Rowan County Destination Development - F&M Bank Trolley System

Rowan County Tourism launched the F&M Bank Trolley System in 2002 with the acquisition of two trolleys, establishing an iconic and memorable way for visitors and residents to experience Rowan County. The program expanded quickly, offering guided tours, specialty tours, and private rentals, supported by a team of dedicated drivers and tour guides employed by Rowan County Tourism.

The popularity of the program led to the purchase of two new trolleys in 2013, allowing the program to grow significantly. The trolleys were purchased by Rowan County Tourism in accordance with NC Session Law 2017-202. Beloved throughout the destination, the trolleys provide a safe and festive option for private event transportation while also offering themed tours that bring Rowan County's stories to life for visitors.

Benefit to the Destination

Cultural & Destination Icon

The trolleys are a recognized and cherished part of Rowan County's brand, enhancing pride in the destination.

Safe Event Transportation

Offers visitors and organizations a reliable and safe option for weddings, festivals, and community events.

Destination Engagement

Strengthens community connections by providing access to unique experiences for schools, civic groups, residents, and visitors.

Sustainable Growth

Supports continued expansion of a tourism program that has proven long term successful track record.

Benefit to the Visitor Economy

Visitor Experience

Provides themed and specialty tours that showcase Rowan County's history, culture, and attractions in a fun and engaging way.

Revenue Generation

In 2024 alone, rentals brought in $64,000, directly contributing to tourism reinvestment in the destination.

Extended Visitation

Encourages groups and event attendees to stay longer and explore more of the county.

Destination Appeal

Enhances Rowan County's tourism brand with a distinctive, memorable amenity that supports both leisure and group travel markets.