

# Pinehurst **PAR** Excellence Be**FORE** Twenty-**FORE**



## **PINEHURST PROUD INITIATIVE**

*Elevating Village Engagement & Improvement by and for all Village Stakeholders*

The entire world's eyes will be on Pinehurst, NC June 13-16, 2024 as Pinehurst No. 2 will be home to the **U.S. Open** for the fourth time in 25 years, when the national championship returns to Pinehurst Resort and Country Club.

The Village of Pinehurst has two undeniable crown jewels: 1) **Pinehurst Resort and it's famed Pinehurst #2** which is an ongoing living memorial to the founding of Pinehurst and the current main attraction as a destination; and 2) our **Central Village** which is [a National Historic Landmark District](#).

The Resort is currently under major renovations to upgrade facilities, amenities and services, to be completed before the U.S. Open.

The USGA will establish "Golf House Pinehurst" contiguous to Pinehurst #2, to include a new equipment-testing facility, innovation hub, museum/visitors center and office by 2023. *"The USGA's plans for this significant new presence in Pinehurst elevates the Village's reputation in the golf world and enhances North Carolina's prestige as a destination for both businesses and tourists,"* said Commerce Secretary Anthony Copeland.

Besides the Resort and Pinehurst #2, the **Historic Village** is certainly one of the first things visitors see and get their lasting impressions of Pinehurst.

We want our community, especially the downtown Central Village to look, feel and function like the world-class resort and landmark Village destination it has become. We want to be Proud of Pinehurst and to achieve PAR Excellence before twenty-FORE and to be as ready for the 2024 U.S. Open as the Resort, Pinehurst #2 and the USGA.

Currently, there is little attention, nor is there announced plans by the Village of Pinehurst to upgrade our National Historic Landmark District to look, feel and function to the same level the Resort et. al., is working on, and to put our very best efforts forward, so we can all be **proud of Pinehurst** when this world-renowned event arrives.

Therefore, **In Celebration of Pinehurst** will organize, promote, encourage, and support the **Pinehurst Proud Initiative** for business owners, management and staff, as-well-as Village residents who wish to participate.

This Initiative will be in partnership with **Pinehurst Business Partners**. We ARE Pinehurst, and *Together WE can make the difference for the Village of Pinehurst to be everything it could and should be.*

**Take the Pinehurst Proud Pledge and be committed to do your best to live by the 8 P's of the Pinehurst Proud Pledge**

#### **The 8 P's of the Pinehurst Proud Pledge**

1. be a **part of the Plan** - commit to the ("**Pinehurst Proud Initiative**")
2. **Pick it up** – you see it you own it! Keep the Village clean and looking good. We will place Nifty Nabber® Trigger Grip trash pickers on all downtown trash receptacles for your use.
3. **Promote the Village & Village Businesses** - be an active Ambassador for businesses within the Village.
4. **Park responsibly** - consider visitors supporting Pinehurst businesses - park in designated lots & side streets vs in prime street parking.
5. **be Positive** – about all Pinehurst businesses and Proprietors
6. **Participate** (volunteer in the community)
7. **be Professional** – take Pride in everything you do. This includes fixing up and keeping up your store-front (restaurant, business), property (inside & outside) and keep all public communications professional. If you are in business serving the public, be open and stay open days and hours convenient to the public, not for your own preference.
8. **Practice the Golden Rule** – treat (all) others the same as you want to be treated.

As a local business enterprise, or citizen, this is your reasonable responsibility if you work or live in the one-of-a-kind Village of Pinehurst, NC. We will be suggesting specific and detailed renovations, upgrades, changes and additions to both the Village of Pinehurst Administration and Council, as-well-as directly to historical village property owners and business managers. We will encourage everyone's participation and timely ACTION to pull together, so we can be collectively Proud of OUR Pinehurst beFORE twenty-FORE!

**Make your pledge to be Pinehurst Proud**

At

<https://www.celebratepinehurst.com/pledge.html>

Additional information will be sent to you, and you will be on our Pinehurst Proud email list for updates and news. Your name will appear on the Pinehurst Proud Roster page at the website above.