

2021 Official Travel Guide

RANDOLPH COUNTY

ARCHDALE • ASHEBORO • FRANKLINVILLE • LIBERTY • RAMSEUR
RANDLEMAN • SEAGROVE • STALEY • TRINITY



♥ Your Heart's
Adventure Awaits!

♥
Visit the Heart
of North Carolina

Watani Grasslands at the North Carolina Zoo in Asheboro -
the world's largest natural habitat zoo!



Amber Scarlett

Amber Scarlett
Executive Director,
Randolph County Tourism
Development Authority

Welcome

Welcome to the Heart of North Carolina – an area rich in unique visitor experiences, visions for the future, and southern hospitality.

While 2020 was an uncertain year for many, it was also a time of creativity and innovation in Randolph County. I witnessed the strength of our community pull together in support of our businesses and neighbors. Realizing that tourism has a different look and feel this year, I encourage you to support our local restaurants, shops, and attractions. You will immediately sense the passionate spirit in our creative potters and resilient business leaders, shop owners, destination leaders and restaurateurs. Our tourism heroes have innovatively pivoted at every turn to make your experience as a visitor here the safest—and most fun!—possible.

As we travel in 2021, may we all continue to grow and learn from each other with a restored spirit of collaboration. New experiences tend to open our eyes, hearts, and minds—and they do not have to break the bank, either.

All of us in #theHeartofNC wish you safe travels. We are pretty sure you will leave here with memories to last a lifetime.

♥
Visit the Heart
of North Carolina

Heart of North Carolina Visitors Bureau
500 Albemarle Rd, Asheboro 27203

For the latest visitor information call
800-626-2672, 336-626-0364 or go to
HeartofNorthCarolina.com

The Heart of North Carolina Visitors Bureau is the official destination marketing organization for Randolph County Tourism Development Authority representing Archdale, Asheboro, Franklinville, Liberty, Ramseur, Randleman, Seagrove, Staley, and Trinity.



The above photos are scenes from 'Secrets of the Zoo: North Carolina' as seen on Nat Geo WILD!

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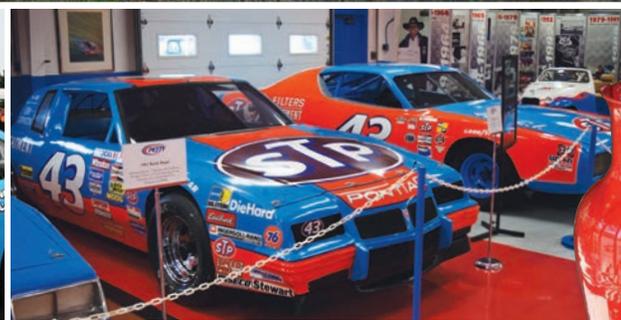
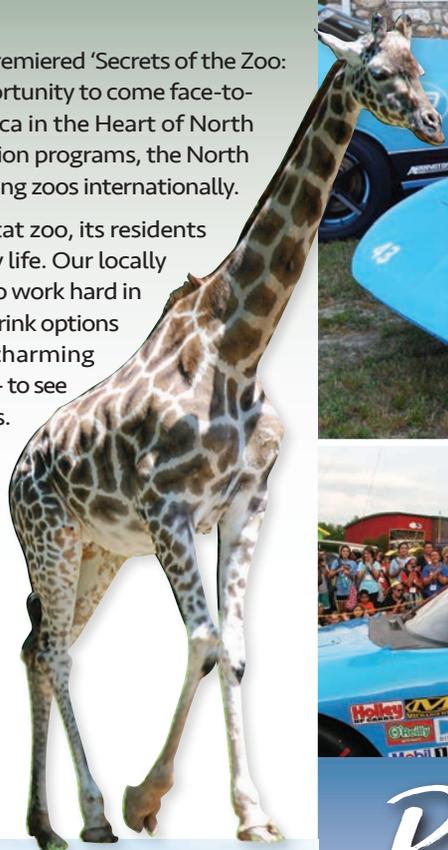
Asheboro

Asheboro has recently been in the spotlight as Nat Geo WILD! premiered 'Secrets of the Zoo: North Carolina' this past fall. You do not want to miss your opportunity to come face-to-face with extraordinary animals from North America and Africa in the Heart of North Carolina. Recognized for its animal habitat and world conservation programs, the North Carolina Zoo continues to grow and evolve into a top leader among zoos internationally.

Not only is Asheboro home to the world's largest natural habitat zoo, its residents and business owners also offer a warm welcome from busy city life. Our locally owned restaurants, bakeries, wine bars, and brewery continue to work hard in supporting each other and offer the highest quality of food and drink options sourced from area farms and producers. Stroll through our charming downtown district – a part of the Main Street America™ program – to see art come alive with multi-media sculptures and building murals. Shop among numerous boutiques and specialty storefronts during your visit, offering one-of-a-kind gift items from local artisans. Renovations to the Sunset Theatre in downtown are enhanced by the community's love of the arts including off-Broadway productions, a lecture series, and a variety of concerts.

"Our North Carolina Zoo is a diverse and exciting collection of animals, a must-see attraction when visiting Asheboro."

- Dr. Jb Minter,
Director of Animal Health,
North Carolina Zoo



Randleman

Randleman is home to the King of NASCAR, Richard Petty, known as a seven-time Cup Series champion and for winning a record 200 races during his career. He proudly showcases the history and legacy of his family's racing roots beside the home in Level Cross, NC where he was raised.

Downtown Randleman is filled with inviting shops featuring local artists, collectors, and craftsmen. Commerce Square Park highlights a seasonal farmers market and historic mural. Find outdoor adventures while visiting Randleman with prime bass fishing along 100 miles of shoreline at Randleman Lake or enjoy a nature hike at Randleman's Deep River State Trail access point. You may want to also research one of Randleman's other famous people – Naomi Wise, the character based on a ballad entitled 'Omie Wise', performed by Doc Watson and Bob Dylan.



"There are so many things I love about Randolph County... I understand the people, I just love it because it's home."

- Richard Petty,
King of NASCAR



Seagrove

Seagrove is the Handmade Pottery Capital of the United States with more than 100 potters within a 30-mile radius. Artisans have been drawn to this area historically because of the quality of the red clay. Potters today find entrepreneurial inspiration from each other through multiple generations of creative pottery influences. Among the shops and galleries in this charming community, you may find utilitarian pieces for everyday use, seasonal favorites to decorate your home, or high-end art pieces unique in shape, size, and glaze color. You will not want to miss an opportunity to visit with several potters throughout the year when they host studio tours, kiln openings, and holiday sales celebrations. Share a combined love of history and art with family and friends while touring individual shops along Hwy 705, also known as Pottery Highway.

Celebrate the official North Carolina State Art Medium – clay – with a visit to Seagrove!



"The creativity and variety of what Seagrove potters make is a constant inspiration."
- Alexa Moddermo, Potter, Seagrove Stoneware Pottery



Archdale

Archdale is a mecca for nature lovers and thrill seekers alike. Outdoor adventure can be embraced at Creekside Park & Greenway with access to three miles of walking trails, state-of-the-art playgrounds, tennis courts, an orienteering course, and an 18-hole disc golf course.

Kersey Valley Attractions is an 83-acre adventure park offering mental and physical challenges at every desired level. Test your brain power by solving clues in an escape room or your dexterity on the high ropes course, ziplining excursions, and laser tag, or see just how accurate your aim is with an axe throwing experience. For 36 years, the team at Kersey Valley Spookywoods continues to be innovative in their scare tactics as they make every attempt to terrify visitors as a #1 Scream Park according to America Haunt World Magazine.

Near the High Point Market (formerly known as the International Home Furnishings Market), find your own inspiration from Archdale's variety of boutique and home furnishing shops with locally crafted items to fill your home or your closet!



"We love this community and the hospitality of the people of Randolph County."
- Tony & Donna Wohlgemuth Owners, Kersey Valley Attractions



Trinity

Trinity has a rich history of being influential in education and was originally named after Trinity College, now known as Duke University in Durham, NC. Today, Trinity is home to one of the largest privately-owned destinations in the Southeast, Linbrook Heritage Estate. Boasting beautiful views of America's oldest mountain range, the Uwharries, you may also find homages to farm life in the early 1900s by viewing steam engines and tractors at the museum on site. Speaking of agriculture, Randolph County's first commercial vineyard, Zimmerman Vineyards, is located a few miles away for wine tastings or private remote picnics with picturesque mountainside views.



Franklinville

Franklinville combines history with recreation along its access points of the Deep River State Trail. The three-quarter mile trail uses the old railroad bed to wind along the Deep River and is perfect for hiking, biking, and jogging. Listed on the National Register of Historic Places, Franklinville's new generation aims to preserve the character of the town through cultural heritage tourism by showcasing the rich textile history and Native America fishing weir, still visible along the river. Of particular interest to history buffs is Faith Rock where in 1782, American Patriot Andrew Hunter escaped by mounting Tory Army leader David Fanning's horse and riding down the steep 75-foot rock into the river to swim away, taking a "leap of faith".

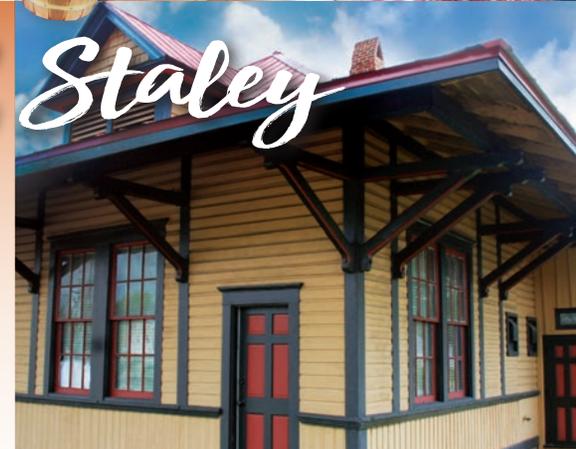
Ramseur

Ramseur's largest attraction is Millstone Creek Orchards, a family-owned u-pick farm experience of peaches, apples, and pumpkins to name a few. The farm offers seasonal tours and hayrides around a scenic pond and a children's garden to explore the orchard's bounty. The Apple Barn Country Store on site sells fresh local honey, jams, and jellies, homemade ice cream, Goat Lady Dairy cheeses, and decorative housewares. Enjoy the fresh outdoors with a walk through Ramseur's quaint downtown area, frequently used for photography and several feature films with its turn-of-the-20th-century appearance. Take a hike along the Deep River State Trail access points in Ramseur to discover the remains of a dam and a historic cotton mill built in 1850.



Liberty & Staley

Liberty is buzzing with musical talent from bluegrass superstars and business owners, Dewey and Leslie Brown, of The Liberty Showcase Theater. This historic theater is a premier venue for rising entertainment stars and established national talent. The distinctive architecture of the theater and rich history of the area has granted Liberty a listing on the National Historic Registry. The oldest organized church and surviving religious structure in Randolph County is the Sandy Creek Primitive Baptist Church, noted by a state historic marker as the "Mother of Southern Baptist Churches". Staley's rural land is where the oldest homestead in Randolph County is located. The Thomas Marley House was built in 1816 and is listed on the National Registry of Historic Places.



Local Dining

The true way to the heart of a visitor is through their belly – okay, that may not be exactly how the saying



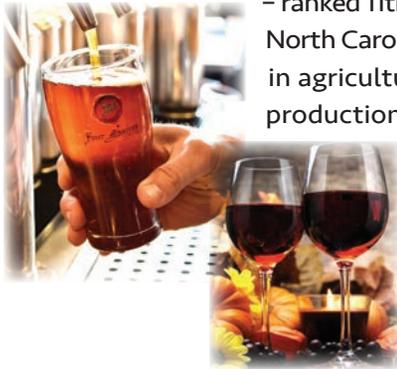
goes, but we have a variety of delicious food and drink to share with you no matter what you are craving. We provide an updated list of our locally



owned dining establishments on our website. Find our choice sweet treat stops at our bakeries, coffee and tea shops – some have been in business for over 75 years. Our farm to table and southern home cooking restaurant owners utilize the fresh, local food supply from within Randolph County



– ranked 11th in North Carolina in agriculture



production. Our brewery and wine bars invite you to explore new signature flavors while enjoying live music or trivia nights.



Distinctive Shopping



Plan your visit to our distinctive shops year-round for optimal deals on necessities and gifts, while supporting local artisans and craftsmen in the Heart of North Carolina. An antique shop hop can offer a thrill of the hunt

whereas a boutique shop offers the perfect exclusive purchase for a visitor. Beyond our expansive pottery shopping community in Seagrove, each



of our cities and towns offer excellent shopping experiences for finding the gift for every occasion. Many of our specialty item shops support 'North Carolina Made' products for individual or bundled purchases.



Festivals & Events



Annually our cities and towns in the Heart of North Carolina have celebrated with food truck competitions, arts & crafts festivals, outdoor summer concerts, off-Broadway theater productions, NASCAR heritage, pottery studio tours, a #1 Haunted Spooky Trail, and even have Easter egg hunts for our North Carolina Zoo animals. This year's festivals and events line up may look a little different. Stay up-to-date on happenings in our area by visiting HeartofNorthCarolina.com/calendar.



Learn all about our favorite places to shop, eat, tour, and visit from our social team!

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