



CLEVELAND COUNTY

visit

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A Division of the Cleveland County Chamber



NEWGRASS BREWING CO.



BAKER BUFFALO CREEK WINERY

LOCAL WINE, CRAFT BEER, AND FOOD

Local wines and exceptional craft brews can be enjoyed in casual, family-friendly settings at several spots around the county—from a local brewery hand crafting small batches using the finest ingredients possible sourced from around the world to local vineyards producing world-class wines in beautiful settings. And what goes better with local beverages than artfully prepared foods, fresh from the source? An award winning farmer’s market, Seeds to Silverware Farm to Table dinner and local restaurants share local food traditions to enjoy with your favorite craft beer or local wine.

MUSIC ROOTS RUN DEEP

Designated as a “Hub Site” of the Blue Ridge Music Trails of NC, music creates the underlying rhythm of this community with many musicians of record from the area. On any given night, you will likely hear live music on the street or in one of many local spots.

Explore the rich musical and local history at the Earl Scruggs Center: Music & Stories from the American South celebrating the life and legacy of native son Earl Scruggs and welcoming guests from around the world since 2014. The Don Gibson Theatre, named for another county native, famed singer/songwriter Don Gibson, opened in 2009 to host international stars such as Whitney Houston, Ricky Skaggs, and Marty Stuart in an 1930s art deco movie house reborn as a top notch 400-seat performance venue.



EARL SCRUGGS CENTER



DON GIBSON THEATRE



LIVERMUSH



RED BRIDGE'S BARBECUE

AWARD WINNING REGIONAL FOOD

Savor the unique flavors of Cleveland County, from bistros to barbecue. The award winning Red Bridge's Barbecue Lodge is one of the few places left that slow cooks its pork over hickory all night long and has done it that way for over 72 years! More adventurous foodies will not want to miss sampling locally made liver mush at North Carolina's Official Fall Liver Mush Festival, held each October on the historic court square. This two-day festival features liver mush and other local food, live music, craft beer, and much more. It has even been featured on Andrew Zimmern's Bizarre Foods, remaining a popular episode for replay over the years.

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200 SOUTH LAFAYETTE STREET, SHELBY, NC 28150

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YOUR GATEWAY TO ADVENTURE

With three gateways to the Carolina Thread Trail, a network of greenways and trails across 15 counties, combined with other scenic trails for hiking and horseback riding, river access for swimming, boating and tubing, our guests can spend a few hours or a few days exploring the amazing natural beauty of our area in the foothills of the Blue Ridge Mountains. Many trails are designed for accessibility and are enjoyed by locals and guests alike. Kings Mountain Gateway Trails, Broad River Greenway, and the First Broad River Trail are just a few. Those interested in shooting sports such as archery will enjoy western North Carolina's most unique venue for shooting sports, Foothills Public Shooting Complex, also ADA compliant.



FIRST BROAD RIVER



CAROLINA THREAD TRAIL



SHELBY CITY PARK CARROUSEL



SPLASH PAD AT PATRIOTS' PARK

PLAY FOR ALL AGES

Nestled in the heart of Uptown Shelby, the Shelby City Park offers a brand new accessible playground, nine-hole golf course, 1,600-seat gymnasium, Olympic swimming pool, and athletic fields that host regional and national meets and tournaments. The park boasts a 1952 "Rotary Special" miniature train and one of the few year-round carousels (c. 1919) still found in its traditional city park location, which is the centerpiece of the Foothills Merry Go Round Festival each April. At 50 cents per ride, everyone should be reminded what it's like to be a kid! Shelby is also home to the American Legion World Series, played here every August and broadcast across the country on national media outlets, including ESPN.

IF YOU LISTEN CLOSELY...

...you might just hear the strains of mountain music as you enter Cleveland County, nestled in the foothills of the beautiful Blue Ridge Mountains in southwestern North Carolina. Ideally located between Asheville, Charlotte, and Greenville/Spartanburg, Cleveland County draws visitors from around the region and around the world. With award-winning attractions and nationally recognized annual events, those seeking an authentic and memorable experience can find it here. Eclectic shopping, craft beer, local food, and gifted artisans enrich every visit while our diverse activities and vibrant communities make Cleveland County a great place for a weekend getaway, family adventure, romantic retreat, outdoor exploration, and so much more!



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HISTORIC UPTOWN SHELBY

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