

# “My Holly Springs Story”

Holly Springs is home. It's where my wife Samara and I chose to raise our son, start a small business, and create lasting memories. Many of you know me as a co-owner and teacher at Resource Room Learning Center, where I've had the privilege of working with families and students across Holly Springs. I'm proud of that work—and now, I'm stepping into a new role as a candidate for Town Council.

I won't pretend this is easy. Running for office puts you out there in ways that aren't always comfortable. You open yourself up to criticism. You get labeled before people know your story. But I'm doing it because I care deeply about Holly Springs. I care about the families I've worked with. And I care about where we're going as a town.

We've come a long way in a short time. This is still a young community, but I believe we have a real chance to grow into something lasting—a place where people stay, where kids come back to raise their own families, where roots deepen, and the next generation builds on what we've started. That's the kind of town I want Holly Springs to be.

Too often, I've heard people say that in ten years, they'll be off on ten acres somewhere in the middle of North Carolina—away from all the changes happening here. “It doesn't really matter to me — once the kids graduate, we're heading to the mountains,” they'll say. And I can't help but wonder: why is that?

Maybe it's because we're still relatively new, with much of the growth we now take for granted beginning in the 1990s. But we shouldn't settle for being just a stop along the way. We should aim to be a multi-generational community—one filled with culture, connection, and a sense of belonging that lasts for decades. Get the house in the mountains or at the beach—vacation there. But let's build Holly Springs to be the kind of place that will always be our home.

I bring experience that I think can help. I've worked in a federal agency, inside public school systems, and in communities across New York City, Washington, D.C., and now here in North Carolina. I understand how systems work—and how to make them better. But more than that, I know what it means to show up for your community.

Here in Holly Springs, I've served on the Planning Board, the Land Use Advisory Council, and previously on the Tree Advisory Committee. As a small business owner, I've been a member of several local business organizations. I've voted in our elections and I've spent time with our leaders, staff, and community advocates. Our business has invested in this community through sponsorships, partnerships, and volunteer work. Each step along the way has deepened my commitment to serving this town and its people. **I'm not involved because I'm running—I'm running because I've been involved.**

My story here runs deep in community—in fact, so much of where I am today is because of chance meetings, conversations, and friendships formed just by showing up, listening, and being open to connection.

When I first moved here, I didn't know many people. One night, Samara and I walked up to Bass Lake Draft House to play some music bingo—it's close to our house and it quickly became our spot. Week after week, we went back, and each time we met more people. It was still Covid times, so that gray cloud lingered over a lot of social interactions. But that place became something steady—where we could relax, talk, and connect. We swapped stories, debated a little politics, shared food and laughs, and more than once closed the night out with singing something that made us feel young (and sometimes old) - or watching the brave ones dance to “Wobble,” just before we all called it a night. That was my first real glimpse of what this community is, and it changed me for the better.

So much of how Resource Room got started here came from those early friendships—friends who pointed us to brokers when we needed a lease or to contractors when we needed a renovation. The same people who showed up at our ribbon cutting were standing next to me at my campaign kickoff. And the truth is, **my story isn't unique. That's exactly what makes it—and this town—so special.** That's why I'm stepping into public service now: to help protect what matters, and to make decisions that improve the quality of life for everyone.

**Experienced leadership. Steady vision. One community, bound by purpose.**

**That's my message—and that's what I'll bring to the Council.**

If you'd like to hear more about why I'm running, I'd love for you to check out my campaign kickoff speech. Just scan the QR code below—it'll give you a better sense of who I am and what I believe.

This is my Holly Springs story and it's just getting started.

Thanks for reading.



**Joseph Cuccurullo**  
**Candidate for Holly Springs Town Council**

*Our Town, Our Future: Together!*

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