

THE OFFICIAL VISITOR'S GUIDE TO WAYNE COUNTY, N.C.

Flight Plan

FREE!



TAKE
A BITE
OUT OF
**WAYNE
COUNTY**

Flight Plan

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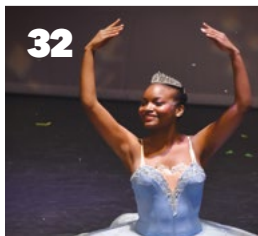
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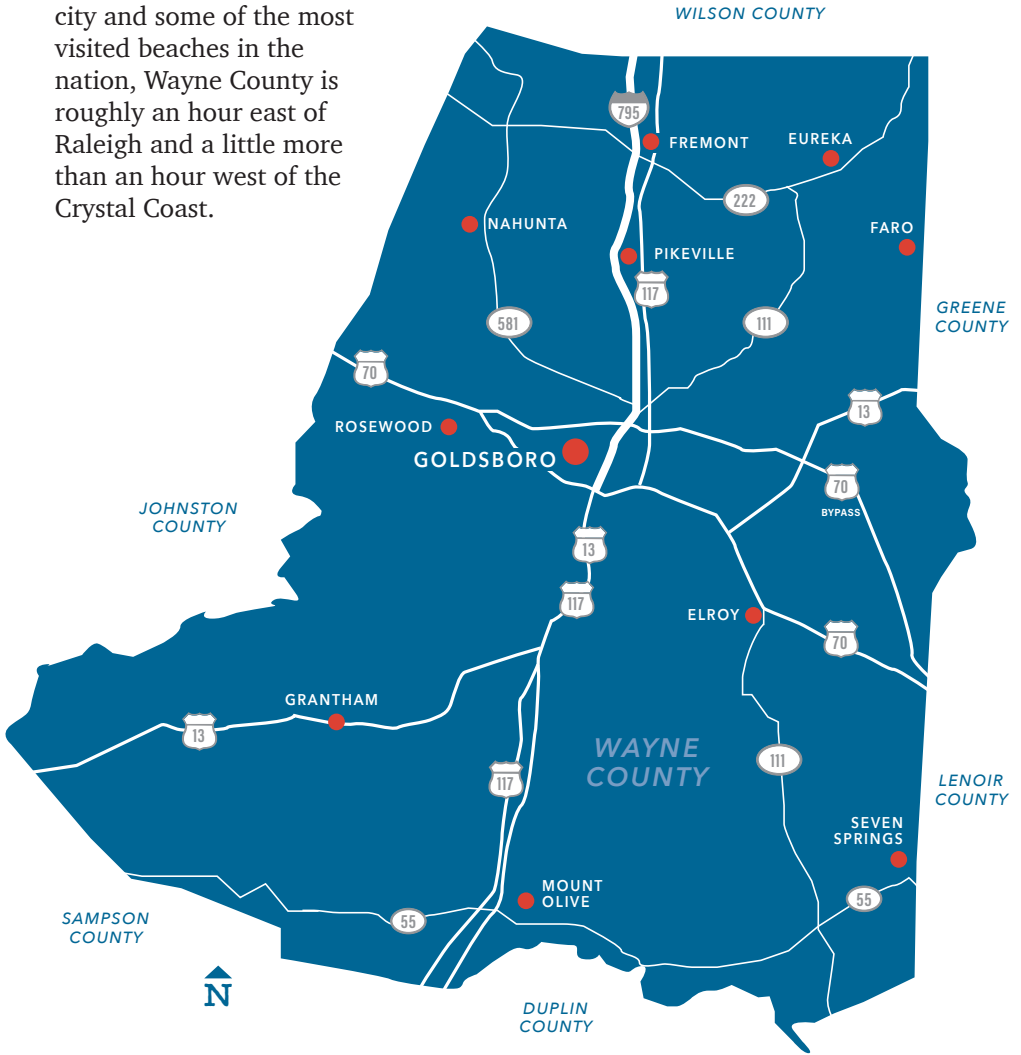


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WHERE IS WAYNE COUNTY?

Located in between North Carolina's capital city and some of the most visited beaches in the nation, Wayne County is roughly an hour east of Raleigh and a little more than an hour west of the Crystal Coast.



WELCOME TO WAYNE COUNTY

Wayne County is a place where neighbors become friends.

Whether it's a conversation over a plate of some of the nation's best barbecue or sipping sweet tea on the front porch, this is a community that understands how to welcome newcomers.

The greetings are real — and the kindness comes easy — because folks from this little slice of Eastern North Carolina learned how to treat people at the grandparents' knees.

And our people — well, they are the county's best asset.

But there is so much more to this little but mighty Southern town that is home to Seymour Johnson Air Force Base.

We have everything from arts and music to sports and outdoor recreation.

Like the water?

We have a lake and a river.

Like the outdoors?

We have a state park with lots of hiking trails and places to camp.

Like the arts?

We have the Paramount Theatre, which brings music, dance and community theater right downtown.

Like festivals?

We have them in spades — honoring everything from daffodils to barbecue.

There's a summer concert series and a chance for people to honor the men and women who serve our great nation.

And then there is county fair. There's no better place to bring the family, especially if you have a little bit of farmer in your soul.

And if you like to eat, look out. We have every kind imaginable — and coffee roasters, pastry chefs, pitmasters, and kitchen warriors who are second to none.

So, come see us soon. We can't wait to show you around.





HOO

HEAVEN





**WAYNE COUNTY
BARBECUE IS
THE BEST IN
NORTH CAROLINA!**



Barbecue.

It's a word that has a number of definitions and the meaning changes depending on where you reside, but in Eastern North Carolina, it's a way of life.

In Wayne County, that way of life is chopped, pulled, and doused in a vinegar-based sauce.

And while lots of places in the region have stories to tell about their pork, this community boasts several establishments that have been named among North Carolina's best.

That's why it comes as no surprise to local residents that two sitting U.S. presidents have filled their bellies inside a legendary Goldsboro restaurant — or that the couple that owns and operates another was just inducted into the Barbecue Hall of Fame.

The food is just that good.

But there is more to the Wayne County barbecue scene than the smells and tastes.

Sitting around a table at Wilber's or Grady's transports diners to a simpler time — a bygone era where the pace was slow and friends and neighbors came together to talk about love, life, and faith.

And in this drive-by world where people's faces seem to be stuck in their devices, it's special to see that in places like Goldsboro, Dudley, and Rosewood, the little things are still important.

So, bring a family member or friend to a table in one of the places listed on the following pages and carve out some time for a good conversation, company, and food that reflects the tradition that made it so beloved.

And if the perfect piece of fried chicken or a slice of beef brisket kissed with smoke is what you're looking for, we have that here, too.

We look forward to seeing you — and to watching as the legends born over charcoal and in smokers continue to grow as more and more visitors sample what this community has to offer.

You'll find that the "Best Of" lists — and several of these places always find their way near the top of them — matter. But the smiles on patrons' faces as they leave matter more.

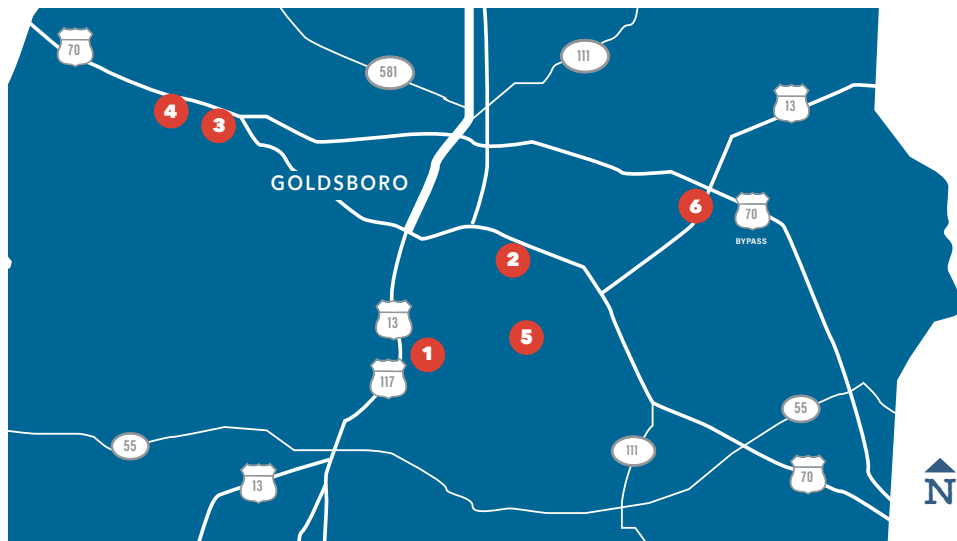


ADAMS ROADSIDE BBQ

SMOKEY ROADS

Over the course of a 30-minute drive down highways and along country back roads, you could hit six of the best barbecue restaurants in North Carolina — and, in the opinion of some, the nation.

From tender beef brisket lined with the perfect smoke ring to pulled and chopped pork dripping with a vinegar-based sauce, you'll be happy you rolled the windows down, set your navigation, and plugged in these delicious Wayne County destinations.





GRADY'S BARBECUE

1. GRADY'S BARBECUE

You don't get put into the Barbecue Hall of Fame unless you have spent years honing your craft and the lines that form at Grady's tell a story. This is a family joint and after your first visit, they'll make you'll feel like a regular. (Cash only)
3096 Arrington Bridge Road, Dudley
facebook.com/gradysbbqnc

2. WILBER'S BARBECUE

An institution in Wayne County – and North Carolina – since 1962, Wilber's is consistently ranked among the state's top barbecue joints. Two U.S. presidents have even dined there, to get a taste of one of the only places that still cooks whole hog in open-air pits over hardwood coals.
4172 U.S. 70, Goldsboro
wilbersbbq.com

3. SMITHFIELD'S CHICKEN 'N BAR-B-Q

You can find Smithfield locations all over the state, but Wayne County residents would argue that nothing beats the location off U.S. 70. From fried chicken that's crispy on the outside and moist beneath the skin to sweet banana pudding, it is a must-stop around these parts.
2904 U.S. Hwy 70, Goldsboro
scnbnc.com



WILBER'S BARBECUE

4. ADAMS ROADSIDE BBQ

Eastern North Carolina might be known for chopped barbecue drenched in a vinegar-based sauce, but Adams is one of the state's go-to beef brisket destinations. And if it's in season, try their spicy chili with a side of corn sticks.
3451 U.S. Hwy 70, Goldsboro
adamsroadsidebbq.com

5. MCCALL'S BBQ & SEAFOOD

The buffet at McCall's is legendary and is lined with everything from fried seafood and chopped barbecue to chicken and all the Southern fixins you could imagine. And as hard as it might be, just try to make sure to save room for dessert.
139 Millers Chapel Road, Goldsboro
mccallsbbq.com

6. STONEWALL'S RESTAURANT & GRILL

Driving past Stonewall's, you might think it doesn't look like much. But inside this simple building, some of the county's best barbecue is coming out of the kitchen. Check their Facebook page, as their hours shift, but if you catch them when they are open, you will be glad you did.
1417 Hood Swamp Road, Goldsboro
facebook.com/stonewallsbbq

INTERNATIONAL CUISINE

**WAYNE COUNTY'S
DIVERSITY IS REFLECTED
ON RESTAURANT PLATES**

MEZCALITO



LOS FOGONES

Thanks, in part, to Seymour Johnson Air Force Base, Wayne County's population boasts various ethnicities you might not expect to find in Eastern North Carolina.

Because in many cases, an airman has met his or her spouse while stationed overseas and when they end up in Goldsboro, they want a taste of home.

And then, they decide to share their cuisine with their neighbors. Just like that, a new restaurant is born.

That diverse population has brought everything from Peruvian and Dominican to

Thai food to this area. There is even a pastry/coffee shop owned by a classically-trained French pastry chef.

So, whether you are in the mood for a croissant or you want to go out for the perfect bowl of Pho, what has become this county's thriving international food scene has something for everyone.

There is even an authentic pizza experience for those who are constantly searching for the perfect pie.

So, be prepared. When you leave Wayne County, you might just do so with a new palate.

BRICK'S WOODFIRED PIZZA

When an Air Force veteran decided to end his military career and go to school to learn how to make "the perfect pizza," he had no idea that his food truck would turn into the talk of Wayne County. His pies were such a hit, in fact, that he added a brick-and-mortar location to his arsenal – a bustling pizzeria in downtown Goldsboro that is serving up authentic Italian creations.

146 South Center Street, Goldsboro
facebook.com/p/bricks-woodfired-pizza-co

BRISAS LATIN CUISINE

Finding a table during weekend brunch is nearly impossible and their dinner menu has its own cult-like following. That should tell you all you need to know. It's hard to imagine that Eastern North Carolina would be the home of top-notch Latin American cuisine, but Brisas' food – and cocktails – have made it one of the most popular restaurants in Goldsboro.

217 North John Street, Goldsboro
brisaslatincuisine.com

CAFE LE DOUX

When a classically-trained French pastry chef decided to quit her day job and open Cafe Le Doux, she and her husband were not sure it would catch on. They were wrong. Very wrong. Just make sure you get there before mid-afternoon or they will likely be sold out – and your sweet tooth will suffer.

506A North Spence Avenue, Goldsboro
facebook.com/p/Cafe-Le-Doux

LOS FOGONES

Peruvian fusion? Wayne County has got it. And Los Fogones, which is consistently in the running for "Best Restaurant" honors in various local contests, is located right outside the Seymour Johnson Air Force Base gate, giving airmen and their families a unique dining experience – and another reason to one day retire in Goldsboro.

209 South Berkeley Boulevard, Goldsboro
losfogonesrestaurant.com

MEZCALITO

This vibrant Mexican establishment opened a few years ago to rave reviews. Monster-sized margaritas and other award-winning cocktails pair perfectly with both Tex-Mex offerings and more authentic cuisine. For a more social experience, ask for a table on the patio or pull up to the bar.

808 North Berkeley Boulevard, Goldsboro
mezcalitogrill.com

NAI THAI 2

If Nai Thai doubled the size of their restaurant, there would still be a crowd most evenings. The staff is friendly and the space is inviting, but the star is, of course, the food – everything from Pad Thai and Tom Yum soup to Pho and a basil duck that takes six hours of prep time. Oh, and the curry and Ramen are, by most accounts, the best you can find in Eastern North Carolina.

1804 North Berkeley Boulevard, Goldsboro
naithai.com





BRISAS LATIN CUISINE

THE FLYING SHAMROCK

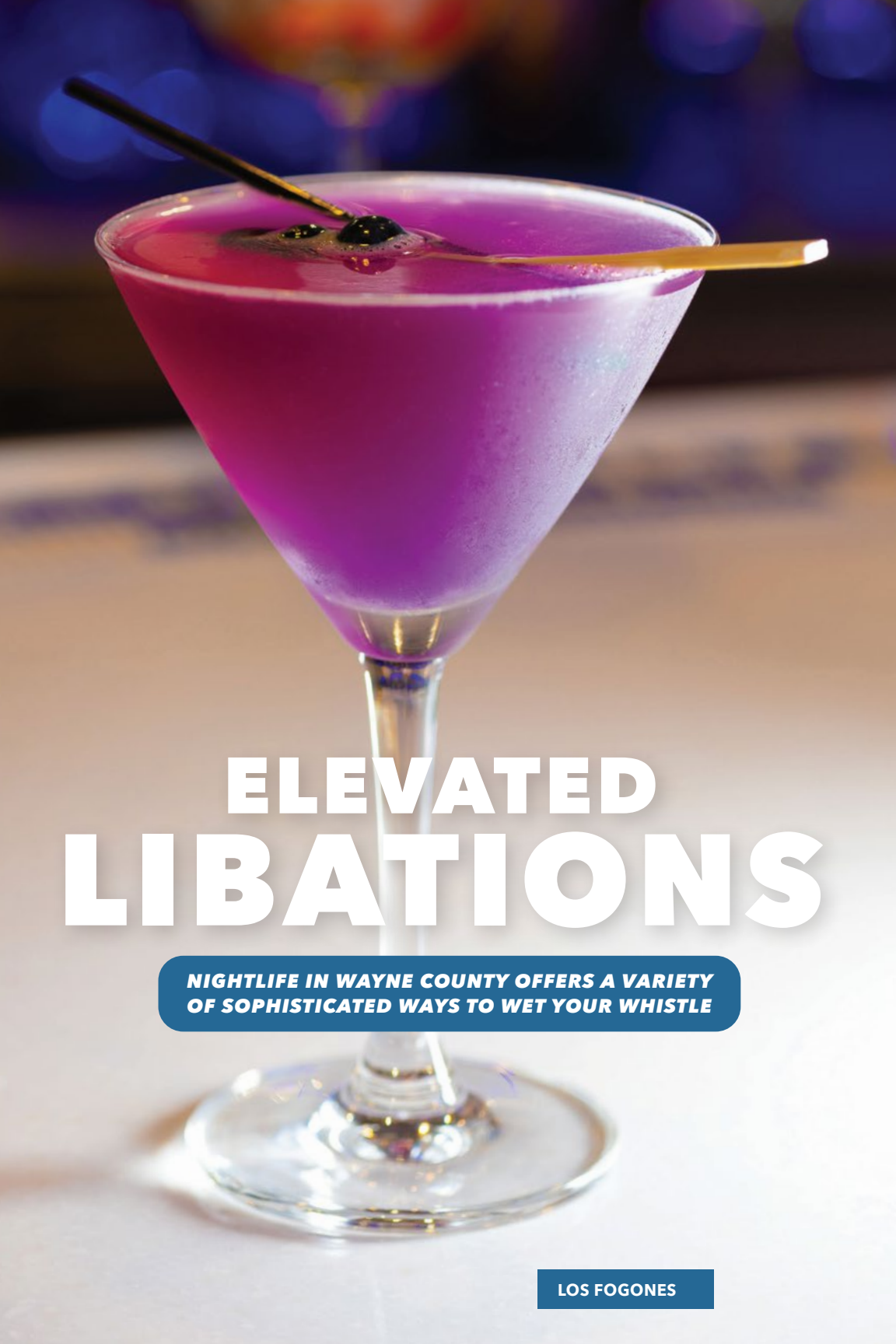
Every community needs an Irish pub and The Flying Shamrock has you covered. Whether you simply want to head out for a few drinks or would prefer to take in a stick-to-your-ribs meal, this local favorite is a place in downtown Goldsboro where you can accomplish both.

115 North John Street, Goldsboro
[facebook.com/theflyingshamrock](https://www.facebook.com/theflyingshamrock)

WAFU STEAKHOUSE & SUSHI BAR

The show is amazing and children and adults alike are transfixed by the flames shooting off the grill. But the food is the star here – providing diners with a one-of-a-kind hibachi experience. Wafu might be one of the city's newest restaurants, but that has not stopped it from become a go-to for both local residents and tourists.

1101 Berkeley Boulevard, Goldsboro
wafusteakhouse.com

A close-up photograph of a martini glass filled with a vibrant purple liquid. A black straw is inserted into the drink, and a gold stirrer is resting on the rim. The glass is set against a blurred background of warm, bokeh lights. The text "ELEVATED LIBATIONS" is overlaid in large, white, bold, sans-serif capital letters.

ELEVATED LIBATIONS

**NIGHTLIFE IN WAYNE COUNTY OFFERS A VARIETY
OF SOPHISTICATED WAYS TO WET YOUR WHISTLE**

LOS FOGONES



CHURCH SPIRITS AND COCKTAILS

Some want to sip on the latest viral cocktail — one that comes out smoking or piled high with toppings.

Others seek an off-the-radar craft beer they can tell their friends about — and break out at the next tailgate or family reunion.

Then, you have the people who just want a good, cold draft beer without all the bells and whistles.

Well, Wayne County has places that can help you check each one of those boxes.

There are two breweries here — one in downtown Goldsboro and another in

Mount Olive — that are making a name for themselves far beyond the county line.

There are low-key bars and restaurants with plenty of beer on tap.

And there are even a few more upscale spots — places you might expect to find only in bigger cities — that are dazzling night crawlers with drinks that push the boundaries.

But all of them have a common thread.

Each is warm and welcoming — and turns customers into recognizable members of the growing "families" that frequent them.

BREWMASTERS

The tap list is ever-changing, but the vibe inside Brewmasters is always the same. It's one of those "everybody knows your name" type of spots, where you can grab a craft pizza or sandwich and listen to some tunes while you have a few drinks with friends and family. And the patio, located out back, is perfect for a group hang.

2402 East Ash Street, Goldsboro
brewmasters.com/goldsboro-best-food

CHURCH SPIRITS AND COCKTAILS

When Church opened its doors a few years ago, those looking for an upscale bar akin to ones you might only expect to find in bigger cities like Raleigh and Charlotte flocked to downtown Goldsboro to get their drink on. Since then, the establishment has become one of the most popular cocktail destinations in Eastern North Carolina.

136 North Center Street, Goldsboro
churchspiritsandcocktails.com

FIRST BREW

Attached to John's Grill, a popular eatery in downtown Pikeville, First Brew is the perfect place to meet some friends for Trivia Night, take in some live music, or have an after-work to wind down after a long day. So grab a glass, order a basket of garlic cheese curds, and kick your feet up in this neighborhood joint.

110 Goldsboro Street, Pikeville
facebook.com/firstbrewatjohnsgrill

GOLDSBORO BREW WORKS

Want to indulge your inner-child while you sip on some adult beverages? This downtown barcade – yes, there are plenty of classic arcade games on site – is a popular destination for those who want to have some fun. And food trucks are always parked out front for those who enjoy a snack while they drink.

207 North John Street, Goldsboro
goldsborobrewworks.com

GBW: THE FILLING STATION

One of two Wayne County breweries, this restored gas station pairs small town charm with big city sophistication. The perfect addition to Goldsboro's revitalized core, you'll find that this watering hole is always hopping.

118 West Chestnut Street, Goldsboro
goldsborobrewworks.com

R&R BREWING

It's a brewery and a taproom and a beer garden. And if you want to play some cornhole with your crew while you hold a cold one in the other hand, this is your place. The R&R team believes using local ingredients – try their Mount Olive-inspired pickle beer – and connecting with the community creates a family vibe. We think you'll find that they are spot on.

541 Northwest Center Street, Mount Olive
randrbrew.com

WELL TRAVELLED BEER

If you are interested in impressing the beer lover in your life with an unforgettable gift, look no further than this taproom and bottle shop. Well Travelled has a second-to-none selection – and a loyal following. When you step inside, you will see why.

201 South Center Street, Goldsboro
welltravelledbeer.com

WINE & DESIGN

A trip to Wine & Design gives people an opportunity to get creative while they enjoy a drink with friends. Stop in to create your masterpiece and take a memory back home from Wayne County from one of the community's most unique drinking establishments.

2808 Cashwell Drive, Goldsboro
wineanddesign.com/goldsboro-nc





BUDGET BITES

**NO. YOU DON'T HAVE TO EMPTY YOUR
BANK ACCOUNT TO GET A GREAT MEAL**



RUDY'S/JAMES' DELICIOUS HOTDOGS

Sometimes, all it takes is an all-the-way hot dog, a packed burrito, or a turkey leg smothered in gravy to satisfy your appetite. And not every meal has to break the bank, either. The following are among the most beloved restaurants in Wayne County, not because they are fancy, but because they just seem to hit the spot every single time.

ARTIS DAILY BREAD

Soul food. It's a staple of the South and in Wayne County, there's an off-the-beaten-path restaurant that serves meals that will make you feel like you're at your grandmother's table. From turkey legs smothered in gravy to mac and cheese and greens, Artis Daily Bread has been recognized by local residents as one of the best eateries around. And the strawberry cake is the perfect chef's kiss at the end of your visit.

2103 North William Street, Goldsboro
facebook.com/artisdailybread

B&G GRILL

They only take cash, but that doesn't stop crowds from packing this establishment every day for breakfast and lunch. B&G offers one of the best slices of meatloaf on Earth and their chicken salad is one of the best-selling dishes in the county.

110 East Ash Street, Goldsboro
No website

LANTERN INN

It's a place where people from all walks of life – from politicians to food service industry workers – come for a meal. And with a menu that boasts "breakfast anytime," a homemade biscuit, pancake, or omelet can be had at any hour.

2201 Ash Street, Goldsboro
facebook.com/lanterninn

PIKEVILLE DAWG HOUSE

Hotdogs. Chili. Slaw. Mustard. Ketchup. There are a few places in Wayne County to get a good old-fashioned hotdog and the Dawg House is one of the best. And the staff is always waiting with a smile – for customers of all ages.

202 South Goldsboro Street, Pikeville
facebook.com/pikevilledawghouse

BONFIRE TORTILLA BAR

Need a giant burrito packed full of fresh ingredients? Look no further than Bonfire. Sure, they have solid quesadillas and other offerings, but mark this spot on your "must-visit" list if you want to visit the type of place that, before you take your last bite, you know you're too full for it but can't resist.

2826 Cashwell Drive, Goldsboro
BonfiresTortillaBar.com

RUDY'S/JAMES' DELICIOUS HOTDOGS

When regulars walk in, all they have to do is hold up their fingers and James knows exactly how to prepare their dogs. And if you go to Rudy's/James Delicious Hotdogs just one time, he'll remember how you like yours, too.

1000 Jordan Boulevard, Goldsboro
No website

STAY SWEET

This is the kind of place you take your children to. The food – burgers and the like – are wonderful, but it's the ice cream that rounds everything out. Stay Sweet has been a community favorite for years, so if you're looking for a not-too-expensive place to fill up, head to Buck Swamp Road.

469 Buck Swamp Road, Goldsboro
staysweetbakery.com

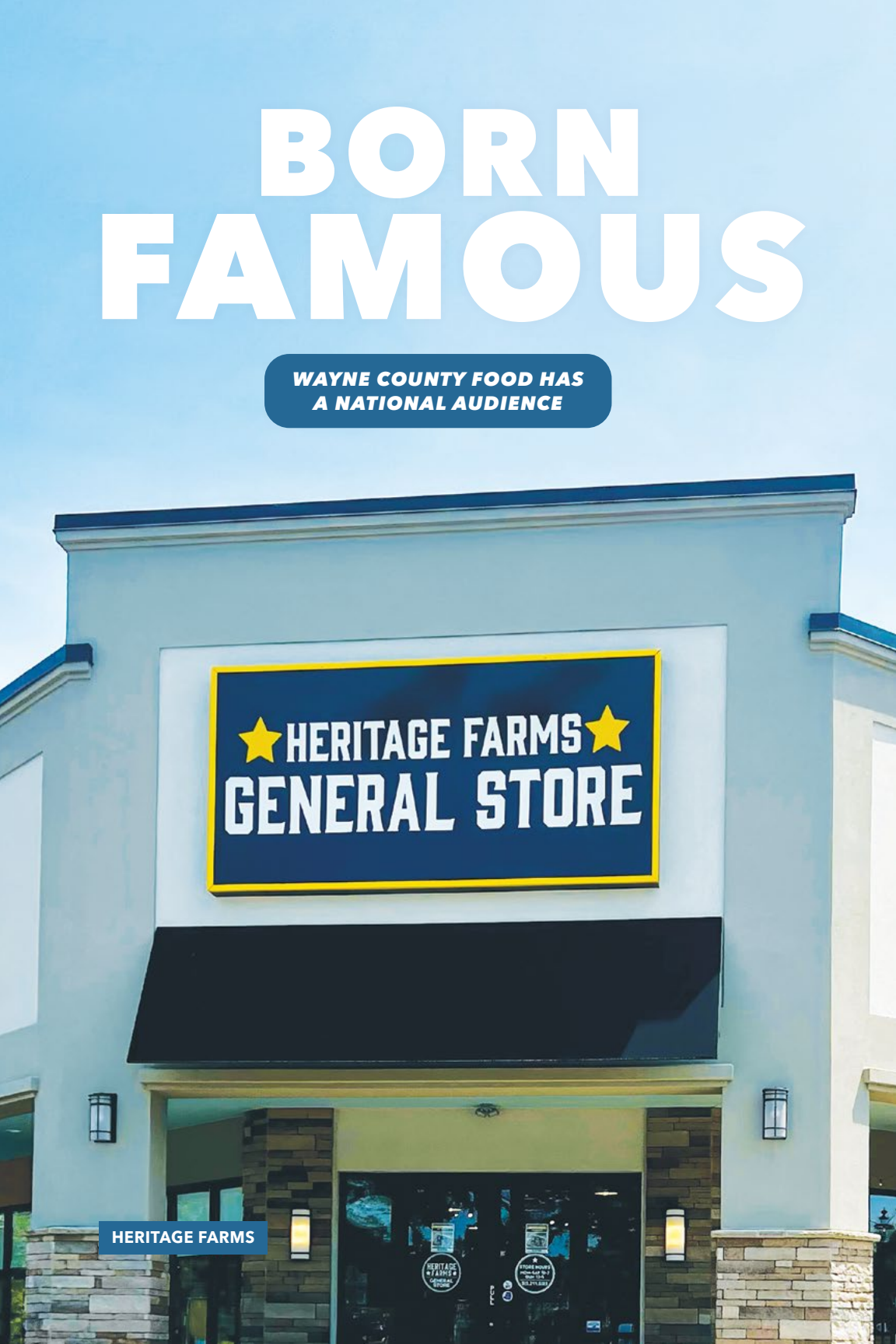
TERRY'S TASTY SHOPPE

Terry's is the type of establishment that transports you back in time. If you go there and grab a cheeseburger or a fish sandwich with a side of fries, you'll see what we mean. Then, end your meal with a sweet sundae and by the time you pull out of the parking lot, you'll be planning your next visit.

4224 U.S. 70, Goldsboro
facebook.com/terrystastyshoppe

BORN FAMOUS

**WAYNE COUNTY FOOD HAS
A NATIONAL AUDIENCE**

The image shows the exterior of a two-story building with light blue siding and a dark blue roofline. A large, rectangular sign with a yellow border is mounted on the upper part of the facade. The sign has a dark blue background with the text "★ HERITAGE FARMS ★" in white, bold, sans-serif font, and "GENERAL STORE" in a larger, white, bold, sans-serif font below it. Below the sign is a black awning over the entrance. The entrance features a dark door with glass panels and a stone pillar on the left side. A small, blue rectangular sign with white text is visible on the stone pillar. The sky is clear and blue.

**★ HERITAGE FARMS ★
GENERAL STORE**

HERITAGE FARMS

Celebrity chefs know that if they are looking to dazzle their diners, it would be a smart move to put a Cheshire porkchop on the menu. And if you have ever had a bite of one, you know why.

The same can be said for Mt. Olive Pickles. The brand is, frankly, the standard by which all others are judged.

And people from just about everywhere have visited a Hwy 55 — and have sunken their teeth into a fresh burger before taking a long sip of a freshly-squeezed orangeade.

But what they might not know is that all three of those brands are related.

Every one of them was born right here in Wayne County, North Carolina.

So, when you visit, you can behold the Mt. Olive Pickle plant — and stand at the corner of Cucumber and Vine.

You can step into the very first Hwy 55 — it was called Andy's when it was founded — and grab a burger, onion rings, and a cold drink.

And you can visit the Heritage Farms General Store and find just about every pork product imaginable. (Don't worry. They are frozen and if you bring a cooler, they will last until you get back home.)

Every community is "famous" for certain things.

But what makes Wayne County special is that from its barbecue joints and state parks to the pickles, pork, and burgers, quality matters.





A HOMEGROWN FEAST

**LOCAL FARMERS OFFER
THEIR FINEST PRODUCE**

Agriculture is king in Wayne County and there are plenty of local farmers who take pride in sharing their bounty with the community.

Fortunately, there is now a place where those folks can come together to show off — and sell — those harvests.

Located on the Maxwell Center property on Wayne Memorial Drive in Goldsboro, the Farm Credit Farmers Market is the home of the best local produce in the area.

There is nothing — and we mean nothing — you won't be able to find there.

Need a watermelon for a hot summer night by the pool or a day at the beach? Stop through town and grab one.

How about some beautiful okra that you can take home, chop up, batter, and deep fry?

You will find it there, too.

So, no. You don't have to go to Raleigh to experience a first-class farmers market. Not anymore.





FARM CREDIT FARMERS MARKET

DOUBTING GOLD

THE WAYNE COUNTY
SEAT'S CORE IS
EXPERIENCING
A REBIRTH



DOWNTOWN GOLDSBORO



Back in the early 2000s, Goldsboro leaders found themselves at a crossroads, as their historic downtown was falling into disrepair and local residents were, frankly, avoiding the area.

But now, some 20 years later, the Wayne County seat's core has become a destination again — and a blueprint other communities with goals of an effective restoration are following.

With a state-of-the-art performing arts theater — one that kept its historic facade — as the anchor, downtown Goldsboro is now the most popular eat, shop, and play venue for Wayne residents and tourists alike.

And from unique boutiques to international food offers, it seems the core is just getting started.

But the day-to-day charm of this place is not the only thing it has going for it.

Downtown is also the home to a variety of events and festivals — from parades on Veterans Day and around Christmas to the North Carolina Freedom Fest and Center Street Jam, a summer concert series that sees thousands head to The Hub to eat off of food trucks, drink cold beer, and take in a few hours of music and dancing.

So, if you only have time for one stop when you head this way, downtown should be the place you park your car.

And when you get there, we're pretty sure you'll do your best to figure out a way to extend your stay.

The food, the buildings, the shopping, they are wonderful.

But the people here — the ones who will treat you like family — are the icing on the cake.

DOWNTOWN'S SOCIAL DISTRICT

Thanks to new state legislation – and the wisdom of the Goldsboro City Council – you can drink while you shop in the city's core.

- 1. GOLDSBORO BREW WORKS**
207 North John Street
- 2. GBW: THE FILLING STATION**
118 West Chestnut Street
- 3. THE LAUGHING OWL**
100 North Center Street
- 4. WELL TRAVELLED BEER**
201 South Center Street
- 5. THE PARAMOUNT THEATRE**
139 South Center Street
- 6. THE OWLAMO**
122 South Center Street
- 7. UP NORTH PIZZERIA**
103 North Center Street
- 8. BRISAS LATIN CUISINE**
217 North John Street
- 9. THE FLYING SHAMROCK**
115 North John Street



THE RULES

Participating establishments can sell alcoholic beverages to be consumed outdoors in the designated social district area.

Drinks are sold in an official plastic cup that clearly displays the name of the establishment, a Social District logo, and is marked with the date the beverage was sold.

HOURS

10 a.m. to 10 p.m.

Mulberry Street

DETAIL
AREA



WAYNE
COUNTY



2ND AMENDMENT ON MAIN

They sell Black Rifle Coffee – and a variety of clothing that honors the United States and the men and women who serve. So, if you have a patriot in your family and you're looking to surprise them with the perfect gift, 2nd Amendment is your place.

118 South Center Street, Goldsboro
2aonmain.com

BICYCLE WORLD

The name speaks for itself – the bicycle selection here is top-notch – but there is so much more to one of downtown Goldsboro's most popular stores. From Vineyard Vines and Southern Tide to Yeti and The North Face, all of the trendy brands are represented here. It's a Wayne County must-stop.

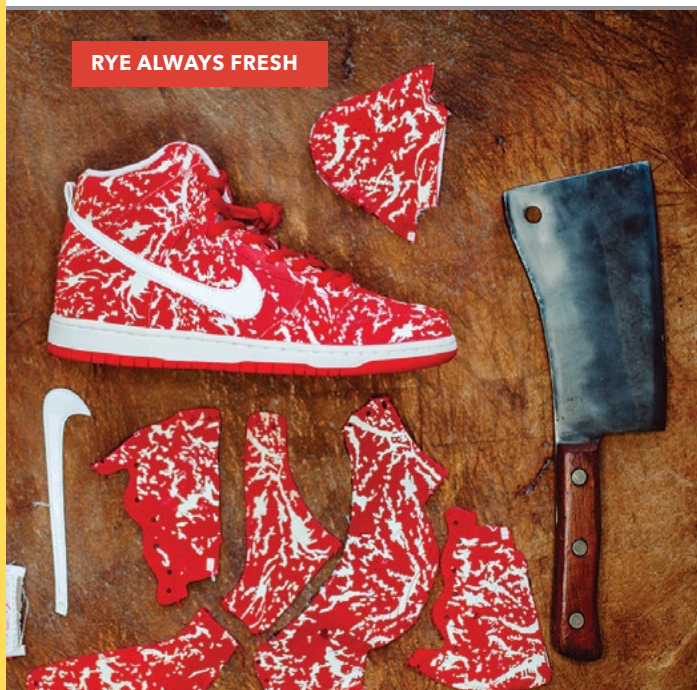
137 North Center Street, Goldsboro
bicycleworldnc.com

CRY FREEDOM MISSIONS

Cry Freedom is more than just a boutique. It's a community built on the foundation of saving victims of human trafficking. So, when you shop there, there is a good chance the item you are purchasing was made by a survivor. And there is a 100-percent chance you will be contributing to a fight CFM leaders believe is worth waging.

111 North Center Street, Goldsboro
cryfreedommissions.com

RYE ALWAYS FRESH





CRY FREEDOM MISSIONS

ELITE FASHIONS

It has been more than 60 years since Evelyn Johnson opened her shop and the boutique remains one of Goldsboro's must-visit destinations for those looking to add a sophisticated piece to their wardrobe.

131 West Walnut Street, Goldsboro
[facebook.com/EliteFashionsInc](https://www.facebook.com/EliteFashionsInc)

GOOD THYMES

Does every downtown have a store that sells high-quality spices and plants? No. But Good Thymes is making an argument for every downtown having one. This store is unique – in all the right ways – and most who enter find it impossible to leave empty-handed.

112 East Mulberry Street, Goldsboro
[goodthymes.com](https://www.goodthymes.com)

LABRAR COFFEE COMPANY

Downtown Goldsboro is fortunate enough to have several upscale coffee shops, but what sets Labrar apart is its selection – one that spans the globe and lures enthusiasts from across Wayne County and beyond its borders.

141 North Center Street, Goldsboro
[facebook.com/labrarcoffeecompany](https://www.facebook.com/labrarcoffeecompany)

LOLA'S VINTIQUES

Vintage is making a comeback. Need proof? Just check out social media. Those in their 20s and 30s are increasingly willing to spend money on quality – and they have found a diamond in the rough inside Lola's. From antique typewriters to clothing, records, and knickknacks, there is something for everyone. And it's also a chance to remember those who came before you.

154 South Center Street, Goldsboro
[lolasvintiques.com](https://www.lolasvintiques.com)

MIMI'S BOUTIQUE

Women of style – and their little girls – love Mimi's. It's upscale and trendy, but also provides shoppers with an opportunity to take it easy on the spending. Perhaps that is why Wayne County residents award it a "Best of the Boot" award in 2023. And, as an added bonus, the storefront itself is gorgeous.

107 North Center Street, Goldsboro
[shopmimisboutique.com](https://www.shopmimisboutique.com)

RYE ALWAYS FRESH

What happens when a celebrity stylist and his "sneakerhead" brother open a boutique? They sell high-end "grail" tennis shoes and brands like Billionaire Boys Club that you can't find anywhere for 100 miles. Rye is, perhaps, the most unique store in Wayne County. And it's worth checking out – even if it's just to chat with the owners.

108 East Mulberry Street, Goldsboro
[facebook.com/ryealwaysfreshgoldsboronc](https://www.facebook.com/ryealwaysfreshgoldsboronc)

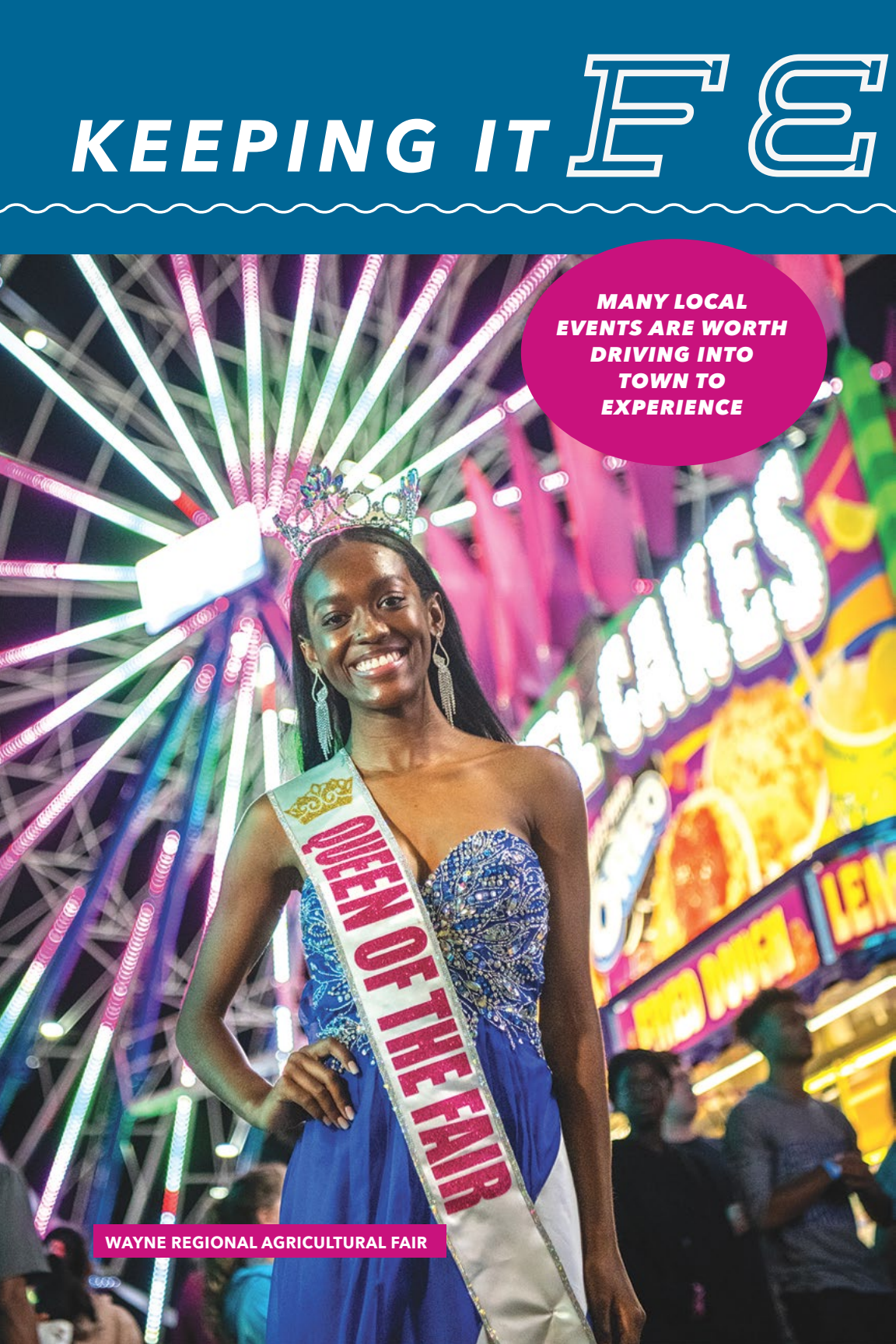


135

CENTER STREET

KEEPING IT *FE*

**MANY LOCAL
EVENTS ARE WORTH
DRIVING INTO
TOWN TO
EXPERIENCE**



WAYNE REGIONAL AGRICULTURAL FAIR

STIVE

Why does everything always taste better at a festival?

In Wayne County, the options abound to enjoy all the fare you might expect, including a few specialty picks that our community is famous for.

So, whether it's a funnel cake or a hand-squeezed lemonade, a hot dog with sauce, fried apple pies or a plate of barbecue, there is no better place to explore a little bit about the community than one of its annual festivals.

From celebrating daffodils in Pikeville to honoring those who fight to protect our nation at N.C. Freedom Fest, there are plenty of chances to gather up the family and head out.

There's even a chance to taste some of local restaurants' best dishes at the Taste of Wayne County — and to benefit the United Way.

And then there is the granddaddy of them all, the N.C. Pickle Festival, which brings everything from music and good food to an annual car show and fun for all ages — all pickle-themed, of course, and in the town that is the home of the Mt. Olive Pickle Company. There is nothing like this weekend gathering.

And what would a festival lineup be without one of the tasty treats this region is known for?

Pig in the Park not only attracts a star-studded lineup of some of the best pig cookers and smokers in the country. It also offers visitors a chance to enjoy some of the best meat around and to support the Boys and Girls Club of Wayne County.

So, tie on that checkered napkin and get your taste buds ready.

There is nothing like a Wayne County festival.

WINGS OVER WAYNE AIR SHOW





CENTER STREET JAM

CENTER STREET JAM

Thousands of people pile into The Hub, an outdoor concert space in downtown Goldsboro, a half-dozen times during the summer to take in some music and grab food off the many trucks that converge on the city's core for the event. Bring a lawn chair – and your dancing partner.

Downtown Goldsboro
goldsboronc.gov

DAFFODIL FESTIVAL

The Town of Fremont puts on this charming festival every year and it's a great time for children and adults alike. From face-painting and games to local artisans and food vendors, the Daffodil Festival might not be huge, but that's why people seem to love it so much.

Downtown Fremont
fremontdaffodilfestival.weebly.com

DILLARD-GOLDSBORO ALUMNI & FRIENDS REUNION

They hold a parade and give scholarships to graduating high school seniors. They attend BBQs and concerts. But you don't have to be a Dillard High School or Goldsboro High School graduate to get in on the fun that unfolds during one of the most well-attended events in the county – one that always falls on Memorial Day weekend.

Downtown Goldsboro
dgafinc.org

THREE EAGLES BEER AND WINE

Rotary International is trying to eradicate polio and promote world peace. One of the ways the local chapter contributes to that effort is money raised from the Three Eagles event. Regional breweries – dozens of them – are the star of the show, so if you are a beer fanatic, this is your event.

Downtown Goldsboro
threeeaglesbeer.com

LIGHTS UP DOWNTOWN

There are carriage rides and Santa makes an appearance. There is "snow" and plenty of hot chocolate. There are Christmas carols and costumed characters that will make your children scream with glee. And then, with the flip of a switch, downtown Goldsboro is transformed into a winter wonderland. Lights Up is what community events are all about.

Downtown Goldsboro
goldsboronc.gov

NC FREEDOM FEST

The N.C. Freedom Fest gives this military community another opportunity to honor those who serve – and those who have served. And the musical acts are big-time names, from Sister Hazel and Elvie Shane to Parmalee.

Downtown Goldsboro
ncfreedomfest.org

NC PICKLE FESTIVAL

There's a car show, a ton of performances from dance troops and musicians and, of course, a pickle-eating contest. The N.C. Pickle Festival has grown by leaps and bounds since its first year and if the tens of thousands who converge on downtown Mount Olive every spring for the event are evidence, there's a reason.

Downtown Mount Olive
ncpicklefest.org

WAYNE REGIONAL AGRICULTURAL FAIR

The demolition derby is, on its own, worth the price of admission, but there are cheerleaders, magicians, and plenty of rides for thrill-seekers, too. But the star of this show is the agricultural displays – and the horse, hog, and goat shows, which give the next generation of farmers a chance to show off their animals and their skills.

Wayne County Fairgrounds
waynefair.com

WINGS OVER WAYNE AIR SHOW

Every two years, Seymour Johnson Air Force Base invites the public to a two-day display of American air power at its finest. And from stunt pilots to modern-day heroes who have flown missions in support of freedom around the globe, it's a spectacle worth beholding.

Seymour Johnson Air Force Base
wingsoverwaynearshow.com



NC PICKLE FESTIVAL



DILLARD-GOLDSBORO
ALUMNI & FRIENDS REUNION



LIGHTS UP
DOWNTOWN



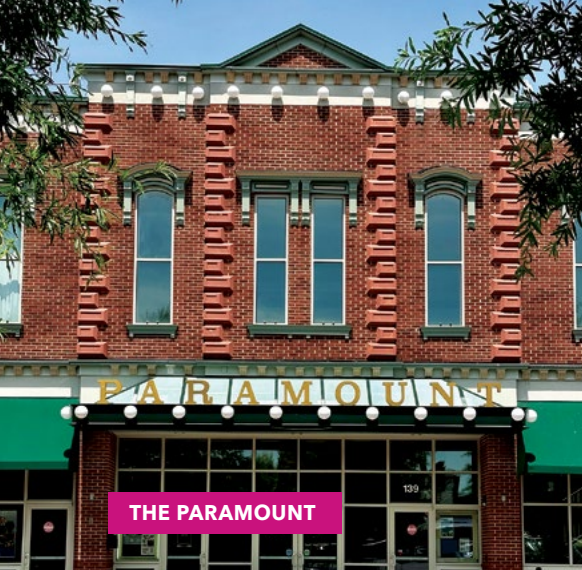
NC FREEDOM FEST

ARTS & CULTURE

**COME FOR A SHOW – OR TO
PURCHASE A ONE-OF-A-KIND
MASTERPIECE**



GOLDSBORO BALLET



THE PARAMOUNT



DOWNTOWN ART WALK

ARTISTIC DANCE ACADEMY

With a studio in downtown Goldsboro, ADA provides young people with a creative outlet – and their Dance for Christ performance every spring is one of the most well-attended shows at the nearby Paramount Theatre.

*228 North Center Street, Goldsboro
artisticdance.org*

DOWNTOWN ESCAPES

Grab a crew and see if you can put your heads together to secure your release from a thrilling, head-scratching escape room experience in downtown Goldsboro. When you finally solve the puzzles – and walk out victorious – you will find that it was absolutely worth the time. And your relationships might even be stronger for it.

*208 East Walnut Street, Goldsboro
downtownescapes.com*

GOLD CITY HOUSE OF MUSIC

In an age where digital downloads are the status quo, there is still a place in Wayne County where you can flip through stacks of vinyl albums and walk out with a classic. And the staff at Gold City knows its stuff – making a great conversation about music a definite possibility.

*320 North John Street, Goldsboro
goldcityhouseofmusic.com*

THE ARTS COUNCIL OF WAYNE COUNTY

Local artists showcase their skills and one-of-a-kind items are available for sale inside the Arts Council's new home, located on West Walnut Street. So, if you fancy a stroll through a gallery – or like to bring a keepsake home when you travel – ACWC is a must-stop.

*139 West Walnut Street, Goldsboro
artsinwayne.org*

THE PARAMOUNT THEATRE

When it burned down, dozens of local residents showed up to watch firefighters try to save the structure. But their tears dried a short time later when the city – thanks to a public/private partnership – vowed to restore it to its former glory.

*139 South Center Street, Goldsboro
goldsboroparamount.com*

WAYNE COUNTY MUSEUM

There are famous folks from Wayne County and more local legends featured in the many displays inside the museum. The best part? You can see it all without having to spend your whole day inside – but you're more than welcome to if you want to take a deeper dive.

*116 North William Street, Goldsboro
waynemuseum.org*

VIRAL VENUES

**PLANNING AN EVENT?
CHECK OUT THESE SPOTS.**

BIRDSONG CHAPEL

BIRDSONG CHAPEL

A young woman wanted to be a flower farmer, so she chased her dream and her business blossomed into an award-winning one. Then, she and her family opened a wedding venue down the road – one that has since gone viral on social media and is among the most sought after destinations for brides- and grooms-to be in North Carolina and beyond.

*1536 Old Smithfield Road, Goldsboro
thecornealiusproperties.com*

GOLDSBORO EVENT CENTER

Galas, conferences, luncheons and other events have been hosted inside this space – located just off the Goldsboro Municipal Golf Course – at the former Goldsboro Country Club.

*1501 South Slocumb Street, Goldsboro
goldsboronc.gov*

ODOM FARMING COMPANY

They have a pumpkin patch in the fall and a market on Mother's Day. You can take the family out for a sunflower-picking experience or simply enjoy the fresh air and a walk across its many acres. For those reasons and more, Odom Farming Company has become a must-visit venue.

*1426 Claridge Nursery Road, Goldsboro
odomfarmingcompany.com*

THE FIREHOUSE

One of Wayne County's most-booked wedding and event venues, The Firehouse is named after the space it occupies – the restored, historic former home of the Goldsboro Fire Department.

*109 East Ash Street, Goldsboro
thefirehouse.co*

THE HUB

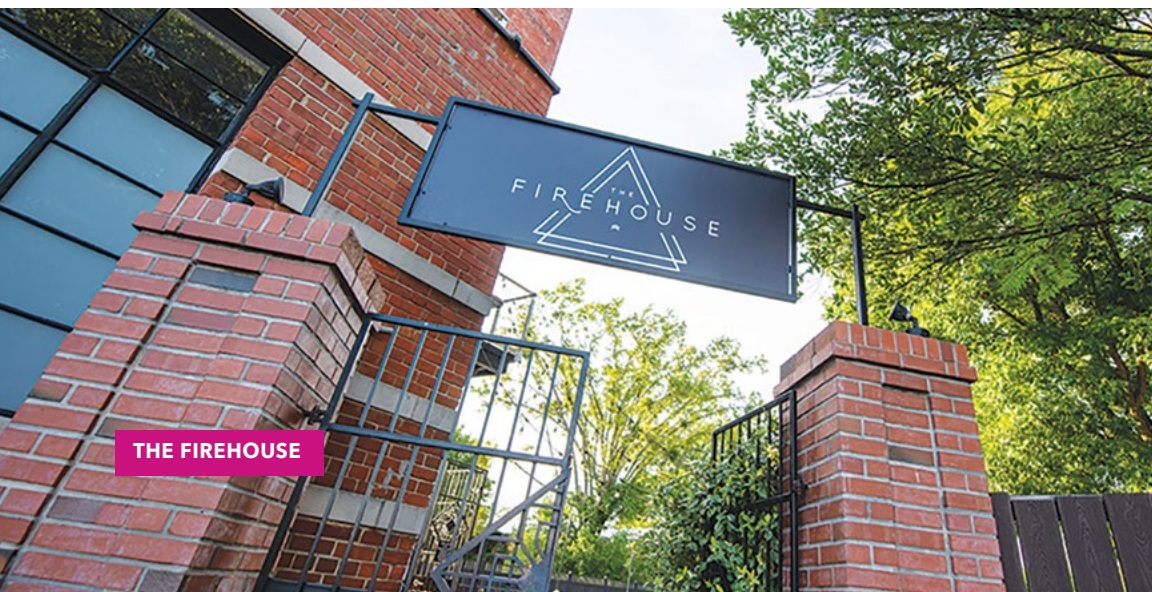
Constructed as part of the restoration of downtown Goldsboro, The HUB is an outdoor concert and festival venue that draws tens of thousands of visitors every year. Music? You'll hear it coming from the stage. Food trucks? You'll find them lining the streets. But this outdoor space is really about the people – and bringing them together in a stunning, open-air environment.

*100 East Chestnut Street, Goldsboro
goldsboronc.gov*

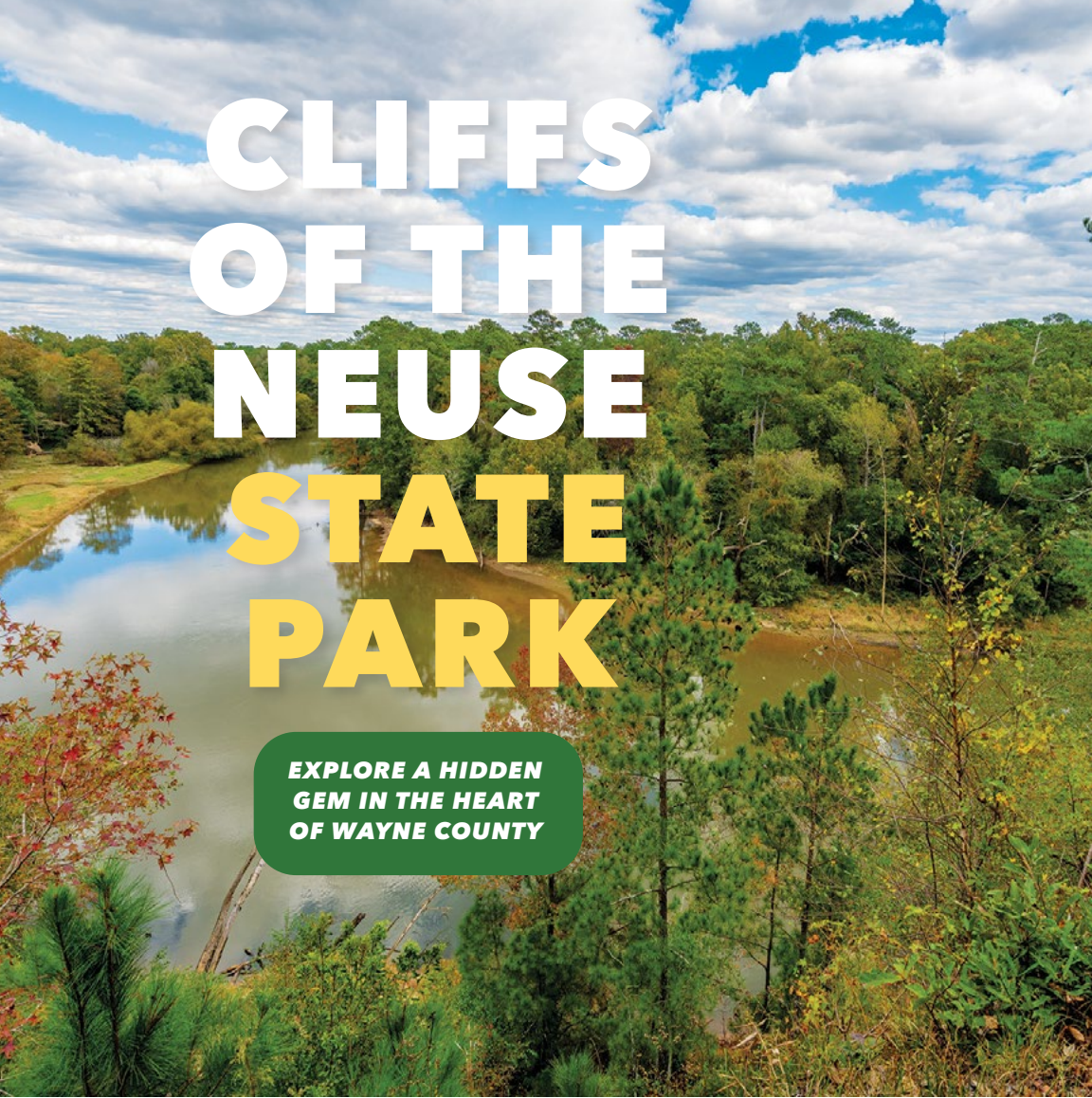
THE MAXWELL CENTER

Millions of dollars were allocated by state and local lawmakers to create this sprawling event space and convention center – which recently added a hotel right next door. And, it's conveniently located within minutes of great food and shopping options, Wayne Community College, and the UNC Health Wayne campus.

*3114 Wayne Memorial Drive, Goldsboro
themaxwellcenter.com*



THE FIREHOUSE



CLIFFS OF THE NEUSE STATE PARK

**EXPLORE A HIDDEN
GEM IN THE HEART
OF WAYNE COUNTY**

There is a calm that descends upon anyone who sees the majestic views of the Neuse River at Cliffs of the Neuse State Park.

Located just 15 miles outside of Goldsboro, the park's claim to fame are its hiking and biking trails that showcase towering cliffs, made of sand, clay, seashells, shale and gravel, and the longleaf pines that line the river, which offer not only many spots to observe flora and fauna, but a relaxing escape from the rigors of 9 to 5.

The park has an 11-acre lake for swimming during the summer and offers boat rentals.

Canoeists and kayakers can follow the Neuse's winding waters and its tributary creeks, imagining as they do how those who first settled the region must have admired and answered the challenges of their new surroundings.

And if you would prefer to cast a rod rather than paddle a boat or hike a trail, Cliffs of the Neuse offers plenty of fishing spots.



**240 Parks Entrance Road,
Seven Springs, N.C.
919-778-6234**

For campers, the park offers trailer and RV sites with electric, water and sewer hookups as well as group tent sites and camper cabins to enjoy the outdoors during the day and a relaxing evening by the campfire at night.

The park also offers educational activities with its own center at the top of the trail and a variety of other programs throughout the season. It also features an amphitheater, auditorium, and picnic shelters for families to gather for special celebrations.

And when the seasons change, the Cliffs view does, too, all set against the array of colors radiating off the rocks.

Your pets can come along, although they are not allowed on the swim beach, so they, too, can be part of that family hike.

Admission is free, although there are fees charged for swim passes, boat rentals, camping and some facilities reservations.

A photograph of a man and a young boy on a train. The man, wearing a white polo shirt and a grey and white striped cap, is leaning over the side of a blue train car. He is smiling and looking down at the boy. The boy, wearing a blue denim jacket and a blue cap, is looking out of the train car with a joyful expression. The background is a blurred green field, suggesting a park setting.

THE KIWANIS TRAIN

It has been a part of the Goldsboro community since 1955 — offering countless generations of children an opportunity to ride on a train and wave to those lining the gate that guards the tracks from Herman Park.

And the conductors — and those who work at the concession stand — are, and have always been volunteers.

They give their time to ensure the city's legendary Kiwanis Train remains operational because they understand that traditions that used to be important parts of the fabric of communities across the country have begun to dis-

appear. But more than that, in an era dominated by devices — from iPhones and iPads to handheld video game consoles, they believe that sometimes, all a child needs is an experience.

By the way, it's also worth noting that all money raised through ticket and treat sales help support the Kiwanis Club's motto: Serving the Children of the World.

So, if you have a little one with you when you visit Wayne County, make sure Herman Park is on your list of things to do. We are certain their ride will be talked about for months to come.



VISIT **BUSCO** **BEACH**

Busco Beach attracts visitors from all over North Carolina — and the country.

Sure, the camping is popular and there are plenty of events hosted on its sprawling grounds, but the real draw is the ATV trails.

Riders load up their off-road vehicles and hit the highway — some driving hours to reach this one-of-a-kind destination.

Busco is a place where families reconnect, where friends come to "play" on the weekends, and where new bonds are formed between those who, the day before, were perfect strangers.

So, if the outdoors are your thing, check out this destination's website and circle a date or two that tickles your fancy. And be prepared to leave with a little mud on your tires.



YES, WE ARE A MILITARY TOWN

Wayne County is the proud home of Seymour Johnson Air Force, a military installation that houses the storied 4th Fighter Wing — a unit with a heritage that pre-dates the Air Force itself. And the spirit of those men who volunteered to fight with American Allies during World War II is still alive both inside the Goldsboro base's gates and in the communities that surround it. And the legends that originated here are many:

- One of the most famous military artists in history, Don Allen, has 4th Fighter Group roots and his art – which was painted on the fuselages of P-51 Mustangs during World War II, are currently on display on Seymour Johnson. There is also a street named for Allen on the base.
- The nation's last Secretary of War, Kenneth Royall, is from Goldsboro and is buried in Willowdale Cemetery, which is open to the public.
- The film "The Great Escape" is based, in part, on the life and POW experiences of Goldsboro native John Dortch "Bootie" Lewis.
- A towering willow oak tree located at the end of downtown Goldsboro's Center Street is a "Freedom Tree" planted to honor the memory of Capt. Pete Cleary, an F-4 Phantom pilot who went missing during the Vietnam War.



DON ALLEN



KENNETH ROYALL



The youngest to sacrifice

When a teenager lied about his age to join the fight in Vietnam, he had no idea that his actions would one day make him a legend.

But when Pfc. Dan Bullock, a son of Goldsboro, died in heroic fashion, he went down in history.

After forging his birth certificate and completing basic training 11 days before his 15th birthday, this Marine was shipped off to the war five months later.

He would end up at An Hoa Combat Base in the country's Quang Nam Province — assigned to Fox Company, Second Battalion, Fifth Marine Regiment.

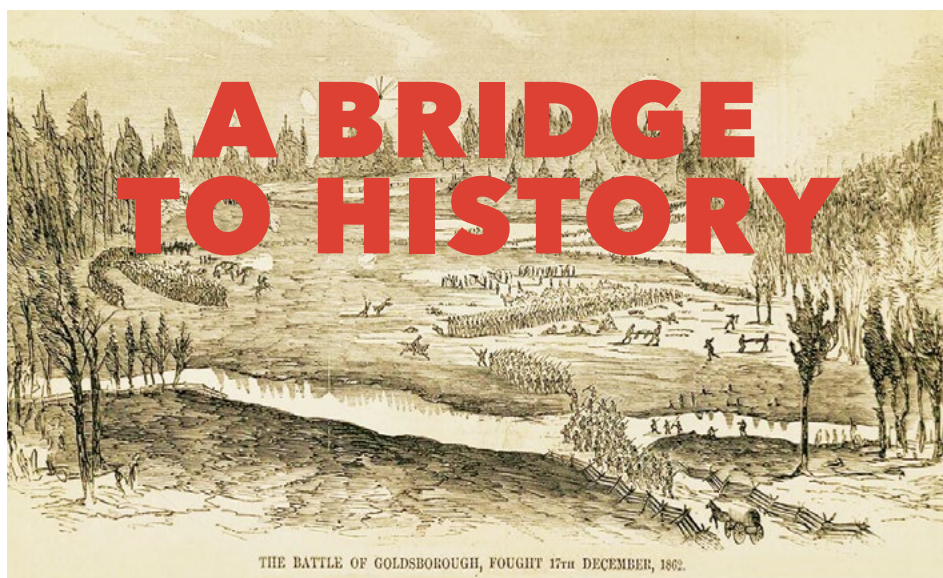
Several weeks later, on June 6, 1969, North Vietnamese troops snuck through the barbed wire guarding the camp and rained fire down on the 15-year-old's

unit. Bullock jumped into action — immediately making ammunition runs to help his comrades. On his second trip he was gunned down, making him the youngest KIA in Vietnam.

His body was returned to North Carolina and buried in an unmarked grave in Elmwood Cemetery, but when television personality Sally Jessy Raphael learned that the young man had been "forgotten," she purchased the headstone pictured above.

Today, history buffs, Marines, and others make pilgrimages to Bullock's gravesite, which is flanked by an American flag and a bench.

Since his death, there have been several unsuccessful campaigns to see him posthumously awarded the Medal of Honor.



On December 17, 1862, one of the most significant moments that unfolded during the Civil War happened in Wayne County.

But students of history might not even know about The Battle of the Goldsborough Bridge — or its impact.

The Union Army, led by Maj. Gen. John G. Foster, marched on the area to destroy the bridge — aiming to cripple the Confederate Army's supply chain from the port of Wilmington.

And despite a defense attempt, the mission was a success.

The Battle of the Goldsboro Bridge is not, however, Wayne County's only draw for the history buff in your family or friend group.

Historical markers also honor, among other things, the formation of Goldsboro's 135th United States Colored Troop regiment — a group of men who joined the Civil War effort as volunteers but were later honored by Secretary of War Edwin Stanton, who demanded they be given an official classification for their "grit" and determination to see themselves become fully realized equals in America.

So, grab your history-loving travel companions and come hunt this community's many hallowed grounds.





THE DAY THAT ALMOST WASN'T

It was Jan. 24, 1961.

Most of the eastern North Carolina residents who awoke to the rising sun had no idea just how close they came to never again opening their eyes.

And had it not been for what many who responded to an Air Force B-52 crash that occurred in the farming community of Faro hours before call "a miracle," their world would have, without question, vanished.

It was just after midnight when local residents heard what one called an "awful racket." Moments later, the source of the noise appeared — a deteriorating B-52 making its way toward the ground at an incredible speed.

The aircraft would crash.

Fire was everywhere.

But the upstart Faro Volunteer Fire Department had no idea that the bomber was carrying two Mark 39 nuclear weapons — bombs designed to inflict more than 200 times more damage than those dropped on Japan near the end of World War II.

According to military reports, the B-52G was on a 24-hour airborne alert mission on the Atlantic seaboard when its captain, Maj. W.S. Tullock, realized that the aircraft had a leak in one of its fuel cells.

Shortly thereafter, the aircraft was directed to land at Seymour Johnson, but as it descended through 10,000 feet on its approach to the airfield, the pilots lost control.

The two weapons separated from the aircraft as it began to break apart — five of the six arming devices on one of the bombs became activated, causing them to carry out many of the steps needed to arm themselves. A military analyst determined that the pilot's safe/arm switch was the only one of the six arming devices on the bombs that prevented detonation.

This community was literally one switch away from Armageddon.

And those who wish to visit the site of the crash can do so right here in Wayne County.



TOWNEPLACE SUITES

BY MARRIOTT



TOWNEPLACE SUITES BY MARRIOTT

STAY A WHILE

**THERE ARE PLENTY OF
PLACES TO LAY YOUR HEAD**

AMERICA'S BEST VALUE INN

701 U.S. Hwy 70 Bypass, Goldsboro
americasbestvalueinn.com

BEST WESTERN PLUS

909 North Spence Avenue, Goldsboro
bestwestern.com

COUNTRY INN & SUITES

2302 Norwood Avenue, Goldsboro
countryinns.com

DAYS INN

801 Hwy 70 Bypass East, Goldsboro
daysinn.com

HAMPTON INN

905 North Spence Avenue, Goldsboro
hampton-inn.com

HOMEWOOD SUITES BY HILTON

3120 Wayne Memorial Drive, Goldsboro
hilton.com/en/brands/homewood-suites

HOLIDAY INN EXPRESS

1003 Sunburst Drive, Goldsboro
holidayinnexpress.com

HOME 2 SUITES

2613 North Park Drive, Goldsboro
home2suites.hilton.com

LODGE INN

2306 Norwood Avenue, Goldsboro

PLUMTREE GARDENS

2603 North Park Drive, Goldsboro
PlumTreeGardens.com

TOWNPLACE SUITES

2603 North Park Drive, Goldsboro
marriott.com

QUALITY INN

1408 South Harding Drive, Goldsboro
qualityinn.com

SLEEP INN & SUITES

203 N.C. 55, Mount Olive
choicehotels.com

SUPER 8 BY WYNDHAM

708 Corporate Drive, Goldsboro
wyndhamhotels.com



HAMPTON INN

COME BACK AND SEE US!

