

# 2015 Southern Leisure Management & Trends Institute

**The Emergence of Tourism  
in the City of Newberry:  
Staff Perspective**

**Scott Sawyer, Director**  
City of Newberry Parks, Recreation & Tourism

# Newberry Recreation Department January 1999



# Newberry Parks and Recreation Department February 1999



## **1999-2000**

# **New Programs and Facilities**

- **Senior Adult Program**
- **Moonlight MovieFest**
- **Carols in the Park**
- **Margaret Hunter Park Disc Golf Course**
- **Marion Davis Park Horseshoe Court Facilities**
- **Newberry High School Tennis Courts**
- **Greenway Trail**
- **Playground Improvements**

# Newberry Parks, Recreation & Tourism Department 2007



## Where We Are

This IS actually where we are...  
right now.

# Firehouse Conference Center

The Reason for the "T"

**NEWBERRY**  
FIREHOUSE CONFERENCE CENTER  
[www.newberryfirehouse.com](http://www.newberryfirehouse.com)

Historic Downtown Newberry  
Adjacent to the Nationally Acclaimed  
Newberry Opera House

NEWBERRY FIRE DEPARTMENT

Conferences · Seminars · Training · Special Events · Retreats · Meetings  
1227 McKibben Street · 803.276.1800 · e-mail: [firehouse@cityofnewberry.com](mailto:firehouse@cityofnewberry.com)

**Municipal  
Association  
of South  
Carolina  
Achievement  
Award  
2008**

**SC  
Community  
Development  
Association  
Award of  
Excellence  
2008**

# Parks/Facilities

## 15 Parks – 100 acres of park space

### PARK GUIDE

#### Legend

**A**-athletic field  
**D**-disc golf course  
**P**-playground  
**S**-shelters  
**V**-volleyball courts

**B**-basketball court(s)  
**H**-horseshoe courts  
**R**-restrooms  
**T**-tennis courts  
**W**-walking trail

#### **Greenway Park/Trail (W)**

*located between O'Neal and Drayton Streets*

#### **J.D. Rook Field (A,R)**

*located on Coates St. off Caldwell St.*

#### **Kendall Park (A,B,R,T,V)**

*located at the corner of Glenn and Milligan Streets*

#### **Margaret Hunter Park (D,S)**

*located on Chapman Street off Nance Street*

#### **Marion Davis Park (H,P,R,S)**

*located on Highway 121 at Nance Street*

#### **McSwain Street Park (A,B,P,R,S)**

*located on McSwain Street at Gallman Elementary*

#### **Memorial Park**

*located on the corner of Main and Nance Streets*

#### **Mollohon Park (H,P,R,S)**

*located on the corner of Milligan and Player Streets*

#### **Nosegay Park**

*located on the corner of College Street and Fair Avenue*

#### **Oakland Park (A,R)**

*located on First Street at Fair Avenue*

#### **Vincent Street Park (B,P,S,R)**

*located on Vincent Street at Cline Street*

#### **Wells Japanese Garden**

*located on Lindsey Street behind City Hall*

#### **Wells Park**

*located off Pope Avenue at Wells Park Drive*

#### **Willowbrook Park (P,R,S,B,W)**

*located on Crosson Street at Drayton Street*

#### **Wise Street Park (A,P,S,B,R)**

*located on Wise Street at Holloway Street*

## Recent Park Renovations



Glenn Street Baptist Church Ball Field

## Recent Park Renovations



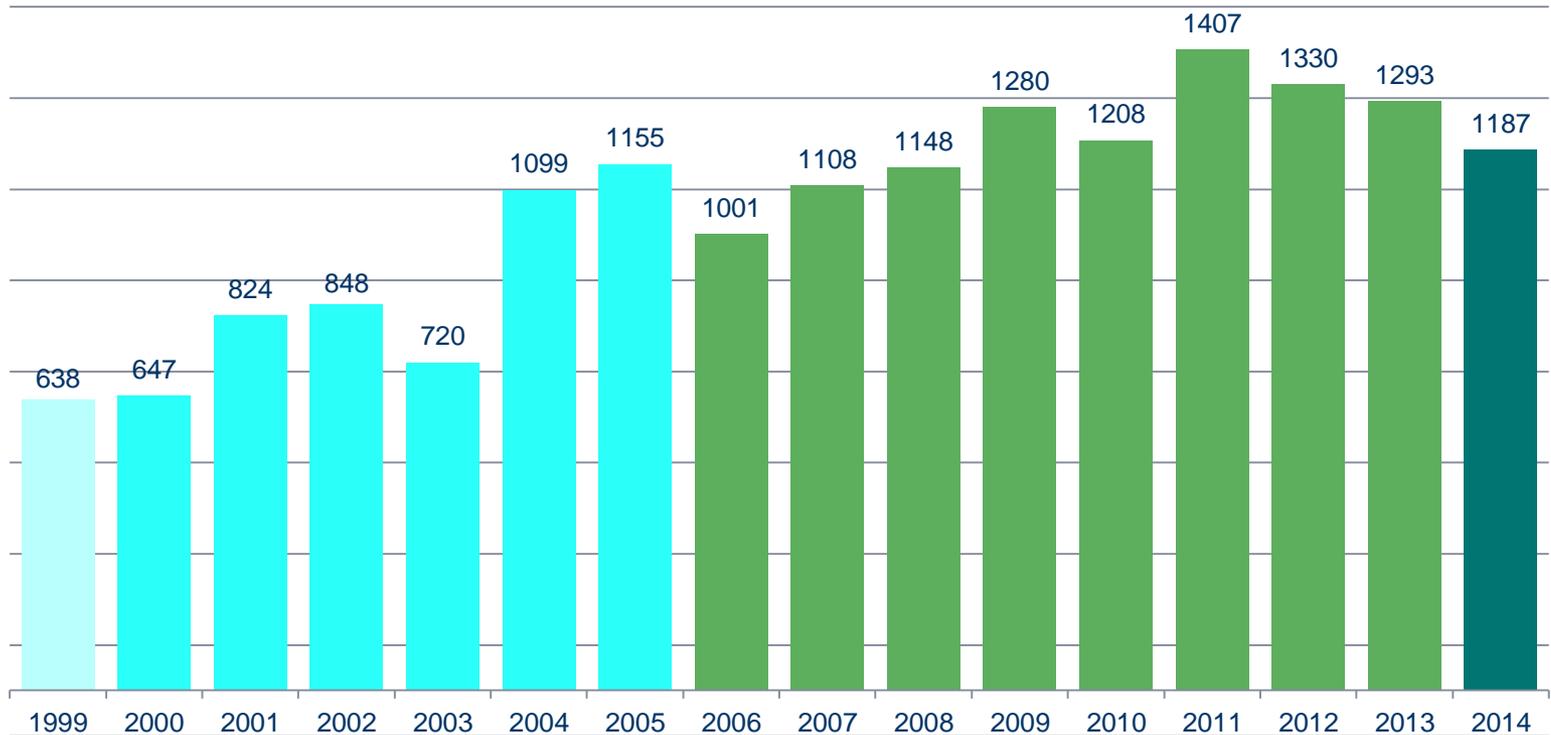
Dr. Julian Grant Park (formerly Vincent Street Park)

## Recent Park Renovations



Kendall Park Football Field

# Athletic Participation and Registration Fees



**1999**  
\$5 resident  
\$105 non-resident

**2000-2005**  
\$10 resident  
\$30 non-resident

**2006-2013**  
\$15 resident  
\$35 non-resident

**2014**  
\$50  
Residents \$20 discount

# Special Events

[www.newberryevents.net](http://www.newberryevents.net)



**DOWNTOWN NEWBERRY**

*Main Street Lights*

Thanksgiving through New Year's Exit 76

"South Carolina's Brightest Downtown!"



# Tourism Promotion/Marketing

## Websites

[www.cityofnewberry.com](http://www.cityofnewberry.com)\*

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

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

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

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

**\*70% of traffic is from mobile devices**

## Local Print Materials

Historic Downtown Self-Guided Tour Guide

Historic Neighborhood Guide-College Street Area

Lynch's Woods Park Trail Guide

Wells Japanese Garden

Newberry Firehouse Conference Center

Newberry Street Map| Resource Guide

Relocation Guide

## Billboards

Highway 219

I-26 near Harbison

I-26 near Clinton

## Print/Web Media

Newberry Magazine

Newberry Observer Greenwood Magazine

Columbia Business Monthly

Greenville Business Magazine

Carolina Living – Constant Contact

Clinton Chronicle Laurens Advertiser

Facebook – Google - SCIWay

Sandlapper Greenville Talk Magazine

Chapin Mailout

Martha Stewart Living

Good Housekeeping

Redbook Women's Day

Charlotte Magazine

## On-Air Media

WKDK Radio WVOC Radio

WSSL Radio WWNU Radio

WWNQ Radio WIS-TV

WACH-TV

Time Warner Cable – Columbia & Newberry

Comcast Cable - Aiken

Charter Cable – Greenville

# Tourism Promotion/Marketing

*Newberry*

South Carolina

Meet Us Halfway



Fine Dining - Antique Shopping - World Class Entertainment

Conveniently located halfway between Atlanta and the beach on Interstate 26, Newberry, SC is a treasure to behold. Fine dining, specialty shopping and the Newberry Opera House are only a short drive away. Visit Newberry—historical charm and elegance are closer than you think.

Halfway There Campaign

Martha Stewart Living  
Atlanta

Good Housekeeping, Redbook  
& Women's Day  
Charleston

# Tourism Promotion/Marketing



The Park Awareness Campaign featured Program Coordinator Johnnie Caldwell as “Super Johnnie” in a Facebook, newspaper and radio contest highlighting 4 City parks during Park & Recreation month in July 2014. A photo like the one above was cropped to exclude the park sign and posted on Facebook asking “Where’s Super Johnnie?” The full picture and contest winner with information on the park were published each Monday in the Newberry Observer newspaper.



# Newberry Arts Center

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



Newberry  
**ARTS**  
Center

Opened July 2014

# Newberry Arts Center

www.newberryartscenter.com

## NAC Winter/Spring 2015 Art School Schedule

### Pottery for Adults

16 years and older

Ages	Class	Time	Day	Dates
Adult	Beginning Pottery - Day	10am-12:30pm	Mon.	Jan.19-Mar. 9
Adult	Beginning Pottery - Night	6pm-8:30pm	Mon.	Jan.19-Mar. 9
Adult	Intermediate Pottery - Day	10am-12:30pm	Wed.	Jan. 21-Mar. 11
Adult	Intermediate Pottery - Night	6pm-8:30pm	Thurs.	Jan. 22-Mar. 12

\* City Residents receive a \$10.00 discount with City of Newberry utility bill as proof of residency.

Cost \$220/\$230\*

### Drawing & Painting with Anne Hightower-Patterson White

16 years and older

Class	Time	Day	Dates	Cost
Watercolor: Beginner to Intermediate	6pm-9pm	Mon.	Jan. 19-March 2**	\$175.00/\$185.00*
Drawing for the Very Beginner	2pm-4pm	Tues.	Jan. 20-March 3**	\$145.00/\$155.00*

\* City Residents receive a \$10.00 discount with City of Newberry utility bill as proof of residency.

\*\*Drawing and Watercolor class will not meet on February 16 and 17.

### Art for Children & Youth

Ages	Class	Time	Day	Dates
6-10 yrs	Art For Home School Students	1pm-2:30pm	Tues.	Jan. 20-May 10
11-16 yrs	Art For Home School Students	1pm-2:30pm	Thurs.	Jan. 22-May 12
3-6 yrs	Art Adventures	3:30pm-4:45pm	Tues.	Jan. 20-May 10
7-10 yrs	Art Explorers	3:45pm-5:15pm	Wed.	Jan.21-May 27
11-14 yrs	Art for Middle School Students	4pm-5:30pm	Thurs.	Jan. 22-May 28

\* City Residents receive a \$20.00 discount with City of Newberry utility bill as proof of residency.

20 Classes per Semester. Payment may be made in full OR in five equal payments.

Cost \$375/\$395 in full OR five payments of \$75.00/\$79.00\*



### Beginning Pottery

Students will learn various techniques of hand building pottery as well as an introduction to the potter's wheel. During this class, coil pots, slab construction, pinch pots and tile making are just some of the techniques that will be covered. Students will learn about firing, glazing and surface design. Instruction on form and function of clay pieces will lead students to completing several pieces they can use and enjoy.

Each session will consist of demonstrations and hands-on learning. Open studio times will also be available for students who wish to spend more time in the studio and experiment on their own or practice their skills.

The cost of the class includes:

- One 25 lb. bag of stoneware clay (Additional clay may be purchased for \$12.50 per 25 lb bag.)
- Firings and glazes for up to 50 lbs of clay
- Weekly open studio sessions at no extra cost

### Intermediate Pottery

This class is for anyone ages 16 and up who has some experience in clay. Students will expand their knowledge on turning clay on the potter's wheel for form and function and/or creating challenging and interesting hand built pieces. Surface techniques, kiln firing, multi-part forms will be covered.

Demonstrations, trouble shooting and hands on instruction will be a part of each class. Open studio times will also be available for students who wish to spend more time in the studio and experiment on their own or practice their skills.

The cost of the class includes:

- One 25 lb. bag of stoneware clay (Additional clay may be purchased for \$12.50 per 25 lb bag.)
- Firings and glazes for up to 50 lbs of clay
- Weekly open studio sessions at no extra cost

### Drawing Classes

Have you always wanted to draw, but lacked the confidence and know how to do a drawing you would be able to share with others? Would you love to look out your window and sketch the landscape or do a drawing of a person that really looks like a person? If so, this class could be for you. This introduction to drawing will help you understand drawing materials and how to use them to complete simple line drawings, shadows and shading, and basic fundamentals of creating successful drawings.

Join us for this non-threatening, encouraging environment to learn to draw.

Anne Hightower-Patterson White, Instructor

### Watercolor Classes

#### Using color to enhance your paintings

Whether you are a beginning painter or have some experience in watercolor painting, understanding the colors you are using will make your paintings more cohesive and exciting. Enjoy painting in a warm, friendly group atmosphere that provides a supportive environment to explore your creative side. Come join us!

Level Beginner to Intermediate

Anne Hightower-Patterson White, Instructor

### Art School for Children, Youth and Teens

These weekly classes will cover all types of art materials and techniques. Students will explore watercolor, printmaking, design, drawing and painting. All students will learn to keep a sketchbook for ideas and inspiration. Artwork by professional artists and other students will be viewed and some information will be given about different styles of art as well as art vocabulary. Our time in class will be spent with hands-on creating and exploring many different art materials and techniques. This will be a FUN class where everyone comes away with several pieces of art with which they can be truly proud!

Classes will meet once a week.

Materials for class will be provided. Students are asked to provide their own sketchbook.

Instructors: Marquerite Palmer and Megan Gordon

Register for classes at the City of Newberry Parks, Recreation & Tourism Department located at 1323 College Street (next to the Post Office). Call 803-321-1015 for more information. Visit us online at newberryartscenter.com or check out our Facebook page at Newberry Arts Center - NAC

# Newberry Arts Center

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



A three day workshop with  
Sue Grier & Mike Vatalaro

February 27, 28 and March 1, 2015  
with early check in and set up  
February 26 from 4-6 p.m.

NAC-Newberry Arts Center  
1107 College Street  
Post Office Box 538  
Newberry SC 29108

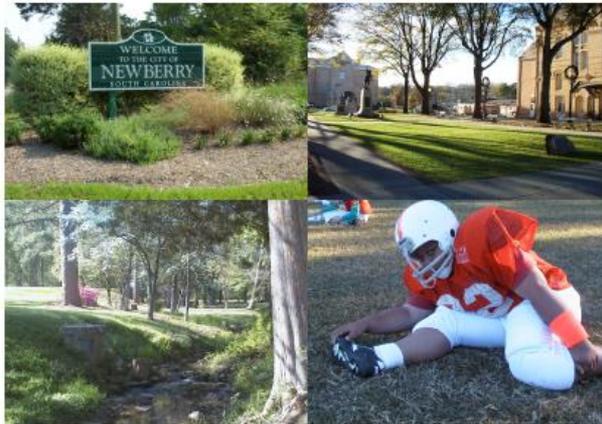
Information/Registration contact:  
Marquerite Palmer  
Art Program Coordinator  
803-321-1015  
[mpalmer@cityofnewberry.com](mailto:mpalmer@cityofnewberry.com)

Presented by  
Newberry Arts Center (NAC)  
City of Newberry Parks, Recreation  
and Tourism Department

The Newberry Arts Center will be  
hosting the first ever (as far as we know)  
South Carolina Clay Conference  
February 27-March 1, 2015

# Strategic Plan

CITY OF NEWBERRY, SOUTH CAROLINA  
PARKS, RECREATION, AND TOURISM STRATEGIC PLAN



SUBMITTED BY:

DR. ROBERT BROOKOVER & MR. MATTHEW HUGHES

DEPARTMENT OF PARKS, RECREATION, AND TOURISM MANAGEMENT  
SOUTH CAROLINA RECREATION DEVELOPMENT PROJECT  
CLEMSON UNIVERSITY INTERNATIONAL INSTITUTE  
FOR  
TOURISM RESEARCH & DEVELOPMENT

A Strategic Plan was conducted by Clemson in 2011. The information in the plan along with City Council's desire to improve quality of life have been the spark for additional staffing, an increase in the budget, the creation of a Special Events budget and the establishment of a 10-year Capital Improvement Plan.

# 10-Year Capital Improvement Plan

## Completed Projects-\$950,000

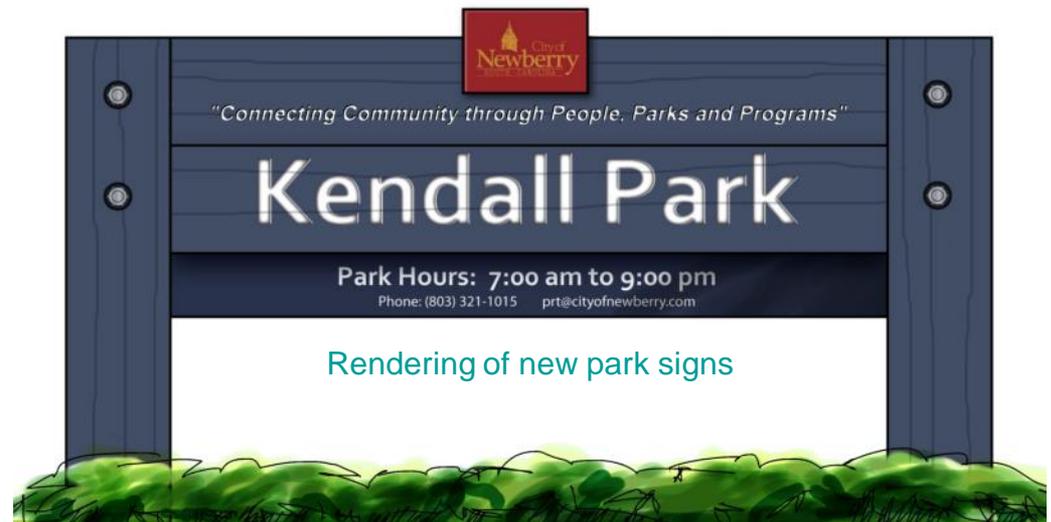
Wells Japanese Garden Improvements  
Memorial Park Renovations  
Glenn Street Baptist Church Ball Field  
Vincent Street Park Renovations  
Kendall Park Football Field

## Current Projects-\$350,000

Trail Plan Implementation – Phase I  
Gallman Park Renovations  
(100K LWCF Grant)

## Future Projects-\$3,500,000

Oakland Park Tennis Center (FY 16-17)  
Trail Plan Implementation  
Park Renovations



Rendering of new park signs

# Oakland Tennis Center



**Phase One:**  
**\$900,000**  
Six Hard Courts  
Three ClayTech Courts

**Construction Funding:**  
Multi-County Industrial Park  
Special Source Revenue  
(90%)

**Partnership:**  
Newberry College

**Architect:**  
Woolpert

PROJECT NAME OAKLAND TENNIS FACILITY			
NEWBERRY SOUTH CAROLINA			
UNITED STATES TENNIS ASSOCIATION 31 WEST FRED OAK LANE WHITE PLAINS, NEW YORK 10604			
DAVID W. LASCITA, TENNIS FACILITY CONSULTANT VINCE CHRISTIAN, DIRECTOR, COMMUNITY TENNIS DEVELOPMENT 17001 801 2206			
DRAWING DATE	ALP 8.2012	PROJECT	TP1442
SCALE	AS SHOWN	DRAWN BY	DWL
DRAWING NAME		CHECKED BY	SHC
TENNIS COURT CONCEPT - OPTION 2			