Strengths (cont.)

Arts & culture

Symphony, 3 theaters, ballet, museums, galleries, live music

Beautiful country side

Rowan County still has strong ag roots Farmland, vineyards, Patterson Farms

11 municipalities

Each adds its own character to the county

Strong outdoor assets

Dan Nicholas Park, High Rock Lake, Yadkin River, Sloan Park, Civic Park, Lake Corriher Park, Lazy 5 Ranch

Higher education

4 colleges: Catawba, Livingstone, Hood Seminary, Rowan Cabarrus Community College

NC Transportation Museum

4th of July Celebration



### Weaknesses

Poor public schools

Main business detractor

**Poverty** 

**Crime** 

Lack of jobs

Lack of connectivity in rural areas

Cell phone service, Internet

Lack of things to do for youth

Not enough (indoor) places for youth to gather outside of restaurants



### **Opportunities**

# Improve public schools Better schools will attract more businesses to the area It will also help fight crime and poverty

#### Job creation

Helps overcome poverty and crime and creates opportunity for graduates to stay and work in Rowan County

#### A more vibrant night life in Salisbury

The addition of bars and clubs will draw more young adults/professionals to the area

#### More youth activities/attractions

Add a skate park, skating rink, laser-tag place, longer store hours



### **Threats**

#### Poor politics

County and municipalities don't communicate well

The community does not trust leadership due to poor politics of the past

Community believes outsiders negatively associate Rowan County with

poor politics

<u>In a "donut hole"</u>

Behind on economic growth and industry, while surrounding areas are growing



Detailed Findings

#### **Rowan County's Communities**



| CITY           | KNOWN FOR:   |  |  |
|----------------|--|--|--|
| China Grove    | 2 <sup>nd</sup> largest town, high school, Farmers Day, Roller Mill, Doobie<br>Brothers, bedroom community of Charlotte, pass-through, small<br>town, military presence, doing big stuff, walkable, Gary's BBQ |  |  |
| Cleveland      | West Rowan High School, Freight Liner  |  |  |
| East Spencer   | Challenging, lock doors, crime, poverty  |  |  |
| Faith          | 4 <sup>th</sup> of July Parade, soda shop, racism history: birthplace of KKK   |  |  |
| Gold Hill      | Gold, mining town: First gold rush in the US, historic, events, bluegrass music, Morgan Ridge Winery   |  |  |
| Granite Quarry | Big hole, rock mines, fiddlers convention, home of F&M Bank, baseball  |  |  |
| Spencer        | NC Transportation Museum, doll museum, Polar Express   |  |  |
| Kannapolis     | Intimidators (ball game) – mostly in Cabarrus County; research campus  |  |  |
| Mt. Ulla       | Patterson Farms  |  |  |
| Landis         | Suburb of China Grove  |  |  |
| Rockwell       | Tiger World, retail, fast food, pass-through, Rockwell Farms   |  |  |
| Salisbury      | History/historic district, diverse in things to do, the sea of blue surrounded by the sea of red, local businesses, arts, boutique shopping/local businesses   |  |  |

## Rowan County



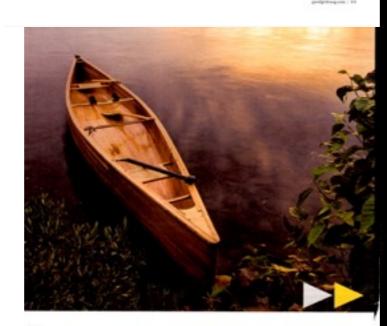




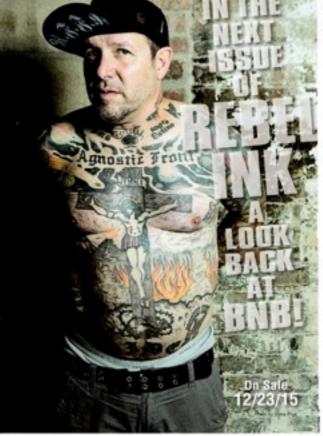






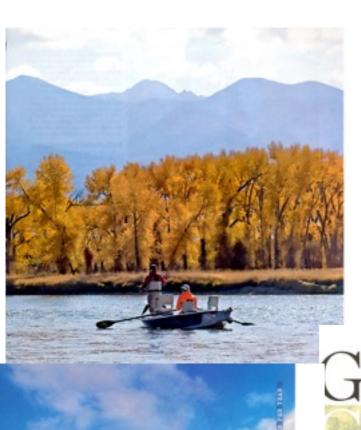


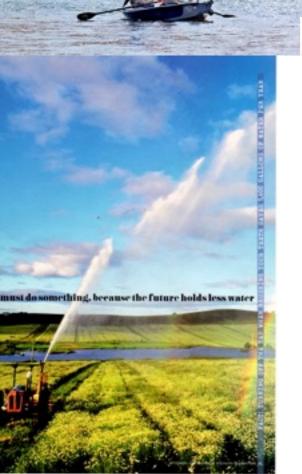


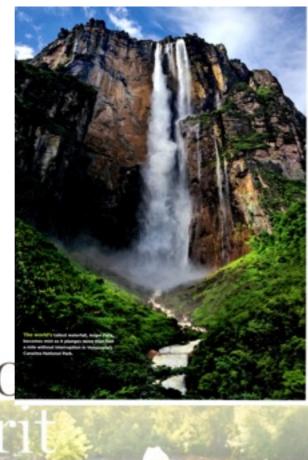


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## **Rowan County**







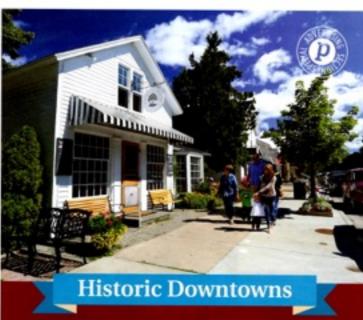


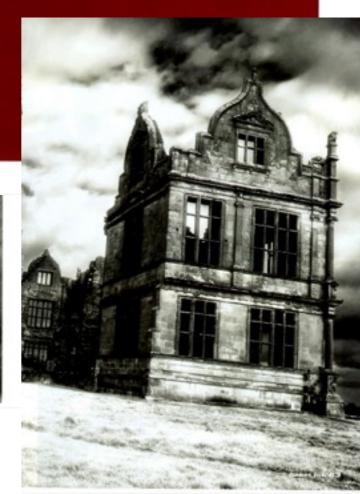


## Salisbury









## Salisbury

"People don't come to our restaurants because they are hungry. They can go to the refrigerator for that.

They come here to celebrate life."

— Jeff Ruby









## Rowan County is mostly associated with its ag roots and the outdoors.

Q: What one or two words best describe Rowan County?

Rural (12)

Agriculture (9)

Farming (4)

Farmland (2)

Outdoors (6)

High Rock Lake (3)

Beautiful (4)

Hunting (2)

Diverse (11)

Historic architect. (4)

History (4)

Heritage (2)

Family friendly (6)

Friendly (4)

Peaceful (2)

Small town feel (2)

Home (2)

Conservative (3)

Good grit (2)

Pride (2)

Simplicity (2)

Traditional (2)

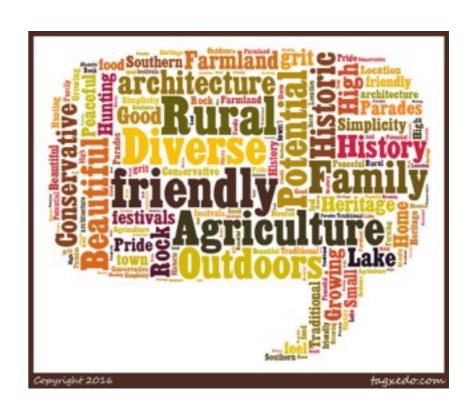
Potential (5)

Growing (2)

Location (4)

Parades/festivals (2)

Southern food (2)





## Salisbury is the historic downtown and known for arts & culture.

Q: What one or two words best describe Salisbury?

Historic architecture/

downtown (10)

History (8)

Downtown (8)

Artistic (4)

Arts & culture (3)

Night life (3)

Theater (3)

Events (2)

Churches (3)

Traditional (2)

Community (2)

Hometown (2)

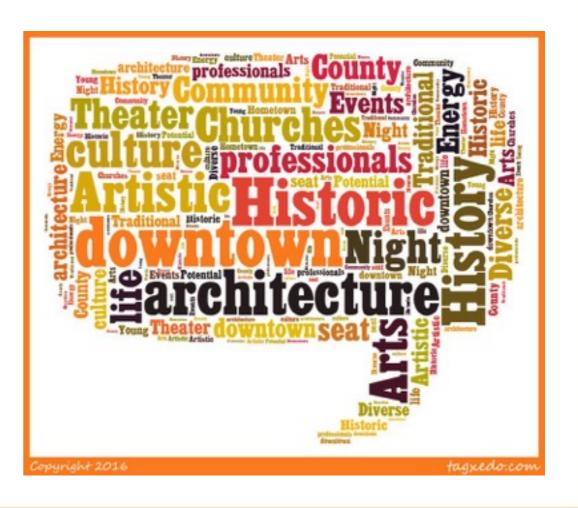
Energy (2)

Potential (2)

Young professionals (3)

County seat (2)

Diverse (2)





# Spencer is known for the North Carolina Transportation Museum.

Q: What one or two words best describe Spencer?

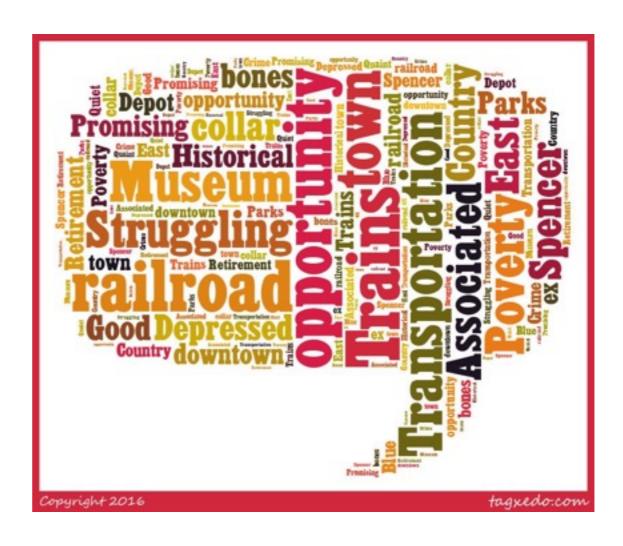
Transportation Museum (14)

Trains (3)

Railroad (2)

Poverty (2)

Struggling (2)

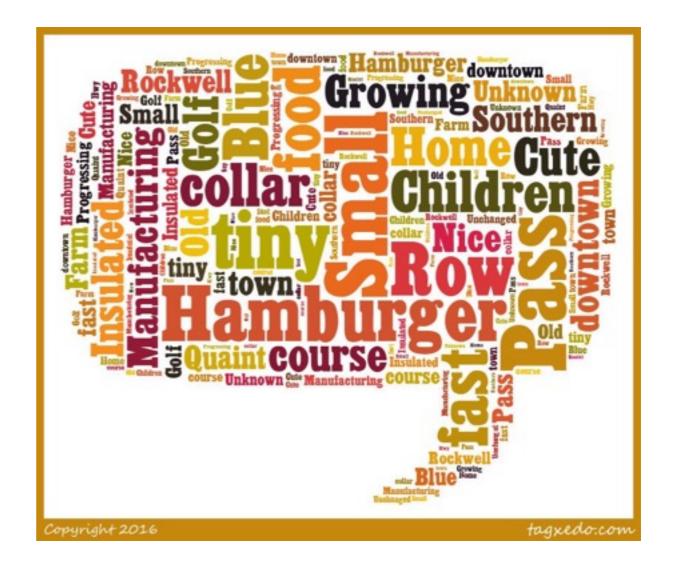




## Rockwell is a small pass-through town associated with fast food.

Q: What one or two words best describe Rockwell?

Pass through (3) Small/tiny (3) Hamburger Row/fast food (2)

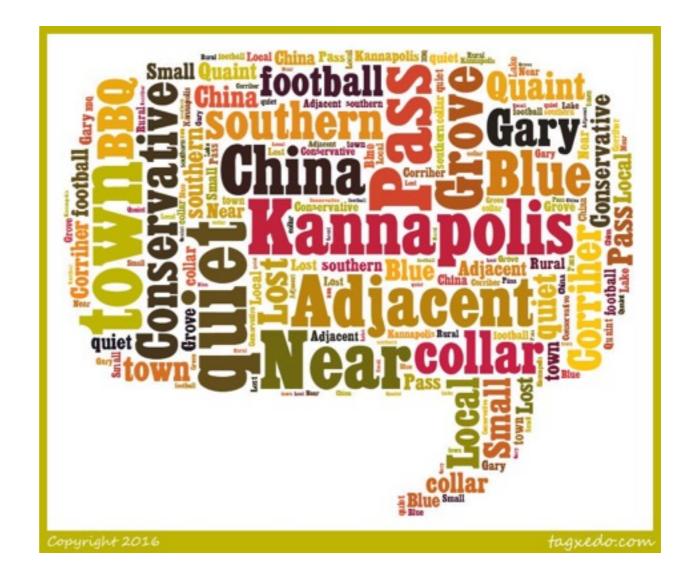




## Landis is also a pass-through town.

Q: What one or two words best describe Landis?

Pass-through town (3) Mill town (2) Near Kannapolis (2)





### Kannapolis is known for its research campus.

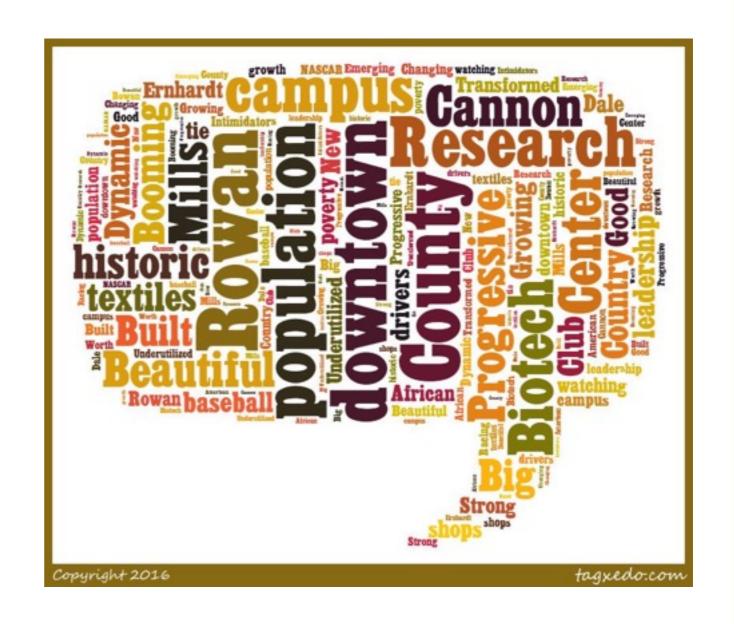
Q: What one or two words best describe Kannapolis?

Research campus (10) Biotech Center (4)

Cannon Mills (2)

Is it Rowan County? (2)

Progressive (2)





# Granite Quarry is associated with quarries and granite.

Q: What one or two words best describe Granite Quarry?

Quarries (4)

Granite (2)

Striving to improve (3)

Growing (2)

Bedroom community of Salisbury (2) Small town (2)

How you get to beach (2)

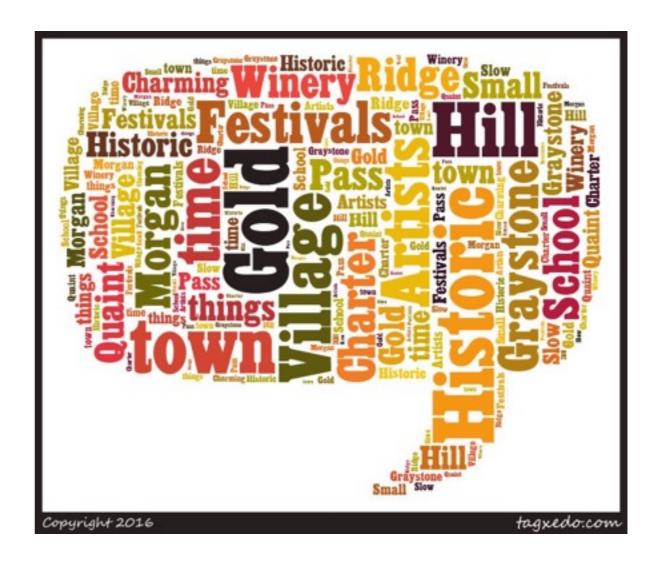




## Gold Hill is known for its historic gold mines.

Q: What one or two words best describe Gold Hill?

Historic Gold Hill Village (3) Historic Gold Mine (3) Gold (2)





## China Grove is associated with Farmers Day.

Q: What one or two words best describe China Grove?

Farmers Day (4)

Growing (2)

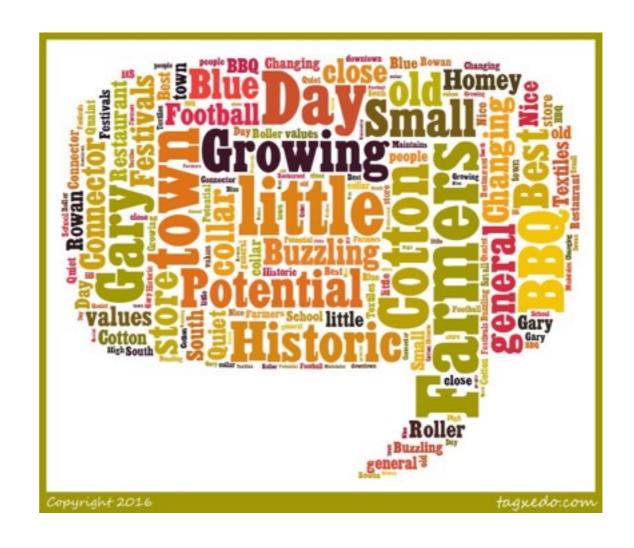
Potential (2)

Cotton Mill (2)

Gary's BBQ (2)

Historic (2)

Small (3)





### Faith is known for its 4th of July Celebration.

Q: What one or two words best describe Faith?

4<sup>th</sup> of July Celebration/Parade (15)

Conservative (5)

Quaint (2)

Racism (2)

Soda shop (3)



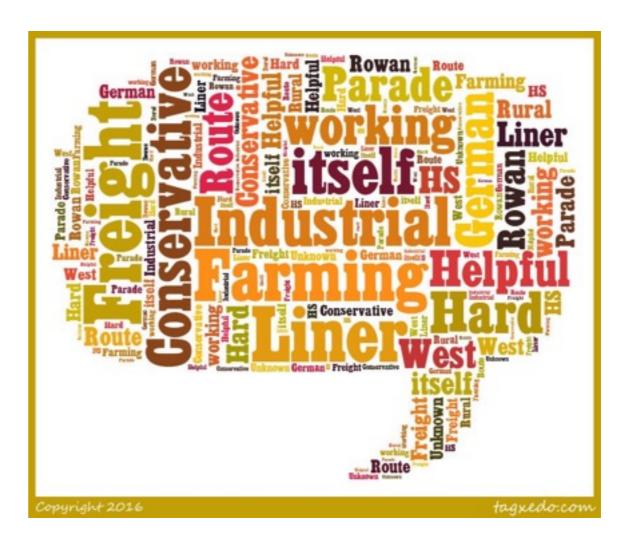


## Cleveland is associated with Freight Liner.

Q: What one or two words best describe Cleveland?

Freight Liner (15) Industrial (2)

Farming (2)





# East Spencer is associated with poverty and crime.

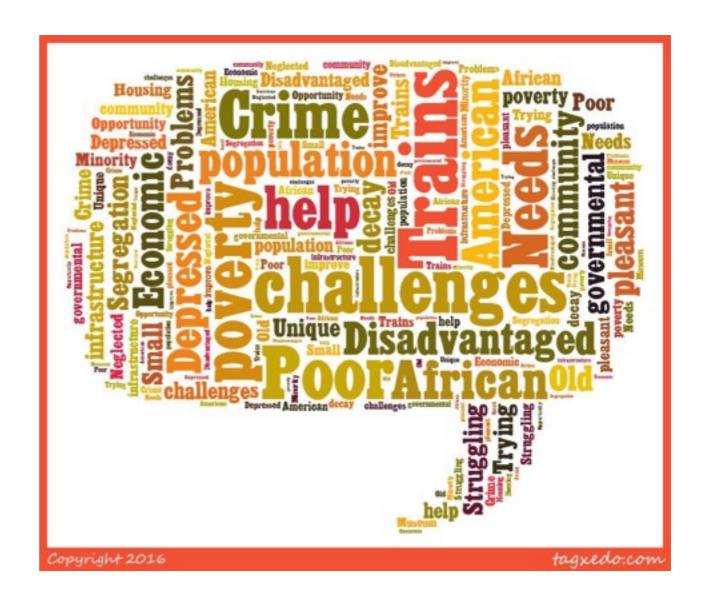
Q: What one or two words best describe East Spencer?

Poor/poverty (5)

Crime (3)

Needs help (2)

Train Museum (2)





# Arts & culture, history and central location are top assets.

Q: What are Rowan County's two or three most recognizable and important assets?

Arts & culture (16):

Symphony, 3 theaters,

ballet, museums,

galleries, music

NC Transport. Museum (12)

History (6)

Historic preservation (5)

National Cemetery (2)

Historic Hall House

National Sportscasters Hall

of Fame October Tour

Central location (12)

Access to transportation (6)

Railroad hub (2)

Airport (2)

Higher ed./colleges (14)

7 middle schools

Athletics (5)

One-to-one: all students

got iPads/tablets

Dan Nicholas Park (11)

Parks (4)

Yadkin River (3)

High Rock Lake (2)

Outdoor offerings

Sloan Park

Fibrant (4)

Food Lion (4)

Affordable (3)

Cheerwine Home (2)

Abundant water supply

(High Rock Lake)

Business friendly

Business HQ

Economic development

Electricity

Entrepreneurial community

Future growth

Great business leaders

Local businesses

Freight Liner

Amtrak (2)

Trolleys

Walkable



# Salisbury is also a main asset to Rowan County.

Q: What are Rowan County's two or three most recognizable and important assets?

11 municipalities (2)

Downtown Salisbury (6)

Salisbury (4)

North Kannapolis: 2nd

largest city in the county

Downtown Gold Hill

Downtown China Grove

Lazy 5 Ranch (4)

Restaurant variety (4)

Wineries (4)

2 breweries (2)

Golf

Good shopping

**NASCAR** 

Nice bars

Pops at the Post: 1st

Saturday in June

Tiger World

Agriculture (3)

Farmland (2)

Patterson Farms (4)

Rural

Christmas Parade

Festivals

Jazz Festival

Easy traffic (3)

Easy living

**BBQ** 

Churches (esp. Lutheran)

Personal relationships

Small town

Southern hospitality

Quality of life

VA Hospital (4)

Novant Health (2)

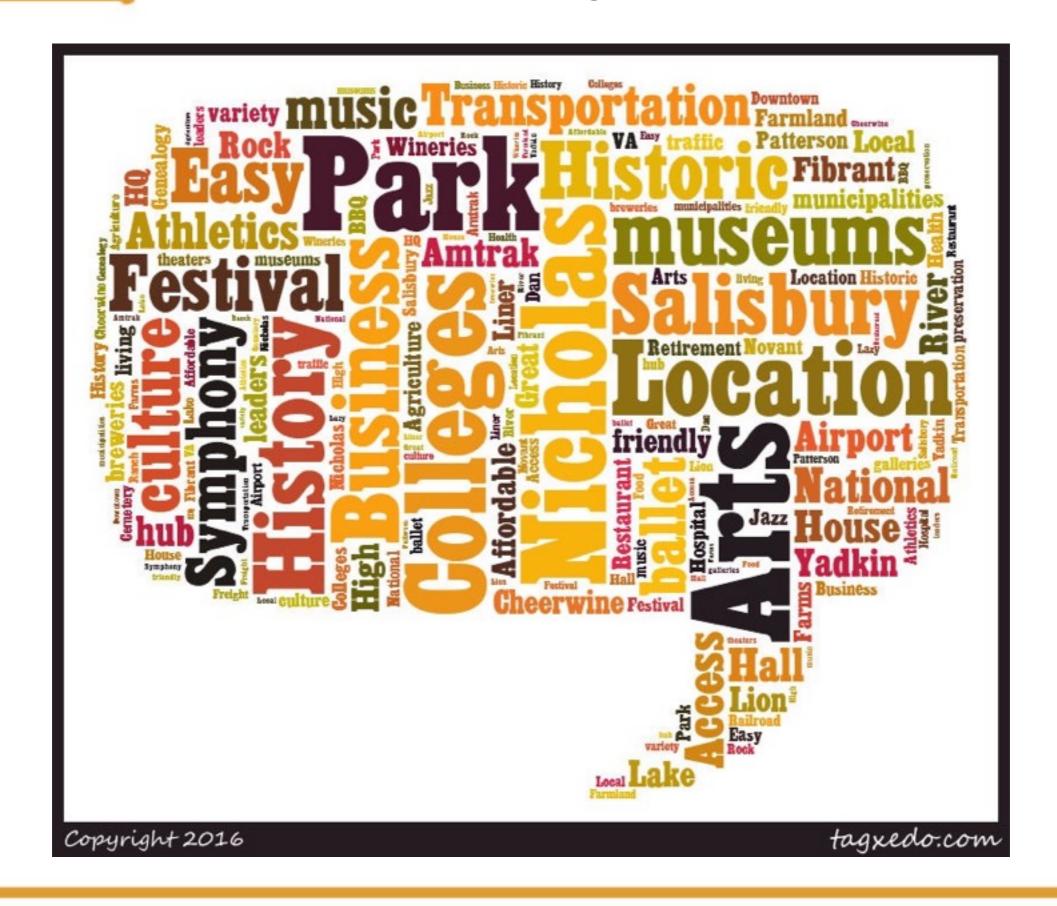
Diversity, but segregated

Genealogy records (2)

Retirement community (2)

### Rowan County's Assets







# Most would take people downtown Salisbury for a memorable Rowan County experience.

- 1. Downtown Salisbury (mentioned 16 times):
  - Range of arts theatre, galleries, symphony
  - Local restaurants:
    - La Cava: upscale
    - Mambu Grill for lunch
    - Koko Java: homey, eclectic, diverse
    - Hap's Hot Dog
    - Spanky's for ice cream
    - Weekends: Mean Mug for open mic
  - Mom & pop stores for shopping
  - Emporium shops
  - Catawba campus
  - Historic Fulton Street and historic sites



# ...or they would take them to Dan Nicholas Park or another local park.

- 2. Outdoor recreation:
  - Downtown Dan Nicolas Park (mentioned 11 times)
  - Civic Park in Granit Quarry (2)
  - Lake Corriher Park in Landis
  - High Rock Lake (2)
  - Waterways





### Others would take them to the country.

- 3. Rural/country type activities:
  - Lazy 5 Ranch (mentioned 5 times)
  - Patterson Farms (4)
  - Morgan Ridge Vineyards (3)
  - Farmland out west
  - Riding throughout the county





# The variety of cultural events and the Transportation Museum are also popular.

- 3. Cultural events:
  - Lee Street Theater (mentioned 3 times)
  - Meroney Theater
  - The Norvell
  - The symphony (2)
  - Live music
  - Events: Scrooch Trolley Tour, Thomas the Train
- 4. North Carolina Transportation Museum (4)





### A few would take them to Gold Hill or China Grove.

- 5. Gold Hill (2):
  - A small town built around a gold mine
  - Neat shops and wooden sidewalks
  - It's rustic
  - Feels like a step back in time
- 6. China Grove (2):
  - Restaurants
  - Roller Mill



### Because of Salisbury and the colleges, Rowan County is more vibrant and active. Its central location is key.

Q: How is Rowan County different than surrounding North Carolina counties?

- 4 Colleges: Catawba, Livingstone, Hood Seminary, Rowan Cabarrus Community College
- Have Salisbury:
  - Progressive, dynamic, liberal
  - Vibrant downtown with restaurants and shops
  - Strong arts scene
  - Large population
- Central location between Charlotte, Winston-Salem and Greensboro
  - Proximity to mountains and beach
  - Proximity to airports
  - Access to I-85



# History, an entrepreneurial spirit and the rural yet active setting also help set it apart.

Q: How is Rowan County different than surrounding North Carolina counties?

- Strong history and preservation of history
  - Old South
  - Still small town feel
- Strong business community:
  - Food Lion, Cheerwine
  - Entrepreneur spirit
- Undeveloped and rural open spaces, yet active and growing
- Lots of outdoor activity spaces: parks, High Rock Lake



# On the downside, other areas in NC have better schools and stronger economic growth.

Q: How is Rowan County different than surrounding North Carolina counties?

- Poor schools, high poverty rates
- In a "donut hole"
  - Behind on economic growth and industry
  - Surrounding areas are growing
  - Behind the times (linked to poor past politics)



# Outsiders do not differentiate between Salisbury and Rowan County.

Q: What do other people say about Rowan County (reputation)?

- Outsiders tend to know Salisbury, not the county. Salisbury is known for:
  - Fibrant
  - Being progressive, liberal, interesting
  - Good arts scene
  - Vibrant downtown
  - Historic

"People love Salisbury. They don't distinct between Salisbury and Rowan County."

- Rowan County is known for its central Location.
- It is known for Dan Nicholas Park, NC Transportation Museum.
- It is also known for Cheerwine and Food Lion.



### There are also some negative associations with Rowan County related to bad politics, poor schools and crime.

Q: What do other people say about Rowan County (reputation)?

- Poor political reputation:
  - Fights between city & county
  - Unwillingness to work with other counties
  - Not progressive; stuck in the past; a "has been town"
  - Closed minded reputation
- Poverty & crime
- Bad school system
- Racism
- Backwards
- Rural
- Pass through; stop along the interstate
- Sleepy, small town



# News stories about Rowan County would most likely be positive.

Q: What about Rowan County is most likely to be featured in a national news story?

#### **Positive Stories:**

- Assets and tourism attractions such as Dan Nicholas Park, the Transportation Museum, Lazy 5 Ranch, Patterson Farms, the wineries
- Arts & culture: theater, events
- Catawba College
- Fibrant and economic development stories
- Agriculture, lifestock, farming

#### Negative Stories:

- Crime
- Bad politics:
  - Prayer scandal
  - Mac Butner's racism controversy



### The public school system is Rowan County's biggest perceived challenge, but all of the challenges are interconnected.

Q: What is the biggest challenge keeping Rowan County from being great?

- Public schools need improvement: funding, grades and teacher salaries
- Lack of jobs and slow economic growth
- Vacuum of young (single) adults
- Poverty
- Crime/public safety
- Segregation
- Lack of connectivity in rural areas (cell phone service, Internet)
- Lack of things to do for youth: skate park, skating rink, laser-tag place, longer store hours



# Rowan County still needs to overcome their reputation for poor leadership.

Q: What is the biggest challenge keeping Rowan County from being great?

- Political challenges:
  - Lack of focus and vision
  - Overcoming a past reputation of bad leadership
  - Resistant to change
  - County and municipalities don't communicate well



### Salisbury and Kannapolis are the main business attractors in Rowan County.

Q: What makes Rowan County attractive to businesses?

- Kannapolis perceived as progressive because of the Research Center
- Salisbury offers a vibrant downtown, arts & culture, restaurants, shopping, some night life
- Access to transportation
- Available workforce





### The poor school system is the main business detractor.

Q: What are Rowan County's biggest business challenges

- Poor public schools:
  - Companies don't want to relocate their families to Rowan County
  - Less qualified workforce
- Rowan County doesn't keep pace with surrounding counties



### Rowan County is primarily a day-trip destination for families or retirees.

Q: What is your current visitor profile?

- Typical visitor: mid-late 30s or early 40s with 2 kids 6-12 years old, middle/upper class, white From Charlotte (day-trippers), the North-Eastern region of here, from the Virginia-Florida corridor (traveling South)
- Manufacturing/business during the week
- Families on weekends
- Retired couples
- Day trippers
- Overnight visitation is event-driven



# Rowan County is said to be more stagnant than its competitors.

| CITY               | KNOWN FOR:   |  |  |
|--------------------|--|--|--|
| Gaston County      | I-85; cheap alternative to Charlotte, textile; ahead of Rowan County |  |  |
| Cleveland County   | leadership, transformation, aggressive,                              |  |  |
|                    | boot-strap   |  |  |
| Hickory            | Unifor, furniture, technology, gateway to the mountains, fiberoptics |  |  |
| Rock Hill          | South Carolina, progressive, booming                                 |  |  |
| Cabarrus County    | Closer to Charlotte  |  |  |
| Mecklenburg County | traffic, resources, large, leadership, youth                         |  |  |
| Rowan County       | stagnant, disconnected, draconian                                    |  |  |



# Rowan County's senses are primarily associated with agriculture and downtown Salisbury.

O: Now we would like for you to think about a true feeling of the "experience of Rowan County" using the five senses (See, Touch, Taste, Smell and Hear). Assume you had friends or business associates visiting and they were not familiar with Rowan County, NC, what would you tell your friend or colleague to ensure they have a "true Rowan County experience?"

| SEE                      | TOUCH                   | TASTE                 | SMELL                 | HEAR               |
|--------------------------|-------------------------|-----------------------|-----------------------|--------------------|
| Downtown                 | Historic sites          | BBQ                   | Agriculture, farms    | Trains             |
| Agriculture/country/land | Agriculture             | Cheerwine             | BBQ                   | Peaceful, quiet    |
| Dan Nicholas Park        | Animals                 | Hap's                 | Hap's                 | 4th of July Parade |
| Arts & Culture           | Arts & crafts<br>museum | Downtown<br>Salisbury | Clean country air     | Youth sports       |
| Faith 4th Parade         | Dan Nicholas Park       | Fresh produce         | Downtown<br>Salisbury | Bluegrass music    |
| History                  | Granite                 | Meat & potatoes       |                       | Cars on I-85       |
| Lazy 5 Ranch             | Lazy 5 Ranch            | Microbrewery          |                       |                    |
| Transportation<br>Museum | Parks                   | Southern cooking      |                       |                    |
|                          | Transportation          |                       |                       |                    |
|                          | Museum                  |                       |                       |                    |
|                          | Water                   |                       |                       |                    |



### If Rowan County were a famous person, he/she would be country, down to earth, family friendly and neighborly.

Q: If Rowan County were a famous person, who would it be and why?

- Andy Griffith (mentioned 11 times):
  - Wholesome family values, stuck in the 50's
  - Down home, family
  - Smart and knew how to handle the people in the town, but worked hard and had good family values
  - Older population
- Kid Rock (4):
  - Can be polarizing
  - A little rough around the edges, but a good boy

- Tom Hanks (4): likeable, seems like your neighbor
- Dolly Parton (2):
  - Never changed, country
  - Small town jewel but went on to do great things
- George Clooney (2):
  - Diversity, has gone beyond acting, beautiful
  - Stable, but fun/amusing;
     refined
- Willie Nelson (2): country



### (Additional people mentioned)

Q: If Rowan County were a famous person, who would it be and why?

- Blake Shelton: American small town aspect, country, friendly
- Cam Newton: just starting to bust out
- Donnie Wahlberg: b-list celebrity; you have heard of him but don't know him
- George Bush: Older, friendly person, republican
- Jed Clampett: you love him but don't know why; he's got the southern hick but fell into some money
- Luke Bryan and Payton Manning: caring, down to earth, hard working, generous
- Mathew McConaughey: rustic dude, rumors that he's not big on showering every day, he's not on the red carpet,

- he smokes pot and plays bongos every night. He's simple. But when he's promoting a movie, he gets all glamed out. You can polish him and he looks really good. But at the heart he's rustic and doesn't shower and goes camping. We are simple and rustic here, but we can clean up and have some good things going on in this community.
- Miley Cyrus: someone bi-polar; good blend of comfort; likeable, big star but seems like your neighbor
- Taylor Swift: small town jewel, but went on to do great things; younger



### In comparison, Salisbury would be a more urban person, offering variety, yet still wholesome.

Q: If Salisbury were a famous person, who would it be and why?

- Sandra Bullock (mentioned 5 times):
  - Girl next door
  - Urban, not too pretentious
  - Wholesome
- Jimmy Fallon (2): Salisbury is a variety show
- Dave Ramsey
- Willie Nelson: authentic, old



# Rowan County is primarily a non-alcoholic, sweet and traditional beverage.

Q: If Rowan County were a beverage, what kind of beverage would it be and why?

- Sweet tea (mentioned 12 times):
  - Southern hospitality and roots
  - It's the water of the county
  - Not alcoholic, conservative, southern
  - Small town, country
- Beer (5):
  - Bud Light (2)
  - Budweiser: good old hometown brew, pick up trucks
  - Michelob Ultra: simple
  - Coors Light: whether you like it or not, it's watery, you can drink it, won't make you sick
- Cheerwine (3): history

- Ginger Ale (2): not everyone knows about it, but when they try it there's a little kick to it
- Lemonade (2)
  - A little sour, a little sweet
  - Laid back
- Box wine
- Mint Julep
- Mountain Dew
- Stiff cup of coffee: black that you can add something to if you want to; very stoic



# In comparison, Salisbury is an alcoholic beverage: whiskey or higher-end beer.

Q: If Salisbury were a beverage, what kind of beverage would it be and why?

- Jack Daniels (mentioned twice)
  - Not as nice as Woodford, but moving up
  - Known as the town of the pubs/bars significant bar history
- Sam Adams (2):
  - Breweries here
  - You come here for the night life
- Cheerwine: fizzy people, like to be on the go and be progressive
- Heineken
- Old Fashioned
- Red wine
- Sweet tea: southern, easy
- Scotch

### Thank you!