

Biz

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With a name like Parton, as in the brother of Dolly, who needs naming rights?

Nonetheless, the folks developing what's being called the **Carolina Crossroads** entertainment district in Roanoke Rapids have signed a Raleigh firm to help them rustle up some naming rights and sponsorship dollars.

Sports & Properties Inc., which is led by **Hill Carrow**, will work with **Michael Dunlow**, CEO of **Roanoke Rapids Entertainment One**, to, in the words loved by capitalists, "maximize the revenue potential" of the entertainment district.

Patterned after places like Branson, Mo.,

and Pigeon Forge, Tenn., the development will have as its centerpiece the 1,500-seat **Randy Parton Theater**, which is being developed by **Dolly Parton's** brother, **Randy**.

The site is on 750 acres along Interstate 95.

Developers also plan an indoor aquarium, hotels, shops, other musical attractions and recreational facilities.

