

Small Market Meetings

The Publication for Planners Who Love Smaller Cities and Sites

Discover
The Charm
of the
CAROLINAS

Managing
Religious Meetings

Frederick, Maryland

The Rock Ranch

Carolina Charm

By Rachel Carter



The new Chatham County Agriculture and Conference Center offers 6,000 square feet of meeting space in Pittsboro.

Big cities offer a dizzying array of hotels and event venues, but the hustle and bustle – and price tag – can be mind-boggling.

Bigger isn't always better, especially when planners want to imbue their events with small-town charm, hometown charisma and downhome friendliness.

These North Carolina and South Carolina destinations greet guests and groups with historic downtowns, fresh fare and charming character.

Pittsboro, North Carolina

The North Carolina town of Pittsboro offers meeting planners "some great contrast," said Neha Shah, director of the Pittsboro-Siler City Convention and Visitors Bureau. Just a 45-minute drive from Raleigh and Chapel Hill, the 4,000-person town and surrounding area provide "rustic elegance" along with a small-town downtown, a local foodie culture and some funky finds.

The newly built Chatham County Agriculture and Conference Center opened this year, marking the county's entrance into the meetings and conference business. Groups can reserve all or part of the 6,000-square-foot exhibit hall, the lobby area or one of four meeting rooms ideal for 50 to 40 people.

When it comes to dining, local is king. Chatham Mills is a converted historic mill that houses Chatham Marketplace, a co-op grocery store, the Oak Leaf restaurant and event space with exposed bricks and beams. Just steps away, visitors can sample honey wine at Starrlight Mead.

Located on a former working farm, Ferrington Village today is home to a 52-room luxury inn, a fine-dining restaurant and a spa. Meeting groups will find small meeting suites tucked in historic buildings around the property, the largest of which can hold up to 55 people, and guests will also find a bookstore, boutiques, a cafe, a coffee shop and a beer garden.

www.visitpittsboro.com

Beaufort, South Carolina

In the coastal South Carolina town of Beaufort, historic buildings and palm trees line Bay Street, the main downtown thoroughfare, and brick-paved side streets lead to a waterfront park on the Harbor River with views of the downtown marina and Woods Memorial Bridge.

The Beaufort Inn's variety of lodging and event venues "are the best way to meet in Beaufort and be in the center of downtown in the middle of it all," said Robb Wells, director of tourism, of the Beaufort Regional Chamber of Commerce.

The inn transformed a vacant neighboring grocery store into Tabby Place, a modern event venue with indoor space for up to 520 guests and a large patio. Nearby, Tabby Garden can accommodate 500 guests, and just behind the historic inn, groups of 80 can gather beneath patio lights and palm trees in the brick-paved Garden Courtyard.

TIRED OF BEING TREATED
LIKE A LITTLE FISH IN A BIG POND?



MAKE A SPLASH!

Bring your small meeting
or group to Wilkesboro and
GET THE "BIG FISH" TREATMENT!

- FREE Parking
- Breathtaking mountain views
- Old-fashioned Southern hospitality
- Customized VIP treatment throughout every step of the planning process
- Easy highway drive from Winston-Salem, Greensboro, Charlotte & Raleigh
- No traffic jams
- Small-town friendliness
- Pleasant year-round temperatures

Contact Jodi at jtonsic@wilkescountytourism.com or call 336.838.3951.

Wilkesboro
north carolina



LittleFishBigSplash.com

Photo by Ed Stephens



YADKIN VALLEY
EVENT CENTER



The Yadkin Valley Event Center offers up to 5,000 sq ft of meeting space for conventions, retreats, meetings, conferences, tradeshows, reunions and events.

- High-end Furnishings
- State of the Art Audio & Visual System
- Wireless Internet
- Loading Docks
- Ground Level Access
- Food and Beverage Options
- Complimentary Parking
- Onsite Business Center Services

The dedicated and professional staff gladly offers meeting planning assistance & culinary options.

Contact wilkesborosales@shmgmt.biz for additional information.

1700 Winkler Street, Wilkesboro, NC 28697
YadkinValleyEventCenter.com

THE WALKER CENTER
ON THE CAMPUS OF WILKES COMMUNITY COLLEGE

5,000 square feet of banquet space,
private meeting rooms,
and auditorium space



336-838-6260 | walkercenteronline.org