



THE LAMPLIGHTER

City of Salisbury Newsletter

MAY 2024 EDITION



Be The Difference
IN SALISBURY

Jill Fisher, Senior Utility Customer Service Specialist

This month's employee spotlight is Jill Fisher, a senior utility customer service specialist. In her role, Jill welcomes residents to the City of Salisbury when they enter the Salisbury Customer Service Center to either open or close accounts for residential and commercial water, sewer, and sanitation.

In addition to assisting customers with opening and closing accounts, she also uses problem-solving skills to help create solutions to meet the needs of customers. With five and a half years of employment with the city, Jill's favorite aspect of her job is providing a smile as you never know what someone is facing and how that simple act of kindness can positively impact someone's day.



Rock Out At *Cheerwine Festival!*

We welcome the following band to the Hotwire Communication Stage as this year's headliner: The Nation's #1 Earth, Wind, and Fire Tribute Band Let's Groove Tonight! Our headliner will be joined by The Phobes Band, Braden Hull and TKG Experience for a festival day full of great music, Cheerwine inspired food, fun and ice cold Cheerwine. We're also thrilled to welcome an array of local vendors and brands from around the South, a beer garden with Cheerwine inspired beer, a family-friendly Fun Zone and a Cheerwine history exhibit at the Rowan Museum.

Music schedule: The Phobes Band: 2-4 p.m., Braden Hull: 4:30-6 p.m. TKG Experience: 6:30-8 p.m., Lets Groove Tonight: 8:30-10 p.m.

Cheers For *Shirt Design Winner*



In a celebration of creativity and Carolina pride, Cheerwine and the City of Salisbury are thrilled to announce West Rowan High School freshman Nicholas Smith as the winner of the Cheerwine Festival T-shirt Design Contest after 10,400 votes were cast.

Smith's design, garnering nearly 2,000 votes, creatively combines the silhouette of North Carolina with a Cheerwine bottle, embodying the Tar Heel State's affection for the beloved cherry soda. Fans can preorder the t-shirt at: cheerwine.com/festival-contest/.

Smith will receive a \$1,000 gift card, a commemorative plaque from Salisbury Mayor Karen Alexander at a special ceremony during the Festival, a gift basket and more. His art teacher, Kimberly Nance, will receive \$500 for new art supplies. Carter Coon, a sophomore from Northeast Guilford High School, and Elijah Gullidge, a junior from West Rowan High School and another student of Nance's, were runners-up and will each receive a plaque from the mayor and a gift basket.

Thank you to this year's sponsors: Food Lion, Hotwire Communications (Fision), F&M Bank, Compleat KiDZ, Renewal by Anderson, Rowan County Tourism, Mean Mug Coffee Company, Rowan Museum, and Novant.

UPCOMING EVENTS:

City Council Meetings

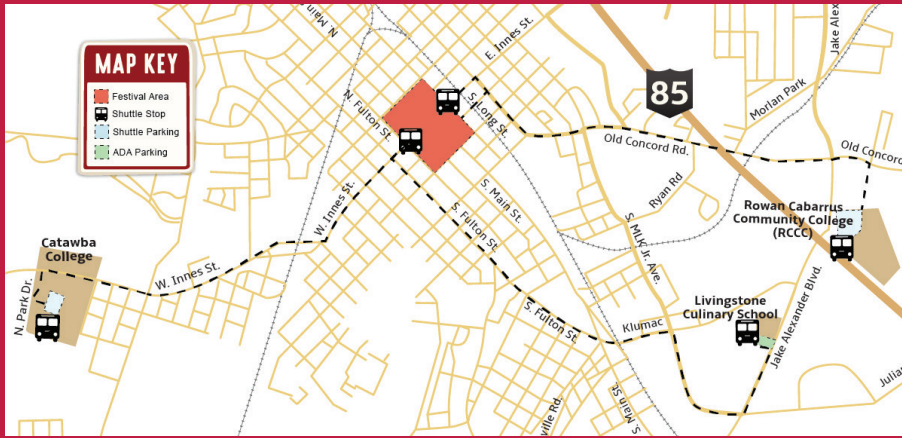
The public is invited to attend meetings in-person, or watch the live broadcast via social media or the city website.

Tuesday, May 7 and 21 - starts at 6 p.m.
[facebook.com/CitySalisburyNC](https://www.facebook.com/CitySalisburyNC)
WSRG-TV (Hotwire 394/Spectrum 16)



Para la traducción al español, visite www.SalisburyNC.gov/NoticiasEspañol

City Council: Mayor Karen Alexander, Mayor Pro Tem Tamara Sheffield, Council Member David Post, Council Member Harry McLaughlin, Council Member Anthony Smith
City Manager Jim Greene Jr.



Free Shuttles!

The complimentary shuttles will run from 11:40 a.m. to 11 p.m. on the day of the event, so you can enjoy the festivities without worrying about parking.

Shuttle Locations:

- Rowan Cabarrus Community College, Jake Alexander Blvd., Salisbury
- Catawba College, 2300 W. Innes St., Salisbury
- ADA: Livingstone College School of Hospitality Management and Culinary Arts, 530 Jake Alexander Blvd. is the designated ADA/handicap lot. Display your handicapped placard visibly to assist our parking attendants in directing you to the designated spots.



Safety Is Our Priority

As tens of thousands of visitors descend on Salisbury for the 2024 Cheerwine Festival, on Saturday, May 18, event planners have announced the list of prohibited items.

Pets: Pets are prohibited for their own safety due to the large crowds and dangers of hot asphalt.

Tobacco and Vaping: Smoking, vaping and/or chewing tobacco is prohibited.

Open Carry: The open carry or display of firearms and/or weapons is prohibited.

Outside Alcohol: Despite Downtown Salisbury's Social District status, removing open alcohol from the Festival footprint is prohibited. Consuming alcohol from outside of the Festival also is prohibited.

Biking and Skating: Biking, skating, skateboarding and rollerblading is prohibited within the Festival footprint. We encourage visitors to bike to the event.

No I.D. = No Alcohol. Festival attendees who plan to consume alcohol must be 21 and over with a valid ID to purchase.

Ways To Stay Connected

Website: Plan ahead by looking up your favorite vendors, finding a delicious Cheerwine treat you just have to try, and picking a parking spot! All this and more is available on the official website: www.cheerwinefest.com

Social Media: Join the conversation with festival organizers and other Cheerwine fans at the official 2024 Cheerwine Festival event page. Updates are posted frequently.

Text Alerts: Cheerwine Festivalgoers can sign up for real-time text updates before and during the Cheerwine Festival Day, Saturday, May 18, by texting the word CWFEST to 888777. Receive helpful tips, weather alerts, shuttle notifications and other important announcements via the City's RoCo Alerts system.

Be A Cheerwine Fan: Go to cheerwine.com and sign up for the Cheerwine Fan Club to earn points with your favorite brand.



STAY CONNECTED - CITY OF SALISBURY

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