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DOWNTOWN UPDATES  
FROM THE CITY OF NEWBERRY  
QUARTERLY NEWSLETTER

# Downtown *in the city*

## Big Changes to Downtown: *New Businesses & Development*

Over the last few years downtown Newberry has experienced an exciting boom in new business and downtown development. In just the last year alone, downtown has seen fourteen new businesses ranging from retail and food & beverage, to traditional businesses open, with an additional two new businesses expected to open during the next quarter. Several of these new shops have moved into downtown buildings and worked to refurbish dated and damaged storefronts, giving them new life and new purpose. Other businesses have opted to open their offices in the recent development projects in historic properties across downtown. The first of these development projects is the completed 1215 Friend Street, also known as the Purple

Palace It offers first floor storefronts and second floor office space featuring contemporary design and modern conveniences. The Standard, located at 1530 Main Street, is a current renovation & development project that currently features completed office space. It is expected to house several storefront options for possible retailers, food & beverage or entertainment businesses, as well as multiple apartments on the second floor. The Old Newberry Hotel (main office 1204 Main Street) has been a part of the downtown landscape since 1878. It will to be home to several apartments, artist studios and office space, as well as event space and several Main Street storefronts. Finally, the Future Site of the Newberry Museum is taking shape at

1300 Friend Street, working hard to retain the architectural integrity of downtown's early 1900's post office and preserve another piece of our local history. Each of these projects and new businesses brings with them a new economy to downtown Newberry.

The work is certainly exciting and something for our downtown district to be proud of, but the work is only just beginning. Many other future development and business opportunities remain available in downtown and in this time of advancing entrepreneurship we should continue to encourage and celebrate our new and successful businesses and developers that are working to add to the fabric of our vibrant and historic downtown.

### DOWNTOWN TOURISM INVESTMENT BY THE NUMBERS – FISCAL YEAR 2018-2019

\$32,322- STANDARD & DIGITAL HIGHWAY BILLBOARDS  
\$8400- AAA GO MAGAZINE AD (OKTOBERFEST)  
\$6640- LOCAL & STATE MAGAZINE FULL PAGE ADS  
\$6626- RADIO ADVERTISEMENTS  
\$4598- TRIP ADVISOR DIGITAL ADS  
\$3300- SC NEWSPAPER NETWORK  
\$2000- TOURISM VIDEO PROJECT PENDING

\$1565- SCPRT WELCOME CENTER WINDOW CLINGS  
\$1500- FACEBOOK ADS FOR SPECIAL EVENTS  
\$1210- PROMOTIONAL (CUPS FOR COLLEGE & APPEARANCES)  
\$800- VISIT NEWBERRY APP UPDATE & RACK CARDS  
\$650- HOLIDAY OPEN HOUSE MAILING  
\$305- EMAIL MARKETING  
\$220- SCIWAY DIGITAL ADS

**EXPECTED TOTAL- \$70,136**

Please note these numbers include some cost estimations for expected expenditures for the remainder of the fiscal year.  
Numbers do not include in-kind ad donations or matching/grant funding.



### NEWBERRY DOWNTOWN DEVELOPMENT ASSOCIATION EVENTS:

#### GROOVE N' BREWFEST

**SATURDAY, APRIL 6 1PM-10PM**

FREE street festival celebrating the 70s & 80s with craft beer, music, karaoke, and more!

[www.newberrygroovebrew.com](http://www.newberrygroovebrew.com)

#### DOWNTOWN SPRING OPEN HOUSE & WINE WALK

**SATURDAY, APRIL 27**

Shopping and dining fun beginning at 10am followed by wine walk featuring local wines and shops from 3pm – 7pm.

[www.newberrydowntown.com](http://www.newberrydowntown.com)

#### #NEWberry FIRST FRIDAYS

**FIRST FRIDAY OF EACH MONTH**

Newberry Empowering Women events featuring female owned businesses.

[www.newberrydowntown.com](http://www.newberrydowntown.com)

**"Life is uncertain.  
Eat dessert first."**

-ERNESTINE ULMER

# NEWBERRY DOWNTOWN EVENTS FOURTH QUARTER

### CITY OF NEWBERRY EVENTS:

#### NEWBERRY PORK IN THE PARK

**FRIDAY, APRIL 12 5PM-8PM**

**SATURDAY, APRIL 13 11AM-1:30PM**

[WWW.NEWBERRYPORKINTHEPARK.COM](http://WWW.NEWBERRYPORKINTHEPARK.COM)

Saturday BBQ Competition featuring live bluegrass music, kids inflatable fun park, and BBQ samples. Added for 2019- Friday night BBQ & Bluegrass!

#### TASTE OF NEWBERRY

**FRIDAY, MAY 17 5PM-9PM**

[WWW.TASTEOFNEWBERRY.COM](http://WWW.TASTEOFNEWBERRY.COM)

Event in downtown Newberry's Friend Building featuring local food, beer, & wine.

#### NEW! OPEN STREETS NEWBERRY\*

**SATURDAY, JUNE 1 9AM-12PM**

"Get out and get moving for your community," Newberry's first Open Streets community and active lifestyle fair to encourage biking, walking, and being active!

#### MOONLIGHT MOVIE NIGHTS

**FRIDAYS AT 8:30PM/SUNSET**

**MAY 24, JUNE 14, JULY 19, AUGUST 16**

Summer monthly outdoor movie night in downtown Newberry's Memorial Park featuring a family friendly film.

#### NEWBERRY OPERA HOUSE EVENTS: **END OF SEASON SHOWS THIS QUARTER!**

Keep track: [www.newberryoperahouse.com](http://www.newberryoperahouse.com)

#### NEWBERRY COMMUNITY PLAYERS: **SPRING SHOWS**

**STRANDED!**

April 12, 13, & 14

Fri/Sat @ 7pm & Sun @ 3pm

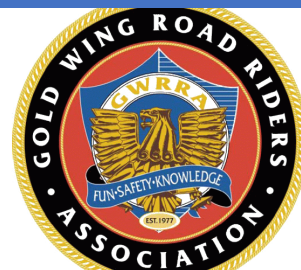
[www.theritzonline.com](http://www.theritzonline.com)

#### **THE LADIES FOURSOME- DINNER THEATER**

May 24 & 25, 31 & June 1

Details: [www.theritzonline.com](http://www.theritzonline.com)

**CONFERENCE  
TO HIGHLIGHT:  
APRIL 25-27**



Returning to Newberry for the second time the Gold Wing Road Riders Association will host 35<sup>th</sup> Annual SC District Rally Weekend at the Newberry Firehouse Conference Center & Newberry Opera House.

#### **WHAT YOU NEED TO KNOW:**

**THURSDAY, APRIL 25-**

Conference attendees will begin to arrive at 12pm. Lunch is on their own.

**FRIDAY, APRIL 26-**

All meals are on their own. Open to the public lighted bike parade at 8:30pm on McKibben Street at the Opera House/Firehouse Conference Center.

**SATURDAY, APRIL 27-**

All meals are on their own with conference close at 4pm.

#### NEWBERRY COLLEGE: **COMMENCEMENT**

**SATURDAY, MAY 4**

For details on this and other Newberry College events:

[www.newberry.edu](http://www.newberry.edu)

#### NEWBERRY COUNTY CHAMBER OF COMMERCE EVENTS:

**AG + ART TOUR 2019**

**JUNE 1-2 ALL DAY**

Weekend celebrating Newberry County farms and artists. Free farm tours across the county as well as the opening day of the Grow Newberry Farmers Market.

[www.agandarttour.com](http://www.agandarttour.com)



**TO FOLLOW THE MANY EVENTS HAPPENING AROUND THE CITY OF NEWBERRY VISIT OUR  
COMMUNITY EVENTS CALENDAR AT [WWW.CITYOFNEWBERRY.COM/EVENTS](http://WWW.CITYOFNEWBERRY.COM/EVENTS)**



\*Open Streets is part of a national movement to "reclaim the road" for bikers and pedestrians by temporarily closing roads commonly used for vehicle traffic and open the streets to our families. The Newberry event will be a community engagement and active lifestyle fair focused on encouraging residents to get out and get moving! Featuring our partnered groups including the Grow Newberry Farmers Market, Newberry Fire Department relay races, Newberry Police Department bike safety rodeo, Newberry Arts Center Summer Art Camp preview, City Parks & Recreation RecMobile fun, Newberry Hospital & Newberry YMCA, the COMET 93x Newberry-Columbia Bus, as well as fitness center pop-up classes, Newberry area Summer Camp walk, & trail guides.

**MARY ALEX KOPP – TOURISM & EVENTS MANAGER – CITY OF NEWBERRY**  
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**City of  
Newberry**  
SOUTH CAROLINA  
"City of Friendly Folks"