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**FACT SHEET  
CABARRUS COUNTY, N.C.**

- OVERVIEW:** Cabarrus County, “Where Racing Lives,” is in south-central North Carolina in the Piedmont region, about 20 minutes north of Uptown Charlotte. The area encompasses five municipalities: the cities of Concord and Kannapolis, and towns of Harrisburg, Midland and Mt. Pleasant. Known as a hub of engaging experiences, Cabarrus County is home to premier motorsports entertainment, shopping, family-friendly attractions, outdoor adventures, historic sites, charming downtowns, and more.
- LODGING:** From hotels like **Embassy Suites by Hilton Charlotte-Concord Golf Resort & Spa** and **Great Wolf Lodge** to campgrounds, RV parks and rental homes, Cabarrus County features accommodations of nearly every style and price point. Most lodging options are conveniently located off Interstate 85, just minutes from top attractions like Charlotte Motor Speedway, Concord Mills and more. No matter where visitors choose to rest their heads, they are sure to find easy access to all municipalities within the county.
- KEY COMMUNITIES:** From excitement off Exit 49 to the chill charm of downtown, **Concord** is Cabarrus County’s largest city. Here visitors can drive their own car on the legendary track during a daily tour at Charlotte Motor Speedway, stop by a motorsports museum, get away at Great Wolf Lodge’s 80,000-square-foot indoor water park, or shop the state’s largest outlet and value retail shopping center, Concord Mills. Charming Downtown Concord is home to independent restaurants, breweries, and boutiques along Union Street. The city is also the hometown of Scott Avett and Seth Avett, members of the world-famous Avett Brothers.
- Kannapolis** celebrates the life of NASCAR legend and native Dale Earnhardt at the Tribute Plaza downtown. It also boasts the North Carolina Music Hall of Fame, and a revitalized city center featuring the historic Gem Theatre, veteran-owned brewery Old Armor, Atrium Health Ballpark, which is home to the Kannapolis Cannon Ballers, Cabarrus County’s minor league baseball team, and much more.
- Outdoor adventures in **Midland** provide gorgeous views of wide, open spaces. Reed Gold Mine, the site of America’s first discovery of gold, allows visitors to learn about the early days of gold mining, explore underground tunnels and even try their hand at gold panning. This state historic site is just minutes from more scenic spots including Rocky River Vineyards, a family-owned and operated vineyard and winery.

From antique treasure troves to revived and repurposed places, Cabarrus County's smallest town of **Mt. Pleasant** is home to several storied locales. Popular adventures include hiking along the Carolina Thread Trail, paddling excursions, hunting for treasure at Cline's Country Antiques or taking a tour of "Whiskey Prison" at Southern Grace Distilleries, America's first distillery located inside a former prison. Here guests can go behind bars and tour the former Cabarrus Correctional Facility to learn all about its history, see how their award-winning whiskey and bourbon are made and try a sample.

Local hangouts and community gatherings make up the town of **Harrisburg**. Vortex Bottle Shop offers an inspired food menu and hundreds of beverage options, and local breweries Percent Tap House and Pharr Mill Brewing both serve up small-batch beer in laid-back settings. The town is also known for its annual July 4<sup>th</sup> Celebration.

## **DINING:**

With a diverse culinary scene including 80+ local restaurants and 10 craft breweries throughout Cabarrus County, visitors will have no problem finding fuel for their next adventure. Highlights include:

**44 Mills Kitchen + Tap** in Concord serves up a menu inspired by the legacy of the county's 44 textile mills from 1829 to 2000. Diners will find modern, southern cuisine composed of seasonal and regional ingredients.

**73 & Main** is an American restaurant and pub inside the restored, historic Mt. Pleasant Hosiery Mill. Here guests can enjoy a Sunday brunch, have an upscale dinner in the Mercantile Dining Room, grab a bite and a local beer on the Hosiery Mill Pub side, or choose from almost 100 different options at the Bourbon Bar including local spirits from neighboring Southern Grace Distilleries.

**Gianni's Trattoria** in Downtown Concord is a neighborhood Italian restaurant with authentic Italian cuisine housed in an upscale atmosphere. For a more casual meal, guests can head upstairs to The Pizza Loft for a hand-tossed slice.

**The Smoke Pit** often has a line that extends out the door, but it's well worth the wait. Sourced from the quality butcher shop next door, prime cuts are smoked and served with essential southern sides like deviled egg potato salad.

**The Speedway Club** at Charlotte Motor Speedway in Concord offers the ultimate fan and guest fine dining experience as it overlooks America's Home for Racing. Reservations are required.

**Vortex Bottle Shop** in Harrisburg is a locally owned spot offering a menu built from the concept of charcuterie, designed to complement its expansive beverage selection. The Garlic Portobello Flatbread is a Vortex favorite that guests can try with one of the 250+ beers or 100 wines kept in stock.

## **MOTORSPORTS:**

Cabarrus County is known for its premier motorsports entertainment, making it a true destination for all race fans. The area is home to the following must-see racing stops:

Built in 1959, **Charlotte Motor Speedway** hosts NASCAR Cup Series, Xfinity Series and Camping World Truck Series races annually. These events feature exciting pre-race entertainment and concerts including a spectacular Memorial Day Weekend celebration and unparalleled pre-race Salute to the Troops at the nation's most patriotic sports event, the Coca-Cola 600. Several other events for automotive and motorsports enthusiasts of all ages take place on the various tracks, including ride and drive experiences like the NASCAR Racing Experience, the Summer Shootout short-track series, and two of the nation's largest car shows and swap meets at AutoFair in the spring and fall.

**zMAX Dragway** at Charlotte Motor Speedway hosts National Hot Rod Association (NHRA) events twice a year with four-wide racing in the spring and side-by-side action in the fall. Known as the "Bellagio of Drag Strips," zMAX is the first four-lane, all concrete drag strip in the world. Fans can take the ride of their life in a high-powered dragster with experiences from Pure Speed Drag Racing and others.

In May 2000, a state-of-the-art four-tenths-mile clay oval – **The Dirt Track at Charlotte** – was completed across Highway 29 from the speedway. The stadium-style facility annually hosts the World of Outlaws Sprint Car Series and the World of Outlaws Late Model Series, along with a championship Monster Truck spectacular and other thrilling events.

Top **NASCAR race shops** including Chip Ganassi Racing, Hendrick Motorsports, Roush Fenway Racing and Stewart-Haas Racing are all located in Cabarrus County with several other teams just a short drive away. Whether touring with a group or exploring individually, a visit to these state-of-the-art facilities provides a behind-the-scenes glimpse of race day preparations. Visitors can step inside to see the action, pick up the latest gear and relive some of stock car racing's greatest moments. From teams stores and museums to viewing areas and tours, the experience is different at every shop. Race shops are open year-round and some hold special events during Charlotte Motor Speedway race weekends.

**The Dale Trail** is a self-guided tour of NASCAR legend, Dale Earnhardt Sr.'s hometown of Kannapolis and beyond. A bucket list experience for race fans, it features more than fifteen locations that tell the story of Earnhardt's life, his legendary NASCAR career and his old stomping grounds, including the Dale Earnhardt Tribute Plaza dedicated in his memory, Punchy's Diner, which serves his favorite sandwich, and Curb Museum for Music & Motorsports, where his trophies are on display.

## **SHOPPING:**

Cabarrus County visitors can score unique finds and designer deals during their trip and plan an entire itinerary around the following shopping hubs:

**The Depot at Gibson Mill** is the largest antique mall in the South with over 750 unique booths covering 88,000 square feet. Located inside the site of former historic Cannon Mills, The Depot claims to have the "Best Crap in the South," and is open seven days a week with endless aisles of traditional antiques, shabby chic, primitive and vintage items. Along with The Depot, Gibson Mill is home to a collection of gathering places such as local breweries and Gibson Mill Market food hall.

**Concord Mills** is North Carolina's largest outlet and value retail shopping attraction with more than 200 stores, including Polo Ralph Lauren Factory Store, Bass Pro Shops Outdoor World, LEGO, SEA LIFE Aquarium, Kate Spade New York, Michael Kors Outlet and more. With recent interior renovations complete, Concord Mills now features several new stores, restaurants and added amenities.

**KEY EVENTS:**

Cabarrus County hosts popular family friendly events and festivals year-round that appeal to a variety of interests:

**Bank of America ROVAL 400** (October 10, 2021) – one of the NASCAR season's most anticipated events, this challenging race combines a portion of Charlotte Motor Speedway's traditional oval with a winding infield road course.

**Speedway Christmas** (November and December) – the largest holiday lights extravaganza in the Southeast is a Charlotte Motor Speedway tradition that features 4 million LED lights, a 100-foot LED-lighted tunnel, drive-in holiday movies on a 16,000-square-foot screen and more.

**Cabarrus Burger Madness** (March) – a friendly, bragging-rights competition throughout March in which local restaurants showcase their culinary creativity and debut limited-time-only burgers. Diners devour, deliberate and vote on their favorite, and a winner is announced April 1.

**Coca-Cola 600** (May 29-30, 2022) – an annual Memorial Day weekend race where this year, fans can witness the historic 63rd running of the Coca-Cola 600, NASCAR's toughest test of man and machine, and enjoy additional fan-friendly entertainment including a pre-race military salute.

**CLIMATE:**

Although Cabarrus County enjoys four distinct seasons, temperatures are mild year-round. Average temperatures range from:

**January:** High 51°, Low 30°

**June:** High 87°, Low 64°

**Annual:** 59°

**ACCESSIBILITY:**

Charlotte Douglas International Airport is located 30 minutes from Cabarrus County and serves approximately 178 nonstop destinations around the globe. Additionally, the smaller Concord-Padgett Regional Airport offers scheduled service to New Orleans and several destinations in Florida. Kannapolis is home to an Amtrak train station, and Interstate 85 conveniently runs through Cabarrus County at Exits 49-63.

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