

A man in a white t-shirt and glasses is painting a large mural on a wall. He is standing on a red metal scaffolding. The mural depicts a mountain range with peaks in shades of red, orange, and yellow. To the left of the man, there is a large blue abstract shape. The background of the wall is white.

# **CELEBRATE** **FAYETTEVILLE:**

## EXPLORING THE GREATER FAYETTEVILLE REGION

Byron Jones,  
photography

Nathan Walls,  
narrative

A publication of the Fayetteville Regional Chamber



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HPNbooks  
A division of Lammert Incorporated  
San Antonio, Texas





First Edition

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ISBN: 978-1-939300-73-7

Library of Congress: 2014954414

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# CELEBRATE a Dynamic Region

## Chapter 1

The largest employers in Fayetteville and Cumberland County include: Fort Bragg, Cumberland County Schools, Goodyear Tire Company, Cape Fear Valley Health System, Cumberland County Government, Purolator, Walmart (with its distribution center in the county and several retail locations in the city), the City of Fayetteville and its Public Works Commission, the Veterans Administration, Fayetteville State University, Eaton, Food Lion, Lowes, DuPont, AT&T, Methodist University and Fayetteville Technical Community College.

Fayetteville has been ranked as the third best job market in the nation by Manpower, Inc. and the number one city for recent college graduates by the *Daily Beast*. With North Carolina ranked as the fourth Best Business State of 2012 by *Forbes Magazine*, and being named the 2012 State of the Year by *Southern Business and Development*, it is clear why our region is a good area to do business.

The military is the backbone of the county's economy. Fort Bragg and Pope Army Airfield pump about \$45 billion a year into the region's economy, making the area a top retail market nationally. About 50,000 military personnel are stationed at Fort Bragg and Pope Army Airfield. The military also employs approximately 10,000 civilians.





# THE ECONOMY



*Opposite: Cargill is one of the region's leaders in industry. The company supplies a large number of jobs to Fayetteville and Cumberland County residents.*

*Right: Groundbreaking events have become popular in Fayetteville. The shovels shown here were used during the groundbreaking for the ParkView luxury townhomes, lofts and condos, which overlook Downtown Fayetteville.*

*Below: Members of the Chamber's Leadership Fayetteville program tour the printing press at Fayetteville Publishing Company.*







It is estimated that over 10,000 men and women exit the military each year, meaning smart and eager-to-work veterans entering the civilian job market. Over 40,000 veterans call Cumberland County home.

Local employers can tap into education and training from Fayetteville State University, Methodist University and Fayetteville Technical Community College.

The area's workforce has higher-than-average educational attainment, with a high number of degree holders in Computer and Informational Sciences, Biological & Biomedical Sciences and Mathematics and Statistics.

Fayetteville is the Sandhills region's hub for shops, services, restaurants, lodging, healthcare and entertainment. Fayetteville has more than 1,500 retail shops, more than

400 restaurants and more than 600 banks, real estate agencies and insurance agencies.

Tourism is supported by the Fayetteville Area Convention & Visitors Bureau, which runs a Visitors Center that is open six days a week, including a satellite office in the Fayetteville Area Transportation and Local History Museum (open 10 a.m. to 4 p.m. Tuesday through Saturday) and Cross Creek Mall. The Visitors Center offers a comprehensive selection of brochures on the area and across the state. The Visitors Center also works with the hotels to promote lodging in the area; Cumberland County has about sixty hotels with over 5,000 rooms. The 10,880 seat Crown Coliseum and other facilities that fall under the Crown Center umbrella generate money for the region with shows, performances and conventions.

To the area's advantage it is located midway between New York and Miami on the I-95 corridor, within eight hours of two-thirds of the country's population and just a few hours from the east coast's largest ports. Fayetteville is close to beautiful beaches and breathtaking mountain ranges, with serene country living surrounding the city and also featured in some areas within the city.

Fayetteville has easy access to I-95, I-40, I-85 and I-20. The I-295 Outer Loop will also have a phase completed from I-95 to the Fort Bragg area. The city also has rail connectivity with CSX and Norfolk Southern and close proximity to ports in Wilmington, Morehead City, Charleston, South Carolina and Norfolk Virginia.



*Below: Cedar Creek Fish Farm outside of Fayetteville is one of the many prominent fixtures in the local agriculture community.*







Fayetteville Regional Airport also offers great air transportation, with flights competitively priced with Raleigh. Fayetteville Regional Airport offers daily flights to Charlotte, Atlanta and Washington, D.C. US Airways, Delta and United Airlines do business in Fayetteville, which also accommodates cargo jets.

To help local businesses in the community, the Fayetteville Regional Chamber serves as the area's leading business advocacy and resource organization. The Chamber also has the Economic Development Alliance of Fayetteville and Cumberland County that handles business and industry recruitment and retention.

The average age of the workforce in Cumberland County is 34 years old with 58 percent male and 42 percent female. Approximately 90 percent of the population is 25 and up and has completed high school. Over 20 percent of the same age group has a college degree.

Cumberland County has over 315,000 residents and the Fayetteville metropolitan area has a population of just over 300,000. Fayetteville is the sixth largest city and the

fifth largest metropolitan area in North Carolina—it is among the fastest-growing areas in the state.

Since 2000, Cumberland County has had a population growth of 5.44 percent. The median home cost in Cumberland County is \$112,200. Compared to the rest of the country, Cumberland County's cost of living is 5.8 percent, lower than the U.S. average. There are about 15.5 students per teacher in Cumberland County. The average commute time to work is 23 minutes; the national average is 28 minutes.

In Fayetteville, the median age is 29.8, median education is 23.9 percent with four or more years of college and the median household income is \$44,266. The median value of a home in Fayetteville is \$121,100. Building construction values rose from \$123 million in 2003 to \$305.4 million in 2012.



Above: Leadership Fayetteville Youth Academy students visit the greenhouses at GreenBiz, a local nursery.



# FORT BRAGG AND THE MILITARY



Camp Bragg came into existence on September 4, 1918. Camp Bragg was named for a native North Carolinian, General Braxton Bragg. At the beginning of World War I, only seven percent of the land was occupied and the population consisted of approximately 170 families.

Due to postwar cutbacks the War Department decided to abandon Camp Bragg on August 23, 1921. This was averted by the determined efforts of General Albert J. Bowley, Commanding General of Camp Bragg, various civic organizations in the nearby city of Fayetteville and a personal inspection by the Secretary of War. The abandonment order was rescinded on September 16, 1921. One year later, September 30, 1922, Camp Bragg became Fort Bragg, a permanent Army post. Under the direction of General Bowley, development of the fort progressed rapidly. Parade grounds, training facilities, baseball diamonds and other athletic facilities were constructed to lend a permanent air to Fort Bragg.

From 1923 through 1927 permanent structures were erected on Fort Bragg. Four of the brick artillery barracks, 53 officers' quarters, 40 noncommissioned officers' quarters, magazines, motor and materiel sheds, streets and sidewalks were built. With the planting of lawns, shrubs and trees, Fort Bragg began to take on the appearance of one of the finest of all Army posts.

*Information provided by the United States Army.*



*Top, left: The military seals shown here are at the entrance of the North Carolina Veterans Park. Pictured are the five branches the park honors. Iraq and Afghanistan Army Veteran SSG Dawn Falduti (retired) calls North Carolina Veterans Park a priceless masterpiece well-deserved for North Carolina's military heroes.*

*Left: A C-130 Hercules flies over Downtown Fayetteville en route to Pope Army Airfield.*







The fort grew slowly, reaching a total of 5,400 soldiers by the summer of 1940. With the threat of World War II and passage of the Selective Service Act, a reception station was built and Fort Bragg exploded to a population of 67,000 soldiers within a year. In 1942 the first airborne units trained at Fort Bragg in preparation for combat. All five World War II airborne divisions, the 82nd, 101st, 11th, 13th and 17th, trained in the Fort Bragg/Camp Mackall area. The 82nd Airborne Division was assigned to the fort in 1946, upon its return from Europe. In 1951, the XVIII Airborne Corps was reactivated and Fort Bragg became widely known as the “Home of the Airborne.”

The Psychological Warfare Center (now U.S. Army Special Operations Command) was established in 1952 and Fort Bragg became headquarters for Special Forces soldiers. More than 200,000 young men underwent basic combat training at Fort Bragg during 1966-70. At the peak of the Vietnam War in 1968, Fort Bragg’s military population rose to 57,840.



*Top: The U.S. Army Forces Command (FORSCOM) has a beautiful complex on Fort Bragg.*

*Right: U.S. flags fly on the Parade Field between the Airborne & Special Operations Museum and North Carolina Veterans Park during the Field of Honor.*







By 1989, Fort Bragg would employ 40,000 soldiers and more than 8,000 civilians on its 140,618 acres. It is during this era that Fort Bragg earned its reputation as one of the Army's premier power projection platforms.

The last decade of the twentieth century found Fort Bragg engaged in countering Iraqi aggression in Southwest Asia. The August 1990 success of speeding troops to Saudi Arabia to "draw the line in the sand" was bittersweet as Fort Bragg assumed an eerie ghost town appearance with minimum personnel left behind. Fort Bragg devoted all of its efforts in the waning years of the 1990s to smoothing the transition to the twenty-first century. With the changing mission of

the United States Army, the post eagerly concentrated on improving the quality of life for its soldiers and families, serving as an environmental steward for its increased acreage and serving as the premier power projection platform of America's elite soldiers.

For those living on Fort Bragg in the 1990s, it was hard to find one area of post that was not undergoing change. With the construction of new buildings, to the expansion of training areas, to the purchase of the Overhills site from the Rockefeller family, Fort Bragg closed out the century with a fresh appearance.

Since 2000, Fort Bragg soldiers have participated in combat and humanitarian operations in countries around the world. They are always ready to fight or lend a helping hand. Fort Bragg continues to play a vital role in the war on terror, deploying and supporting more troops than any other post in support of Operations Enduring Freedom and Iraqi Freedom.

Over the last few years, Fort Bragg has been undergoing a massive construction phase. Temporary World War II and 1950s buildings have been torn down and replaced with modern permanent buildings all over post.

On March 1, 2011, Pope Air Force Base was renamed Pope Army Airfield and became part of Fort Bragg again.







A new headquarters building was constructed near Main Post for the U.S. Army Forces Command (FORSCOM) and the U.S. Army Reserve Command. These two major commands moved to Fort Bragg when Fort Macpherson, Georgia, was closed under the U.S. Army Base Realignment and Closure Division (BRAC).

Today, Fort Bragg, “the Home of the Airborne and Special Operations,” with approximately 50,517 military personnel, 17,051 civilian employees and 162,816 acres, is one of the largest military complexes in the world.



*Soldier at Jumpmaster School.*







Fort Bragg and the Fayetteville area is also known for its defense contractor jobs. Companies like K3 Enterprises, Operations Services, Inc., Booz Allen Hamilton,

General Dynamics, Vykin Corporation, CSC, AppLabs, L-3 Communications and RLM Communications, Inc. serve as good employers to area residents.

The Fayetteville Regional Chamber helps keep the military and community connected via the Military Affairs Council. The mission of the council is to enhance relationships and foster a heightened understanding between council members and the military community. Perks of membership with the Military Affairs Council include year-round socials for networking, command briefings, promotion for supporters, member recognition in newsletters, membership sticker for business windows and much more.

The Military Affairs Council also allows businesses to meet personally with leaders from Fort Bragg and Pope Army Airfield and serves as a networking opportunity for the military. The council participates in programs throughout the year to provide support and assistance, like the Family and Command Support Association and the United States Army Special Operations Command. The Military Affairs Council helped with the fundraising for the Wall of Heroes at the U.S. Army Special Operations Command's Memorial Plaza on Fort Bragg.







Opposite, top: Department of Veterans Affairs Medical Center on Ramsey Street.

Opposite, bottom: Corporal Rudy Hernandez was awarded the Medal of Honor for his heroics during the Korean War. He passed away in 2013.

Above: Members of the 82nd Airborne Division's All-American Chorus perform at Snyder Memorial Baptist Church.

Below: Army Ground Forces Band performs at Festival Park.





# HISTORY AND HERITAGE

## ALL-AMERICA CITY

Fayetteville has won the All-America City Award three times—in 1985, 2001 and 2011. The All-America City Award is presented by the National Civic League and recognizes ten communities each year for outstanding civic accomplishments. Fayetteville won the third award in Kansas City after a patriotic presentation full of American spirit that was complete with singing, marching soldiers from the 82nd Airborne All-American Chorus. In the winning presentation, approximately sixty Fayettevillians described how Fayetteville shed the old “Fayettenam” image to become a thriving community with a strong economy.

Former Fayetteville Mayor Tony Chavonne was a part of the winning delegation, and following the win said in a City of Fayetteville media release: “We’re thrilled to win this award. Everyone delivered and the 82nd Airborne All-American Chorus conveyed the heart and soul of our community. I am so proud of our delegation and excited that our city is an All-America City for the third time. So much hard work went into winning and it really paid off.”

Bill Hurley was Fayetteville’s mayor when the city won its first All-America City Award in 1985. Milo McBride was the mayor in 2001 during the second All-America City Award victory. Marshall Pitts, Jr., became mayor during the 2001 election.

## CAPE FEAR RIVER AND CROSS CREEK

The birth of Fayetteville began on the banks of the Cape Fear River and Cross Creek when the settlements of Campbellton and Cross Creek were formed in the 1700s. Scottish, English and people from other countries established the area, which had previously been inhabited by Native Americans.



Cross Creek, settled in the 1750s, and Campbellton, chartered in 1762, merged to form Fayetteville. Newberry’s Mill was a mill that Cross Creek grew up around in the mid-1750s. The town was named after the Marquis de Lafayette, a general in the American Revolutionary War who served as a







major-general in the Continental Army under George Washington. Lafayette was a French



aristocrat who supported the constitutional principles of the United States. Fayetteville was the first city named in honor of Lafayette and the only namesake city he visited. Lafayette visited Fayetteville on March 4-5, 1825.

In Fayetteville's early days, one of its greatest amenities was access to the Cape Fear River, offering the furthest inland port, or furthest navigable waterway within North Carolina. Wilmington merchants quite often utilized the Cape Fear River for trade, including the tar, turpentine and pitch industry.

Today, Fayetteville is a thriving city of over 200,000 citizens and is one of the largest cities in the state. It is southeast North Carolina's largest city and regional leader for jobs, arts and entertainment.



*Opposite, top: Flag waves in front of the Market House.*

*Opposite, right: Statue of the Marquis de Lafayette, a general in the American Revolutionary War.*

*Opposite, bottom: Fayetteville Independent Light Infantry reenactors at the Museum of the Cape Fear Historical Complex.*

*Above: A young fisherman relaxes along the Cape Fear River.*

*Left: The Marquis de Lafayette.*





## SIGNIFICANT MILESTONES

In June of 1775, a year before the Declaration of Independence, the Liberty Point Resolves was drawn up by a group of Patriots. Robert Rowan organized the group of fifty-five residents and signed the Resolves, which protested the actions of Great Britain after the battles of Lexington and Concord. The Resolves said:

This obligation to continue in full force until a reconciliation shall take place between Great Britain and America, upon constitutional principles, an event we most ardently desire; and we will hold all those persons inimical to the liberty of the colonies, who shall refuse to subscribe to the Association; and we will in all things follow the advice of our General Committee respecting the purposes aforesaid, the preservation of peace and good order, and the safety of individual and private property.

Then in 1789, Fayetteville was home to the state convention, ratifying the U.S. Constitution. In that same year, UNC-Chapel Hill was chartered during a General Assembly session held in the city.



## GREAT FIRE

The Great Fire of 1831 destroyed more than 600 buildings, including 105 stores, nearly every house, a school, two hotels, two banks and several churches. The fire started



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