

# Rowan County, North Carolina Branding Project

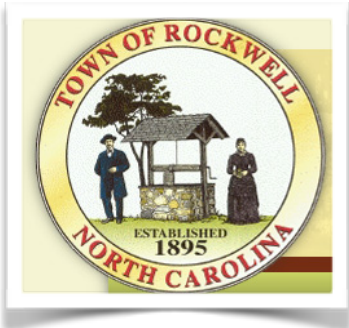
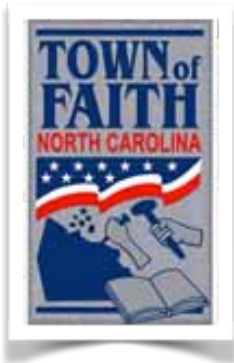
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# A variety of logos exist in Rowan County





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**DOWNTOWN  
SALISBURY  
THE PLACE**

**SALISBURY**

**ROWAN COUNTY**

*Authentic North Carolina*

**RowanWORKS**  
ECONOMIC DEVELOPMENT ★ SALISBURY, NC  
*for your business*

**ROWAN**  
COUNTY  
CHAMBER OF COMMERCE



# Visit Salisbury website tells the story of arts, agriculture and activities

The screenshot shows the Salisbury Rowan County website homepage. At the top, there is a search bar with a 'GO' button and navigation links for 'EMAIL UPDATES', 'PHOTO GALLERY', 'LOCAL FLAVOR VIDEO', and 'CONTACT US'. The main header features the text 'SALISBURY ROWAN COUNTY Authentic North Carolina' on a red background. To the right is a large image of a child in a white hat and a woman in a red shirt working in a strawberry field, with a cardboard box labeled 'Patterson STRAWBERRIES 4 qt' in the foreground. Below the header is a navigation menu with links for 'Things to Do', 'Calendar', 'Lodging', 'Restaurants', 'Downtown', 'Gold Hill', 'Plan Your Trip', and 'Meetings & Reunions'. The main content area includes a banner for 'STEER CANYON RANGERS C.W.E. AT lee street' with a 'CLICK FOR INFO ON OUR SPECIAL OVERNIGHT PACKAGE!' call to action. Below this are three smaller boxes: 'REQUEST VISITOR INFORMATION' with a 'CLICK HERE' link, 'LOCAL FLAVOR VIDEO' with the text 'EXPLORE THE ROWAN COUNTY AREA WITH TIPS FROM OUR EXPERTS.', and 'INTERACTIVE MAP' with a 'CLICK HERE' link. At the bottom, there is a large image of a train with the text 'N&W Class J #611 Day Trip Train Excursions' overlaid. To the left of the train image is a decorative graphic with the text 'Established 1753 SALISBURY'.





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## Visit Salisbury also tells the story of trains, history, agriculture and activities





# RowanWorks website sells technology, location, accessibility and quality of life



News Stakeholders Partners Contact Events Business Tools

HOME SITES/BUILDINGS INDUSTRIAL PARKS ECONOMIC SUPPORT ABOUT ROWAN COUNTY ABOUT US



## Welcome to Rowan County, North Carolina

When considering your economic development needs, Rowan County, North Carolina is second to none.

Our communities offer an unmatched combination of available infrastructure, reduced business costs and market access suitable to meet your project's economic development needs.

We are strategically located in central North Carolina and the rapidly growing Southeast region, with direct access to interstate highways, rail, and both international and regional airports including our own [Rowan County Airport](#) (RUQ).

can match our numbers.







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**RowanWorks website sells technology, location,  
accessibility and quality of life**





## Downtown Salisbury sells activities

The screenshot shows the top section of the Downtown Salisbury website. The background is a light-colored stone wall. On the left, the text "DOWNTOWN SALISBURY THE PLACE" is displayed in a bold, distressed font, with "SALISBURY" in yellow and "DOWNTOWN" and "THE PLACE" in red. To the right of the text are social media icons for Facebook, Twitter, and Instagram. Further right is a search bar with the placeholder text "Search ..." and a magnifying glass icon. Below these elements is a horizontal navigation menu with the following items: "VISIT DOWNTOWN", "PLAY HERE", "LIVE HERE", "DOING BUSINESS HERE", "ABOUT DSI", and "BLOGS". Each item has a small downward arrow indicating a dropdown menu.

**DOWNTOWN SALISBURY THE PLACE**

SEARCH ...

VISIT DOWNTOWN | PLAY HERE | LIVE HERE | DOING BUSINESS HERE | ABOUT DSI | BLOGS

**Events**

**Dine**

**Entertainment**

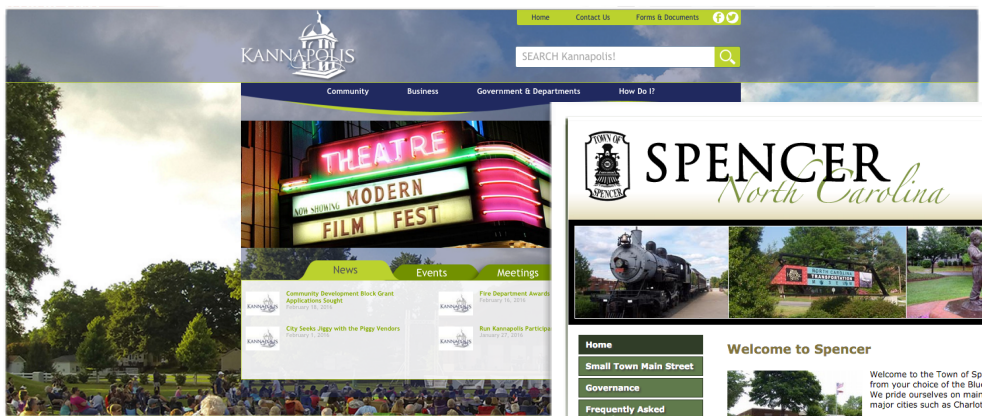
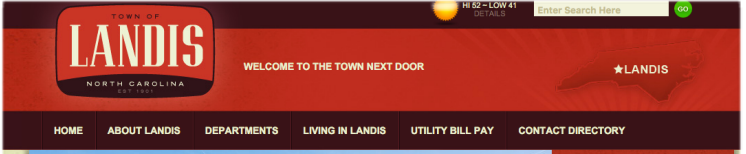
**Shop**





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# At first glance a few websites tell the story...

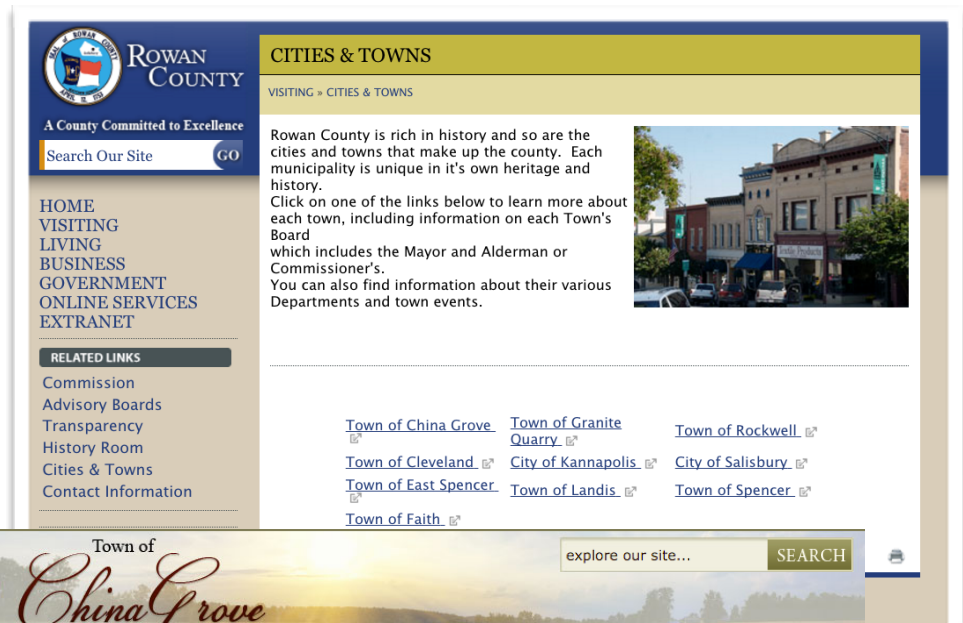






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...Then there are some that don't





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## Three of the top four Google search results are Genealogy related

Google search for "rowan county north carolina" showing search results and a knowledge panel.

Search results:

- ROWAN COUNTY - NORTH CAROLINA**  
[www.rowancountync.gov/](http://www.rowancountync.gov/)  
Official site provides civic and community resources, visitor information and maps. Human Resources - Online Services - Tax and Map GIS - Register Of Deeds  
You've visited this page 5 times. Last visit: 2/18/16
- Rowan County, North Carolina - Wikipedia, the free ...**  
[https://en.wikipedia.org/wiki/Rowan\\_County,\\_North\\_Carolina](https://en.wikipedia.org/wiki/Rowan_County,_North_Carolina) ▾ Wikipedia ▾  
Rowan County is a county located in the U.S. state of North Carolina. As of the 2010 census, the population was 138,428. Its county seat is Salisbury. Rowan ...  
Mount Ulla - Cleveland - Morgan - Atwell
- Rowan County North Carolina Genealogy and History ...**  
[www.rootsweb.ancestry.com/~ncrowan/](http://www.rootsweb.ancestry.com/~ncrowan/) ▾  
Hi, I am Maggie Stewart, the coordinator for the Rowan County NCGenWeb page. This page is part of a nationwide effort to get genealogical information online.
- Rowan County, North Carolina Genealogy | Learn ...**  
[https://familysearch.org/.../Rowan\\_County,\\_North\\_Carolin...](https://familysearch.org/.../Rowan_County,_North_Carolin...) ▾ FamilySearch ▾  
Guide to Rowan County, North Carolina ancestry, family history, and genealogy birth records, marriage records, death records, census records, family history, ...

Knowledge Panel:

**Rowan County, North Carolina**  
North Carolina

Rowan County is a county located in the U.S. state of North Carolina. As of the 2010 census, the population was 138,428. Its county seat is Salisbury. Rowan County is included in the Charlotte metropolitan area. [Wikipedia](#)

**Area:** 524 mi<sup>2</sup>  
**Founded:** 1753  
**Population:** 138,323 (2013)  
**Unemployment rate:** 5.3% (Apr 2015)  
**Colleges and Universities:** [Catawba College](#), [More](#)

Rowan Chamber appears deep on page one. CVB does not appear till page two and RowanWorks until page four.



# Rowan County and all the municipalities must use wikipedia to tell the story

## Rowan County, North Carolina

North Carolina

Rowan County is a county located in the U.S. state of North Carolina. As of the 2010 census, the population was 138,428. Its county seat is Salisbury. Rowan County is included in the Charlotte metropolitan area.

[Wikipedia](#)

**Area:** 524 mi<sup>2</sup>

**Founded:** 1753

**Population:** 138,323 (2013)

**Unemployment rate:** 5.3% (Apr 2015)

**Colleges and Universities:** [Rowan–Cabarrus Community College](#), [More](#)

### Points of interest



Salisbury National Cemetery



North Carolina Transport...



CMC-Nort... Stadium

### Destinations

[View 5+ more](#)



Salisbury



Kannapolis



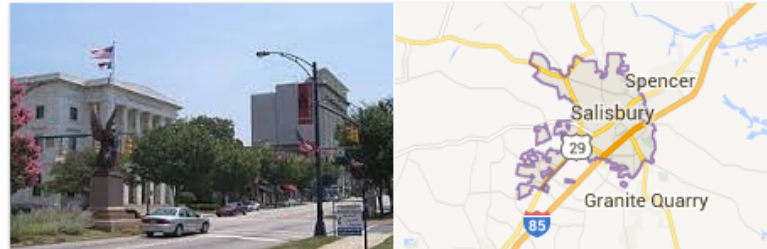
China Grove



Spencer



Rockwell



## Salisbury

City in North Carolina

Salisbury /ˈsɔːlzbəri/ SAULZ-ber-ee is a city in and the county seat of Rowan County, North Carolina, United States. The population was 33,663 in the 2010 Census. [Wikipedia](#)

**Elevation:** 791'

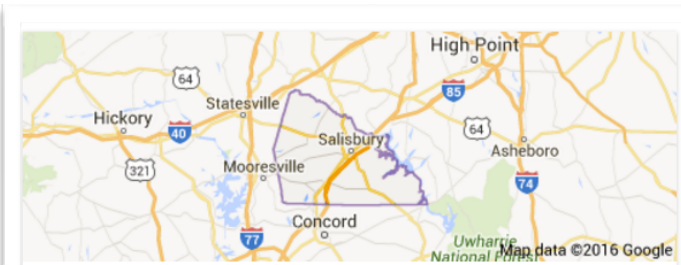
**Weather:** 47°F (8°C), Wind N at 12 mph (19 km/h), 43% Humidity

**Hotels:** 3-star averaging \$120. [View hotels](#)

**Population:** 33,604 (2013)

**Local time:** Wednesday 2:18 PM

**Points of interest:** [Salisbury National Cemetery](#), [More](#)







## Landis

Town in North Carolina

Landis is a town in Rowan County, North Carolina, in the United States. At the 2000 census, the town population was 2,996. The town is located just north of Kannapolis, NC, and south of China Grove, NC. [Wikipedia](#)

**Elevation:** 899'

**Area:** 2.5 mi<sup>2</sup>

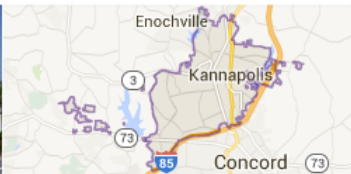
**Weather:** 48°F (9°C), Wind NW at 13 mph

**Getting there:** 1 h 16 min flight, around \$420. [View flights](#)

**Local time:** Wednesday 2:24 PM

**Zip code:** 28088

**Population:** 3,105 (2013)



## Kannapolis

City in North Carolina

Kannapolis is a city in Cabarrus and Rowan counties, in the U.S. state of North Carolina, northwest of Concord and northeast of Charlotte and is a suburb in the Charlotte metropolitan area. The city of Kannapolis was incorporated in 1984. [Wikipedia](#)

**Elevation:** 780'

**Area:** 30.5 mi<sup>2</sup>

**Weather:** 49°F (9°C), Wind NW at 13 mph (21 km/h), 39% Humidity

**Hotels:** 3-star averaging \$110. [View hotels](#)

**Getting there:** 1 h 16 min flight, around \$420. [View flights](#)

**Local time:** Wednesday 2:28 PM

**Population:** 44,359 (2013)

**Unemployment rate:** 5.2% (Apr 2015)



## Faith

Town in North Carolina

Faith is a town in Rowan County, North Carolina, incorporated in 1903. The population was 807 at the 2010 census. [Wikipedia](#)

**Elevation:** 896'

**Area:** 640 acres

**Weather:** 48°F (9°C), Wind NW at 11 mph (18 km/h), 40% Humidity

**Local time:** Wednesday 2:21 PM

**Zip code:** 28041

**Area code:** 811 (2013)

**Area code:** 704



## China Grove

City in North Carolina

China Grove is a city in Rowan County, North Carolina. The population was 3,563 at the 2010 census. The city is located just north of Landis and south of Salisbury. [Wikipedia](#)

**Elevation:** 846'

**Area:** 2 mi<sup>2</sup>

**Weather:** 48°F (9°C), Wind NW at 9 mph (14 km/h), 39% Humidity

**Zip code:** 28023

**Getting there:** 1 h 16 min flight, around \$420. [View flights](#)

**Local time:** Wednesday 2:27 PM

**Population:** 4,170 (2013)

**Area code:** 704



## Spencer

Town in North Carolina

Spencer is a town in Rowan County, North Carolina, United States, incorporated in 1905. As of the 2010 census, the town population was 3,267. [Wikipedia](#)

**Elevation:** 715'

**Area:** 2.7 mi<sup>2</sup>

**Weather:** 48°F (9°C), Wind NW at 10 mph (16 km/h), 40% Humidity

**Local time:** Wednesday 2:22 PM

**Zip code:** 28159

**Population:** 3,285 (2010)

**Area code:** 704



## Granite Quarry

Town in North Carolina

Granite Quarry is a town in Rowan County, North Carolina, United States. The population was 2,930 at the 2010 census. [Wikipedia](#)

**Elevation:** 820'

**Area:** 2.4 mi<sup>2</sup>

**Weather:** 48°F (9°C), Wind NW at 8 mph (13 km/h), 39% Humidity

**Local time:** Wednesday 2:28 PM

**Population:** 2,951 (2013)

## Cleveland

Town in North Carolina

Cleveland is a town in the Cleveland Township of Rowan County, North Carolina, United States. The population was 871 at the 2010 census. [Wikipedia](#)

**Elevation:** 807'

**Area:** 1.5 mi<sup>2</sup>

**Weather:** 47°F (8°C), Wind NW at 12 mph (19 km/h), 40% Humidity

**Zip code:** 27013

**Population:** 870 (2013)

**Local time:** Wednesday 2:28 PM



## East Spencer

Town in North Carolina

East Spencer is a town in Rowan County, North Carolina, United States. The population was 1,534 at the 2010 census. [Wikipedia](#)

**Elevation:** 728'

**Area:** 1.6 mi<sup>2</sup>

**Weather:** 44°F (7°C), Wind S at 6 mph (10 km/h), 46% Humidity

**Local time:** Friday 10:55 AM

**Zip code:** 28039





**Population:** 1,542 (2013)

**Area code:** 704





## Salisbury is the only community in Rowan County active on Social Media outlets

Website				
Rowan County	X	X	X	X
China Grove	✓	✓	X	X
Cleveland	X	X	X	X
East Spencer	✓	X	X	X
Faith	X	X	X	X
Granite Quarry	X	X	X	X
Kannapolis	✓	✓	X	X
Landis	X	X	X	X
Rockwell	X	X	X	X
City of Salisbury	✓	✓	X	✓
Spencer	✓	X	X	X
Rowan Salisbury CVB	✓	✓	✓	✓
RowanWORKS	✓	✓	X	X
Rowan Co Chamber	X	X	X	X
Downtown Salisbury	✓	✓	✓	X



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# Facebook



**Salisbury-Rowan County Authentic North Carolina**  
Travel Agency · Government Organization



**City of Salisbury, North Carolina** ✓  
Government Organization

Timeline About Photos Reviews More ▾

Like Message ...



**Town of Spencer**  
City · Government Organization



**Town East Spencer**

Add Friend Follow Message ...

Timeline About Friends Photos More ▾



**City of Kannapolis - Community News**  
Government Organization · Newspaper

Timeline About Photos Reviews More ▾

Like Message ...

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# Facebook



**Downtown Salisbury, Inc.**  
Non-Profit Organization

Shop local the 1st Friday of every month in historic Downtown Salisbury, NC

1st FRIDAY  
SHOP • DINE • STROLL  
Historic Downtown Salisbury

Watch Video

Timeline About Events Join My List More ▾

5,945 people like this

Status Photo / Video

**Rowan Works Economic Development Commission**  
Housing Assistance Service · Community Organization · Government Organization

for your business

Timeline About Photos Reviews More ▾

417 people like this

Status Photo / Video

**Rowan County Chamber of Commerce** ✓  
Business Center · Community Organization

Contact Us

Timeline About Photos Reviews More ▾

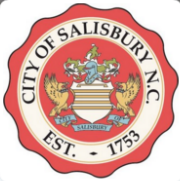
Like Message





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# Twitter



TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
3,636	219	2,258	445	1

City of Salisbury  
@CitySalisburyNC

Tweets Tweets & replies Photos & videos

City of Salisbury @CitySalisburyNC · 20h



TWEETS	FOLLOWING	FOLLOWERS	LIKES
1,303	303	1,066	59

Following

Visit Salisbury NC  
@Visit\_Salisbury

Tweets Tweets & replies Photos & videos

Visit Salisbury NC @Visit\_Salisbury · 21h

Who to follow · Refresh · View all

Sarasota County EOC @sc... x



TWEETS	FOLLOWING	FOLLOWERS	LIKES
1,053	227	1,761	317

Follow

Kannapolis, NC  
@Kannapolis

Tweets Tweets & replies Photos & videos

Who to follow · Refresh · View all

Sarasota County EOC @sc... x



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# Twitter

Shop local the 1st Friday of every month in historic Downtown Salisbury, NC

1st FRIDAY  
SHOP • DINE • STROLL  
HISTORIC DOWNTOWN SALISBURY

**Downtown Salisbury**  
@downtownsalinc

TWEETS	FOLLOWING	FOLLOWERS	LIKES
741	393	1,681	204

Tweets Tweets & replies Photos & videos

Who to follow · Refresh · View all

**Downtown Salisbury** @downtownsalinc · Feb 11

Sarasota County EOC @sc...

RowanWORKS  
ECONOMIC DEVELOPMENT \* SALISBURY, NC  
for your business

**RowanWORKS**  
ECONOMIC DEVELOPMENT  
SALISBURY, NC

TWEETS	FOLLOWING	FOLLOWERS	LIKES
319	279	742	15

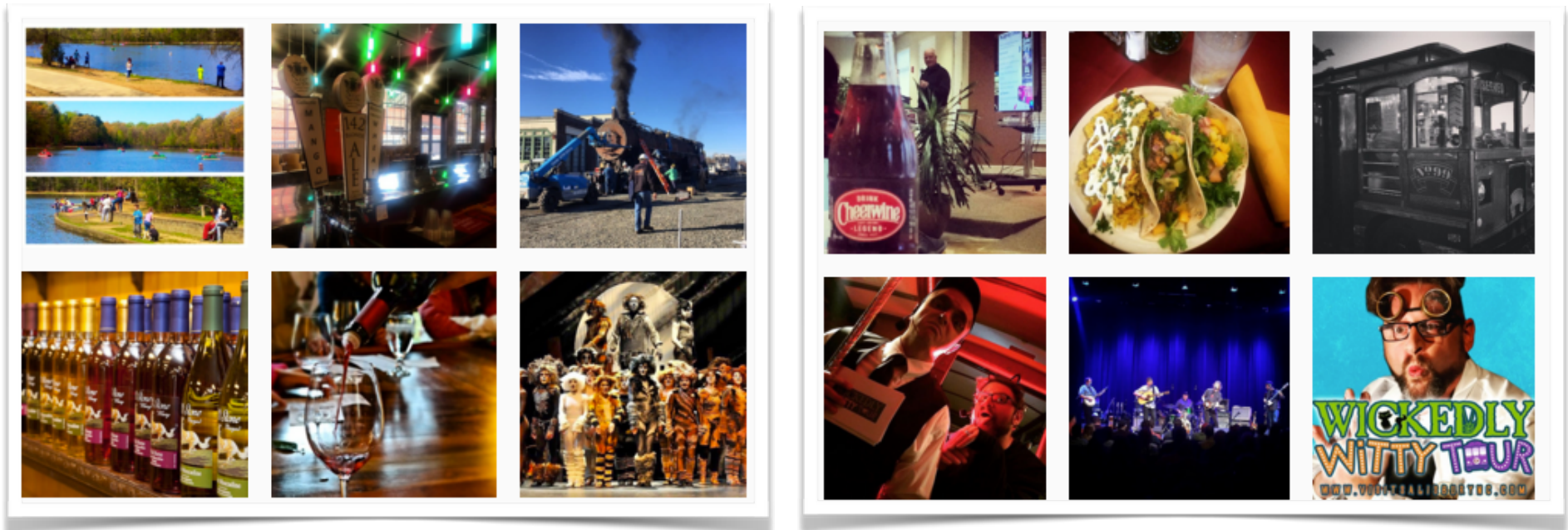
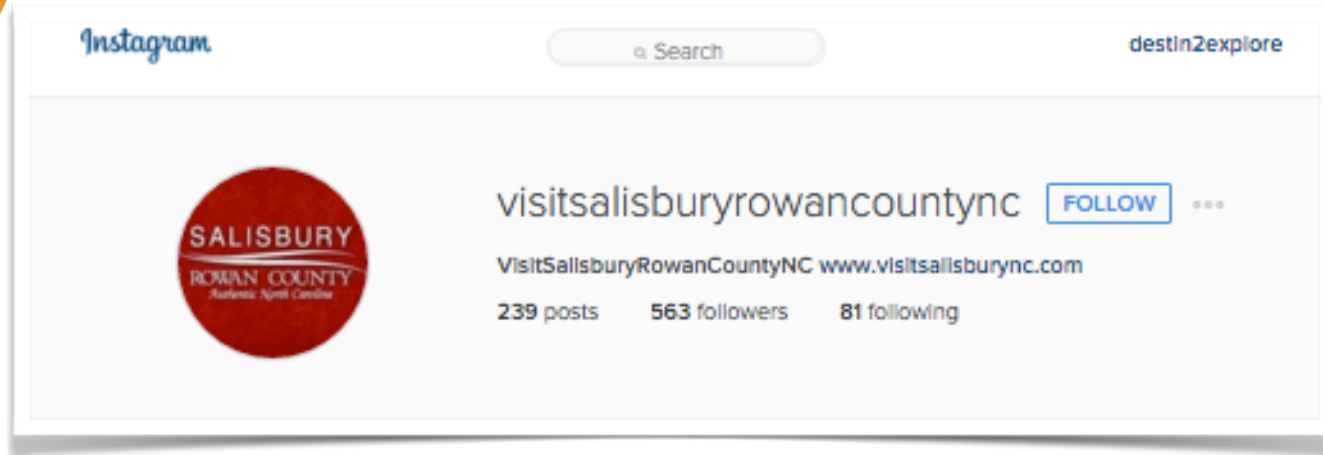
Follow





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# Instagram posts show community engagement and activities



Downtown Salisbury Instagram links to Visit Salisbury Rowan County



**Several hashtags are available on Social Media  
but they are virtually unused**

#visitsalisbury  
#RoCoHolidays  
#DowntownSalisbury



Pinterest is actively used for activities to entertainment to gardening tips



### Visit Salisbury-Rowan Count...

© Salisbury Rowan County NC - www.visitsalisburync.com

Many of Authentic North Carolina's best treasures! Original home of Cheerwine, museums, parks, family fun, shopping, food, arts & festivals, colleges & more.



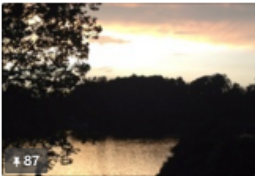

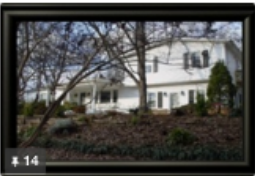









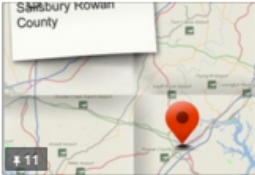

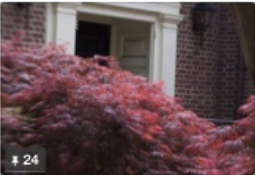







30  
Boards

1.1k  
Pins

12  
Likes

569  
Followers

547  
Following

<p>Places to Eat</p>  <p># 28</p>  <p>Follow</p>	<p>Places to Play</p>  <p># 87</p>  <p>Follow</p>	<p>Places to Stay</p>  <p># 14</p>  <p>Follow</p>	<p>Downtown Salisbury</p>  <p># 57</p>  <p>Follow</p>	<p>NC Transportation Museum</p>  <p># 16</p>  <p>Follow</p>	<p>In the News (Salisbury-Rowa...</p>  <p># 133</p>  <p>Follow</p>
<p>Cheerwine</p>  <p># 38</p>  <p>Follow</p>	<p>Plan Your Trip</p>  <p># 11</p>  <p>Follow</p>	<p>Arts &amp; Culture</p>  <p># 24</p>  <p>Follow</p>	<p>Historic Attractions</p>  <p># 78</p>  <p>Follow</p>	<p>Authentic Family Fun</p>  <p># 64</p>  <p>Follow</p>	<p>Agri-Culinary Experience</p>  <p># 44</p>  <p>Follow</p>

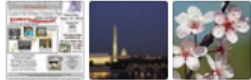




### Annual Events & Festivals



# 126



Follow

### Weddings (Salisbury-Rowan)



# 89



Follow

### College Days & Tailgates



# 14



Follow

### Unique Shopping

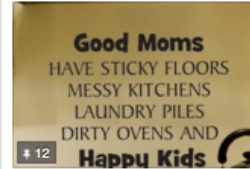


# 33



Follow

### Quotes and Inspiration



# 12



Follow

### Music & Entertainment



# 14



Follow

### Famous Friends Salisbury-R...

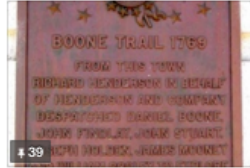


# 26



Follow

### History of Salisbury-Rowan ...



# 39

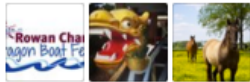


Follow

### Outdoor Adventure & Sports



# 21



Follow

### Gardening Tips



# 9



Follow

### OctoberTour



# 15



Follow

### Get Real Go Real Summer Gi...



# 21



Follow

### Pin It. Win It.



# 13

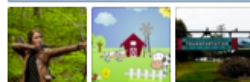


Follow

### Facebook Trivia Contest

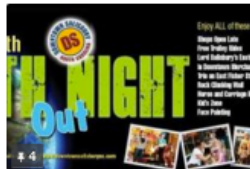


# 12



Follow

### Friday Night Out



# 4



Follow

### Beer Month



# 4



Follow

### 1st Friday



# 1



Follow

### Historic Trolley Tours



# 6




Follow



# Trip Advisor

## Salisbury, North Carolina

4,117 reviews and opinions



**Lodging (14)**  
1,194 Reviews >

**Vacation Rentals (1)**  
1 Review >

**Flights**  
from \$305 >

**Things to Do (26)**  
377 Reviews >

**Restaurants (150)**  
2,526 Reviews >

**Forum**  
19 Posts >

[Overview](#) | [Places to Stay](#) | [Location](#) | [Things to Do](#)

### Top-rated Salisbury Restaurants



**Sabaidee Thai & Sushi Bar**  
Sushi

★★★★★  
87 Reviews

**Mambo Grill & Tapas**  
Caribbean

★★★★★  
99 Reviews

**Hap's Grill**  
American

★★★★★  
122 Reviews

[Browse all restaurants](#)

### Top-rated Salisbury Things to Do



**Dan Nicholas Park**  
Amusement & Theme Parks

★★★★☆  
190 Reviews

**Salisbury National Cemetery**  
Cemeteries

★★★★★  
36 Reviews

**Piedmont Players Theatre**  
Theaters

★★★★★  
18 Reviews

[Browse all things to do](#)






# Trip Advisor

### Spencer, North Carolina

20,849 reviews and opinions



- Lodging
- Vacation Rentals (14)
- Flights
- Things to Do (2)  
194 Reviews
- Restaurants (9)  
94 Reviews
- Forum  
20,561 Posts

## Top-rated Spencer Things to Do



**North Carolina Transportation Museum**  
Specialty Museums

★★★★★  
181 Reviews

**Spencer Doll And Toy Museum**  
Specialty Museums

★★★★☆  
13 Reviews

[Browse all things to do](#)

## Top-rated Spencer Things to Do



**North Carolina Transportation Museum**  
Specialty Museums

★★★★★  
181 Reviews

**Spencer Doll And Toy Museum**  
Specialty Museums

★★★★☆  
13 Reviews

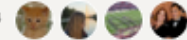
[Browse all things to do](#)



# Trip Advisor

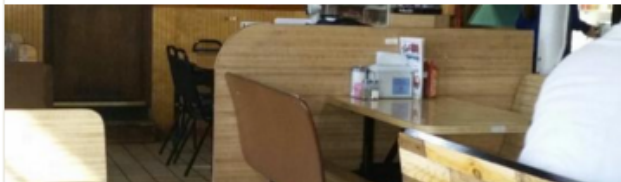
## Rockwell, North Carolina

20,760 reviews and opinions



- Lodging
- Vacation Rentals (16) >
- Flights from \$305 >
- Things to Do (1) 147 Reviews >
- Restaurants (16) 52 Reviews >
- Forum 20,561 Posts >

### Top-rated Rockwell Restaurants



**Darrell's Bar-b-q** 6 Reviews

**Alpha Italian Restaurant** 1 Review

**Los Jacubes Family Mexican Restaurant** 5 Reviews  
Mexican

[Browse all restaurants](#)

### Top-rated Rockwell Things to Do



**Tiger World Zoos** 147 Reviews

[Browse all things to do](#)