

Pinehurst Civic Group presents  
**CANDIDATES FOR VILLAGE COUNCIL**



Candidate for Village Council  
**Kevin Drum**

<b>Pinehurst Resident Since</b>	1972
<b>Community Service</b>	2012 Village Center Enhancement Committee, 2014 Historic Standards Update, 2015 Planning Zoning Committee, 2016 Board of Adjustment, 2017-21 Village Council 2021 Entrepreneurial Hub Working Group, Triangle J Council of Governments, TARPO, Tri-Cities Working Group, Partners in Progress, NCDOT Village Representative
<b>To Learn More about My Campaign</b>	<a href="https://www.facebook.com/DrumForCouncil">https://www.facebook.com/DrumForCouncil</a> <a href="mailto:KDrum@DrumforCouncil.org">KDrum@DrumforCouncil.org</a> <a href="http://www.DrumForCouncil.org">www.DrumForCouncil.org</a>

**Why vote for me for Village Council?**

I am a lifelong resident of the Village of Pinehurst with a deep respect for our history and sense of place. When it is healthy – I’m healthy. When it’s not doing well, I’m not doing well. I am attached to hip to the Village of Pinehurst. Unlike newcomers to the Village, I know what it was like to grow up here in the small village that is now a larger village. Since I know how it felt to grow up here and saw it die twice, I want to make sure we thrive in a way consistent with Mr. Tuft’s vision as an innovator and a man of action. I’m most passionate about reconnecting the communities better around all these highways by making it easier to get around our roads by car, biking, walking, and golf cart. A multi-modal solution is within our grasp. I am also passionate about congruent residential and commercial codes. I am close to accomplishing both and will in my second term. But I also am proud of my accomplishments as village leader from building a community center, saving our schools, creating soft industry consistent with our golf heritage with Eaton, USGA, US Kids and saving the Given’s library from commercial use. I will be the senior council person and the only one that worked on the Long-Range Land Use Plan to provide continuity as we forge into the future.

**Your perspective on the future of Pinehurst**

Our future is bright. The Village Council on which I have served eliminated our debt, so we were in position to invest in our future. We are the first council in history to be nominated as Baldrige Award finalist for our transparency and for our constant state of improvement. I came in as a council member with empty store fronts and a downward real estate market and the historic landmark designation in “Threatened Status” by the park service. We now have a robust real estate market and full storefronts, are off “threatened status” and have a positive relationship with the park service. Council trust has statically gone up during my term. I see us fixing all our roads and adding safer multi modal solutions for moving people around the Village such as tunnels for carts, bikes, and walking under Rte 5 and Morganton and investing in safe golf cart mobility. Pedestrian mobility is something that Mr. Tufts would recognize. I want people to grow up in a

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community that is connected as it was when I grew up here. I am upset that people from CCNC, Village Acres, Lake District and #6 and the Village itself can't bike to high school, can't bike across the circle and can't bike or walk safely to each other's house or parks - I am the only candidate 120% committed to fixing that and I am in position as the longest serving council member with the seniority on all regional organizations like NCDOT and TARPO. I am also passionate about form-based codes that make commercial construction congruent even outside the historic district. We are close to accomplishing this with the small area plans. I am excited about the future and I am concerned about the lack of optimism in some candidates and the lack of vision and the lack of experience and perspective to execute the strong strategic planning processes of VOP to solve these issues, I will work with council, mayor, staff and residents as well experts to solve these issues and have a proven track record of action and the integrity to follow through and get this done for the betterment of all citizens and the future of Pinehurst.

### About Kevin Drum

I attended the University of Southern Carolina, majored in Journalism's/Public Relations and Business Administration/Marketing worked full time at USC-ETV television station. I was recruited by Tenneco corporation in 1983 for a Sports Marketing Position specifically to help with sponsorships of Super Bowl and 1984 Olympics.

In 1987 and felt it was time to move back to Pinehurst to use what I earned and start my own Sports & Tourism Consulting Firm – Drum Media Group. I worked for some of the top golf brands in the Country. Including Yonex where I signed Phil Mickelson to a 10-year deal and top tourism destinations like Sandhills, Kiawah, Sea Island, Palm Beach, and the Gulf Coast. On the Gulf Coast I was asked to serve on the Governor's Commission on Tourism Recovery which is where I saw how government could be a tool in rebuilding historically accurate new buildings, something I have not seen before the coast was destroyed by Katrina. While working on the Gulf Coast part time as a consultant I was impacted by Katrina and swam out of my house but still got my communications job done in crisis using text or, sometimes, a brick with a note at the door of the destroyed golf course and went live on Golf Channel 2 days later announcing the golf destination open for business and I had the data needed to report open dates for all hotels and courses – a lesson in crisis management. My client had a strong spring season, something thought impossible at the time of Katrina's impact and I'm proud of that accomplishment. I also think that translates well to my leadership role on council through covid crisis.

I met my wife, Dr. Jennifer Stoddard, in Pinehurst in 2013 and realized my life was going to change and needed to get to know my 3 new step kids and spend more time at my home in Pinehurst while taking them to school each day.

In 2014 I decided I needed to help my village recover from what I thought was sort of a ghost town with empty store fronts everywhere and the word was the Pinehurst Business District was in massive downturn. I ignored the critics and invested my life savings in a bankrupted closed business in the town I love. I had to make Drum & Quill a success because of the added pressure of it being named after my dad, famous sportswriter Bob Drum. "Drum" for my dad and "Quill" for the pen he used as a golf writer to write the stories that made golfers famous like his friend Arnold Palmer. During that time, I served on nearly every major committee before winning a council seat and now serve representing the county on the Triangle J Partnership, Tri-Cities, NCDOT, TARPO and Partners in Progress and I was asked to serve on the Entrepreneurial Working Group to teach a new group of entrepreneurs.

I also serve on the board of the NC Restaurant & Lodging Charitable Foundation which helped NC restaurants and our local restaurants recover from COVID including being charge of giving away over a million dollars to laid-off service employees. During that period the Village moved seamlessly to digital meetings and transparencies and Mark Elliot and I worked together to bring the food service industry together to help each other through the crisis.

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I am so proud of being part of the “Pinehurst Renaissance” through one of the worst crises in history – a scary but magical time where all our aspirations are coming true. We are now truly the “Home of American Golf.” But we have more to do to finish the job and if can be described one way its tenacious towards reaching my clients goals in business and my strategic consulting experience, combined with perspective as a local and optimism to drive me to think big and do it all with civility to those who disagree. My goals are the village goals, and I will accomplish them. Very few people have won anything betting against me accomplishing mu goals and I will use my extensive rolodex throughout the county, state and the country to help the VOP reach its goals.

