

Roaming Around Reidsville

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As I was preparing to write the first “Roaming Around Reidsville” column of 2019, the Reidsville Rams won their 20th title in football, defeating Northeastern High School of Elizabeth City 31-28 on December 15th in Carter-Finley Stadium on the NC State campus. The Rams have gone to the title game the past three years, winning two of the



contests, and continuing to secure their place as the school with the most State championships under their belt. Congrats to Head Coach Jimmy Teague and the Rams, who had to come from behind to take the 2A title for the “Football Capital of North Carolina”.

When the City of Reidsville started working on a residential recruitment campaign in 2018, we sought feedback from a variety of City residents and County citizens with differing viewpoints about Reidsville. We wanted to find out, both the good and bad about our City, so we could build on the “good” and improve the “bad”. From the fans of the Reidsville community to the naysayers, all could agree unanimously on one thing – we had a very good high school football team, and they were proud of the Rams’ record.

So, our Marketing team ran with that ... the idea of forming a team, of working together for a common goal and building community spirit. That’s how our “Team Reidsville” concept came about, an idea we have stressed in our branding, in t-shirts and caps and more. We have even used the “Football Capital of NC” signs in the downtown area as part of the campaign. (What else would you expect from a town that has been determined to be the statistical geographic dead center of the Atlantic Coast Conference? We love our sports around here!)

Some have asked, why didn’t you use the Ram colors of blue and gold? Because, while the Rams’ success helped us create the “Team Reidsville” branding, we didn’t want it just to be about one high school’s accomplishments. We wanted it to be about the City of Reidsville, proudly wearing the colors of burgundy and gold, to entice new residents to come live here and to remind current residents of what is great about our City.



That is also why you hear the mantra, “Rise Up Reidsville”, as part of our campaign. “Rise Up” is a well known chant in football and one we have used to help motivate our citizens as we seek to build a

“Community of Champions.” We want to recruit new players to our team and show the interconnectedness of our community. That is why the “Team Reidsville” shirts, the Football Capital signs and even our downtown businesses’ “Don’t Pass By We’re Open” signs are helping to build a sense of place for our residents.

We have also been building on our online presence. While the City continues to have its governmental website, reidsvillenc.gov, we have also added our riseupreidsville.com website to appeal to new residents and visitors and let them know what’s going on locally, not just in the City of Reidsville but also in Rockingham County. We have added to our social media outlets. Our City of Reidsville and Market Square Facebook pages have been joined by our Team Reidsville FB page, along with various pages for our Farmers Market, Police and Parks & Recreation-related pages. We also have a Team Reidsville Twitter account!

But it isn’t just about a rally cry. We have been working to implement new programs for both new and longtime residents. As I referenced back in my July column, the City has launched its Reside in Reidsville program for newcomers. We invite them to come and learn more about what types of services and programs are available locally, from the schools to sports-related organizations to City programs. We have had two successful quarterly events, both at Lake Reidsville in July and at the Penn House in December. We believe such events help our newest residents become part of our team.

Yet we can’t forget about those who have lived here for years. Like other cities, Reidsville has the same problem ... selling Reidsville to Reidsville! Many times City residents don’t deal much with local government unless they are paying a water bill or getting their garbage can to the curb. When they do, sometimes it is because they are upset about a particular issue and don’t understand why we do the things we do.

That’s why the City plans to launch in 2019 a Reidsville Citizens’ Academy. Open to any residents, this multi-week course will offer residents a glimpse at how local government works. We hope that this will be interactive and help residents become great ambassadors for our City. We will be sharing more about it later.

As part of these marketing efforts, we have also been focusing on several quality of life issues, including beefing up our parks and recreational offerings. We have been stressing Reidsville’s assets as a small town while noting how our location is convenient to larger cities when needed. We have also been highlighting economic development opportunities in Reidsville, evidenced by a lot of great companies planning to come to the City. We have also launched a website built around economic development, rockitinreidsville.com.

We are excited about all of these programs and the possibilities that come along with them. The end result is to showcase Reidsville and make it a destination for people to live and work. And ultimately, we want everyone to become a part of “Team Reidsville”!

In other news around Reidsville in January:

City Offices Closed for New Year's & Martin Luther King Holiday.

Reidsville City Offices will be closed for the New Year's Holiday on Tuesday, January 1, 2019, and for Dr. Martin Luther King Jr. Holiday on Monday, January 21, 2019.

Loose Leaf Pickup to end.

Residents are reminded that loose leaf pickup ends the week of January 7-10. It's your last chance to get your leaves to the curb before you will have to start bagging them.