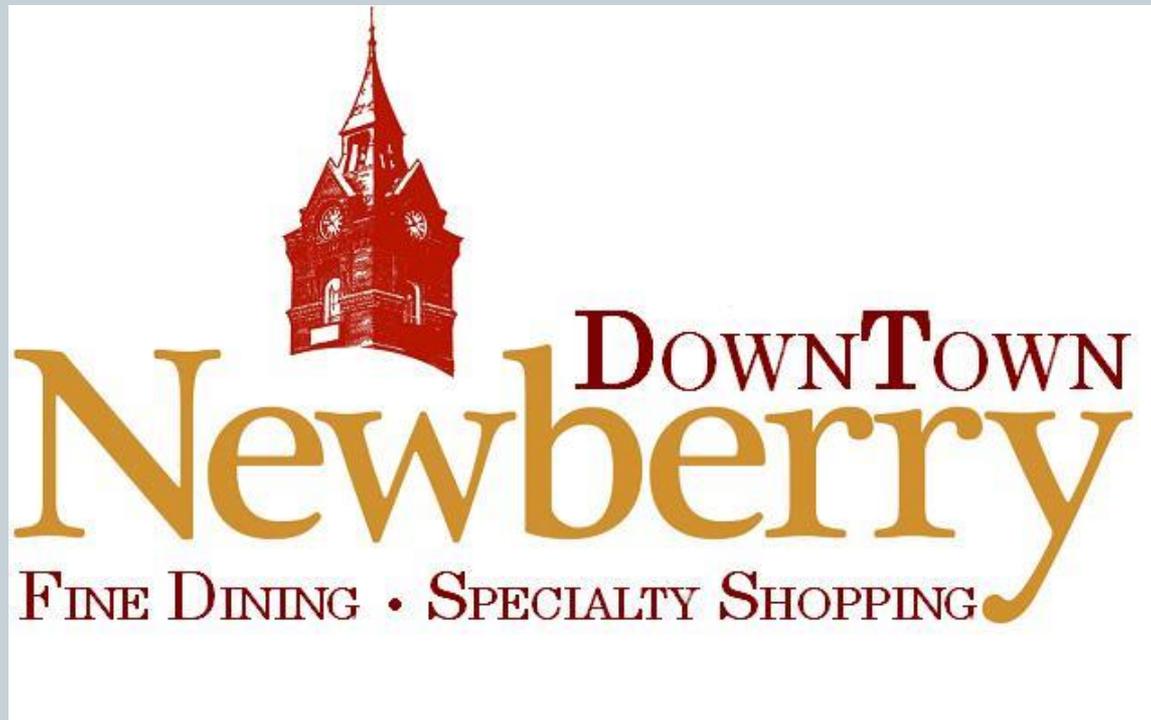


The Emergence of Tourism in the City of Newberry: Administrative Perspective



City of Newberry's Downtown Revitalization Efforts



Problem:

- In 2010 Downtown Newberry or its' central business district (CBD) was struggling in the wake of the large national recession.
- I was charged with the revitalization of downtown in 2010. Focusing on pedestrianism.
- Our Mayor, Foster Senn, has often said “A town is only as vibrant as its central business district“ and ours was in need of some life support.

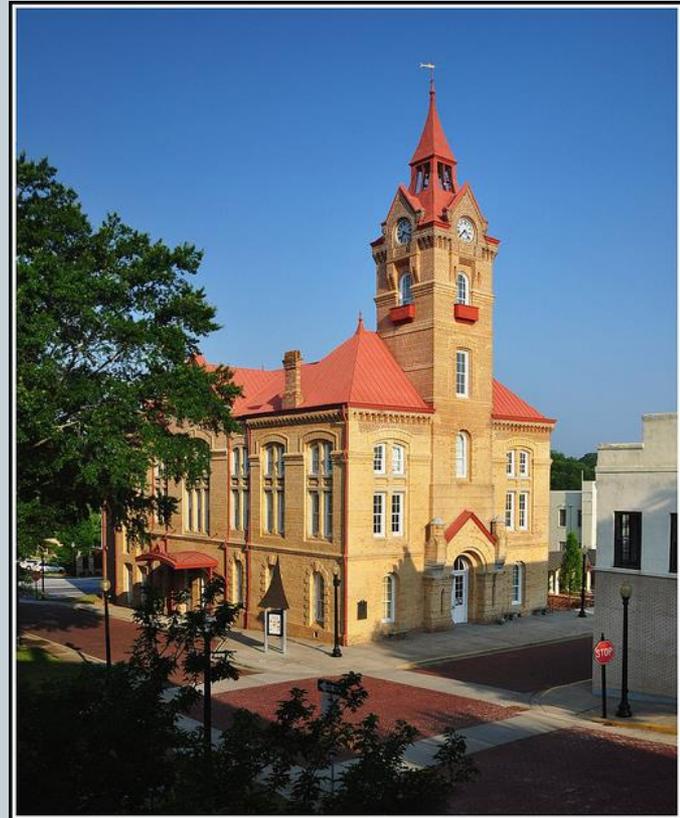
City of Newberry's Downtown Revitalization Efforts



Where we were:

- The City of Newberry had not made a substantial investment in Downtown Newberry or the CBD since the mid 1990's when the Newberry Opera House was reopened for performances

The Newberry Opera House



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- Over the next 4.5 years there were many improvements in relation to the CBD's revitalization. In 2010 the CBD saw the addition of Street Trees to soften the harsh asphalt and cement environment making it more pedestrian friendly

Street Trees added to CBD



City of Newberry's Downtown Revitalization Efforts

What's the focus:

- In 2011 the City took the streetscape concept a step further with the addition of strategically placed bike racks, 50 new park benches, and 45 new black decorative steel trash cans to the landscape to make it more inviting to visitors, this improvement has provided a much cleaner downtown as there are now more receptacles to dispose of trash

Bike racks and park benches/trash receptacles



City of Newberry's Downtown Revitalization Efforts

What's the focus:

- In 2012 the City began working on crosswalks and sidewalk repairs as the increased foot and bike traffic dictated the need. This made road crossings much more prominent for pedestrian safety and eliminated trip hazards from sidewalks, which hadn't been maintained in quite some time, and even though the sidewalks in Downtown Newberry belong to SCDOT the City felt the need to act immediately to improve the CBD's sidewalks and its overall pedestrian environment

Sidewalk restoration in the CBD



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- 2012 continued: We began the sidewalk restoration by replacing the sidewalks around Community Hall which houses Newberry's Chamber of Commerce. We felt this was most important due to this being many visitor's first stop when visiting the CBD. At this same time we rewired one of our Downtown parks for new Christmas displays which would attract visitors throughout the holiday season. The City also added new irrigation and sod so Memorial Park would be welcoming for picnics and visitors to enjoy year round

Community Hall and Memorial Park



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- 2012 continued: The City also began the downtown planter program where businesses who agreed would be able to pick planter boxes from a catalog, the City would purchase, and agreed to change out the plantings seasonally as long as the merchants agreed to deadhead plants and to regularly water. The planters were tastefully preselected by the City's Architectural Review Board to make sure they complimented the CBD's historic environment. This planter program made the businesses feel more vibrant, as if a visitor sees plants maintained outside of a storefront, it's probably safe to assume the shop is open for business.

Planter Program in CBD



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- In 2013-14 the City instituted a facade grant program that provided merchants an incentive to invest in their properties. The first year of the program saw nineteen store fronts in the CBD receive substantial investments and upgrades. The City program set aside \$200,000 in grant funding to support the program. The City's investment generated a total of \$98,000 in additional investments, through owner's matching grant funds. The change has really re-energized the CBD and it feels again like downtown is alive and doing well.

Main Street Bakery Before & After



City of Newberry's Downtown Revitalization Efforts

What's the focus:

- The City has followed up the 2013-14 facade program with a second round of facade enhancement funds in 2014-15 and have had a surge of requests after last year's success. Council has again set aside funds to support the program and the visible change has been remarkable. Upon completion of this year's funding 28 buildings will have benefited from the program.

Grille On Main Before & After



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- 2014 Continued: In addition to the facade program the City has imprinted decorative intersections and added wayfinding to the CBD mix, making navigating to and in downtown much easier. Wayfinding is a directional sign concept that allows visitors to navigate easier by providing directional signs to landmark buildings, locations, and in the City's design we provide strategically placed mall type kiosks for more specific information on store locations.

Intersection Treatments and Wayfinding



City of Newberry's Downtown Revitalization Efforts

What's the focus:

- 2014 Continued: City also supported the development of the Newberry Arts Program, offered through the City's Parks Recreation and Tourism Department. PRT signed a yearlong lease in one of our few remaining vacant store fronts in Downtown and started a community arts program in the space. We use the space to run pottery and painting classes which have generated hundreds of class/party participants in the few short months it has been made available. We hired a part-time coordinator who was a long time art teacher in the area to run the center. We also located the City's Arts Center down one of our side streets off-of-Downtown-Main to encourage visitors to explore the surrounding business, whom often complain that they do not receive as much attention as the businesses located directly on Downtown Main St.

Newberry City Arts Center in the CBD



City of Newberry's Downtown Revitalization Efforts



What's the focus:

- 2014 Continued: Finally in 2014-15 Community Hall grounds were also reworked and close to \$50,000 was spent making the Hall's grounds much more appealing to visitors. We reworked the ground's landscaping, and re-exposed an original 1910 road base in the courtyard area of the property. Making the property much more attractive and usable, further highlighting the history of Newberry. This allows for the Community Hall grounds to be better used year round for festivals and events in downtown Newberry.

Community Hall Before & After



City of Newberry's Downtown Revitalization Efforts



- All efforts pursued by the City were directly related to making the downtown environment more pedestrian friendly and welcoming to visitors.
- What we've discussed:
 - Street Trees
 - Decorative Park Benches & Decorative Trash Cans
 - New crosswalks and sidewalk repairs
 - Park upgrades and Visitor Center Grounds Enhanced
 - Planter Program & Street Imprinting (crosswalk improvements)
 - Façade Grant Program & Wayfinding

Local developer Comes Downtown

Local developer helped to diversify CBD mix...

- City partnered with local business developer to attract a new mix to the CBD.
- New boutique grocery store added to CBD “Figaro’s Market”

New boutique grocery store added to CBD.



Local Developer Comes Downtown

Local developer helped to diversify CBD mix...

- City partnered with local business developer to attract a new mix to the CBD.
- New women's store added to CBD "Via 1215"

New upscale women's clothing shop

- Building before and after:



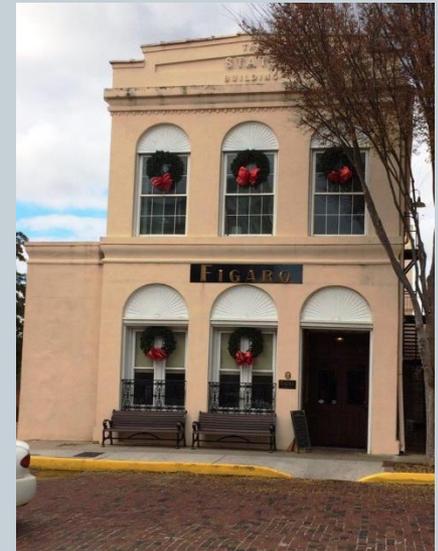
Local Developer Comes Downtown

Local developer helped to diversify CBD mix...

- City partnered with local business developer to attract a new mix to the CBD.
- New white table cloth restaurant (Figaro's Dining). City now has three fine dining options within its CBD

New white tablecloth restaurant

- Restaurant before and after



Won't you come and visit Downtown Newberry?



- We will take all questions at end of the discussion.
Thank you for your time!

