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

**OVERVIEW:**

Cabarrus County is a year-round destination rooted in American culture, just minutes from Uptown Charlotte. From premier motorsports entertainment and family-friendly activities to shopping and outdoor adventure, the five distinctive communities of Concord, Kannapolis, Harrisburg, Midland, and Mt. Pleasant appeal to a range of interests and encourage continued exploration.

**LODGING:**

Cabarrus County is home to 30 hotels offering over 3,000 rooms including **Embassy Suites by Hilton Charlotte-Concord Golf Resort & Spa** and **Great Wolf Lodge** which features an 80,000-square-foot indoor water park and numerous family-friendly activities. Along with specialty lodging like the recently renovated **Inn at Mount Pleasant** bed and breakfast, plus campgrounds and RV parks, and short-term rental homes, Cabarrus County features accommodations of nearly every style and price point. Several hotels are conveniently located off Interstate 85, just minutes from top attractions. No matter where visitors choose to rest, they'll find easy access to lodging options throughout the county.

**KEY  
COMMUNITIES:**

**Concord** is Cabarrus County's largest city offering a unique combination of thrilling activities at the Exit 49 area and relaxing charm in historic downtown. Here visitors can drive their own car around the legendary track during a tour at Charlotte Motor Speedway, try indoor skydiving, visit a race shop or motorsports museum, and shop the state's largest outlet and value retail shopping center, Concord Mills. Charming Downtown Concord is home to independent restaurants, historic theatre and fine art gallery, craft breweries, and local shops offering everything from coffee and books to handmade leather goods and specialty gifts along Union Street, which is undergoing revitalization to include a new Downtown Streetscape. The city is also the hometown of Scott and Seth Avett, of the world-famous band, The Avett Brothers.

**Kannapolis** celebrates the life of NASCAR legend and native Dale Earnhardt at the Tribute Plaza downtown. It also boasts Atrium Health Ballpark, the North Carolina Music Hall of Fame, and a revitalized city center along West Avenue featuring two historic theatres, the Gem and Swanee, veteran-owned and operated brewery Old Armor, the first cidery in the county, Topsy Hare Ciderworks, 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 from April to October. 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 on the Rocky River, hunting for treasure at Cline's Country Antiques and taking a tour of "Whiskey Prison" at Southern Grace Distilleries, America's first distillery located inside a former prison. Here guests can learn the location's history, see how their award-winning whiskey and bourbon are made and try a sample. In downtown, visitors will find local restaurants and boutiques.

Local hangouts and community gatherings are must-sees in 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 special events held at recently renovated Harrisburg Park including their outdoor concert series and annual July 4<sup>th</sup> Celebration.

#### **DINING:**

With a diverse culinary scene including 100+ 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 where 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 including rare and antique bourbons at the Bourbon Bar such as 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.

**Gibson Mill Market** food hall offers guests a variety of fare including a raw bar, coffee shop, barbecue and burgers, tacos, Asian cuisine and specialty cookies. The locally sourced spot also includes High Branch Brewing and Luck Factory Games board game café on its lower level. Also part of Gibson Mill, diners can fuel up at Cabarrus Brewing Company as well as The Depot Deli which is located inside 88,000-square-foot antique mall, The Depot at Gibson Mill.

#### **OUTDOOR ADVENTURE:**

With beautiful landscapes and four-season weather, Cabarrus County boasts lush parks, trails and paved paths ideal for biking, family strolls and everything in between. Popular outdoor adventure spots include **Brown Mill Mountain Bike Trail**, **Frank Liske Park**, and several segments of the **Carolina Thread Trail**, a regional network of greenways, trails and blueways spanning 15 counties and two states.

#### **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:

Designed and built in 1959, **Charlotte Motor Speedway**, “America’s Home for Racing,” hosts NASCAR Cup Series, Xfinity Series and 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 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 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.

**The Dirt Track at Charlotte**, a state-of-the-art four-tenths-mile clay oval, is also part of the Charlotte Motor Speedway campus located next to zMAX Dragway across Highway 29 from the superspeedway. 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 Hendrick Motorsports, RFK 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

their history as well as race day preparations. At some locations, visitors can also 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, 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:

**Concord Mills** is North Carolina's largest outlet and value retail shopping center with more than 200 stores, including Polo Ralph Lauren Factory Store, Bass Pro Shops Outdoor World, LEGO, Kate Spade New York, Michael Kors Outlet and more. Also housed here is SEA LIFE Aquarium, the only aquarium in the region featuring a turtle rescue center and an all-new interactive Doodle Reef exhibit.

**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.

Cabarrus County's **downtown districts** including Concord, Kannapolis and Mt. Pleasant are also home to several specialty shops and local boutiques offering a variety of clothing, gifts, and handmade artisan items.

#### **KEY EVENTS:**

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

**Cabarrus Burger Madness** (March) – a friendly, bragging-rights competition in which local restaurants showcase their culinary creativity and debut limited-time-only burger creations. Diners can devour, deliberate, and vote on their favorite.

**Jiggy With The Piggy** (May) – one of the largest sanctioned events by the Kansas City Barbeque Society in the United States, this festival also features a People's Choice Pork Tasting event, concerts, fireworks, craft vendors, and a 5K.

**Coca-Cola 600** (May) – annual Memorial Day Weekend tradition at Charlotte Motor Speedway featuring pre-race performances, military salute, and NASCAR's toughest test of man and machine, the Cup Series Coca-Cola 600.

**Bank of America ROVAL 400** (October) – 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, December and early January) – the country's largest drive-thru, synchronized light show is a Charlotte Motor Speedway tradition that features 4 million LED lights, infield Christmas Village, drive-in holiday movies on a 16,000-square-foot HDTV and more.

**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 (CLT) is located 30 minutes from Cabarrus County and offers nonstop air service to 184 destinations around the globe. Additionally, Concord-Padgett Regional Airport (USA) in Concord offers scheduled service to several destinations in Florida. Kannapolis is home to an Amtrak train station, and Interstate 85 conveniently runs through Cabarrus County at Exits 49-63.

**WEBSITE &  
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