



▶ CITY OF NEWBERRY TOURISM INVESTMENT IN FY 2017-2018 AND PLANS FOR THE FUTURE .....1



▶ WOLF PACK WELCOME AT NEWBERRY COLLEGE .....1



▶ DOWNTOWN NEWBERRY EVENTS IN THE FIRST QUARTER AND CONFERENCE HIGHLIGHT .....2

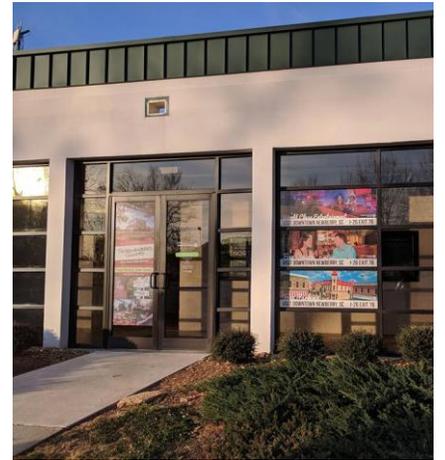
# Downtown *in the city*

DOWNTOWN UPDATES FROM THE CITY OF NEWBERRY QUARTERLY NEWSLETTER

## City of Newberry Tourism Investment: *Bringing Visitors Downtown*

We want you to be in the know about how the City of Newberry is investing in downtown tourism! Last fiscal year the City of Newberry spent \$78,316.41 on a variety of ad campaigns to promote our downtown district. This includes interstate and area billboards, SC Visitor Center(s) window clings, regional radio and newspaper ads, regional magazine publications, social media promotions and video,

and brochure publications. As we go into the new fiscal year we are excited to report that we will continue many of these promotions as well as add new promotions including ads on trip advisor, in the Lake Murray Country Visitor Guide, Palmetto Magazine, advertorial in AAA GO Magazine, and a spot in the 2019 SC Vacation Guide by SCPRT.



### WOLF PACK WELCOME & DOWNTOWN

This summer Newberry College is hosting three parent/student orientation weekends, known as Wolf Pack Welcome. The City of Newberry has been invited to speak to these future students and their parents about the opportunities available to them in town, including visiting our beautiful downtown historic district. Students leave with information about student-friendly downtown activities, volunteerism, and internship opportunities, and parents leave armored with the knowledge of a welcoming downtown that can't wait host them when visiting their children at school.



# NEWBERRY DOWNTOWN EVENTS FIRST QUARTER

**CITY OF NEWBERRY EVENTS:**  
*Free Outdoor Movies in Memorial Park*  
**MOONLIGHT MOVIE NIGHTS**  
2 Shows Remaining:

**MARY POPPINS**  
JULY 13 @ 8:30PM/SUNSET

**COCO** (DISNEY/PIXAR FLIM)  
AUGUST 17 @ 8:30PM/SUNSET

**CROWD ESTIMATE: 100+**  
At our first summer show, *BLACK PANTHER*, in June, we had 250 guests in attendance!

**"In every job that  
must be done  
there is an  
element of fun!"**

-MARY POPPINS

**COUNTY CHAMBER OF  
COMMERCE EVENTS:**  
**Summer Farmers Market**  
**GROW NEWBERRY  
FARMERS MARKET**

Every Saturday from  
9am to 11:30am in  
downtown's Memorial  
Park through the  
end of July



**CONFERENCE  
TO HIGHLIGHT:  
CORSETS &  
CRAVATS  
AUGUST 3-5**



The FRIST ever conference event of its kind in Newberry, Corsets and Cravats will take place at the Newberry Opera House. Attendees will spend a weekend exploring mid-19th century material culture through lectures, hands-on classes, and fun activities! Don't be surprised to see many in period dress throughout the weekend.

**WHAT YOU NEED TO KNOW:**  
**FRIDAY, AUGUST 3-** ATTENDEE REGISTRATION BEGIN AT 12PM DINNER ON THEIR OWN

**SATURDAY, AUGUST 4-** LUNCH ON THEIR OWN, OPPORTUNITY TO SHOP, DINNER OPTIONAL

**SUNDAY, AUGUST 5-** CONFERENCE CLOSE AT 1PM, LUNCH ON THEIR OWN

**NEWBERRY OPERA HOUSE EVENTS:**  
**Free Summer Concerts**  
**PARTY IN THE PARK**  
**6:30PM-7:30PM**

Weekly on Fridays through August 3  
*BYO lawn chair! Details on these events can be found at*  
[www.newberryoperahouse.com](http://www.newberryoperahouse.com)

**NEWBERRY COMMUNITY PLAYERS:**

**Summer Musical**  
**COTTON PATCH GOSPEL**  
Friday July 27-Sunday July 29  
*Details on these shows can be found at*  
[www.theritzonline.com](http://www.theritzonline.com)

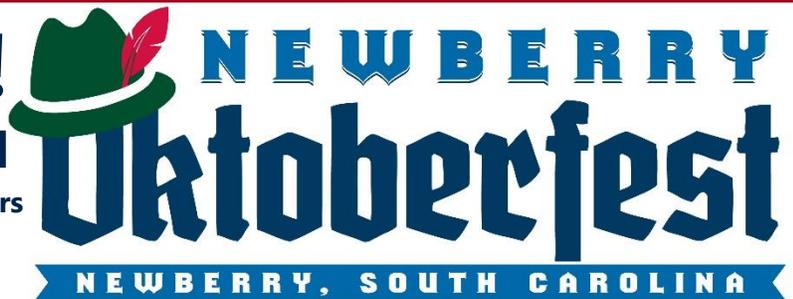
**TO FOLLOW THE MANY EVENTS HAPPENING AROUND THE CITY OF NEWBERRY VISIT OUR  
COMMUNITY EVENTS CALENDAR AT [WWW.CITYOFNEWBERRY.COM/EVENTS](http://WWW.CITYOFNEWBERRY.COM/EVENTS)**

# SAVE THE DATE!

## October 6, 2018, 10AM-6PM

Biergarten & German Cuisine | Arts & Crafts Vendors  
Kindertown | Live Music | Classic Cars

**CROWD ESTIMATE: 26,000 throughout the day**



# Getting to Know You...



Hello! I'm Mary Alex Kopp, the new Tourism and Events Manager for the City of Newberry Parks, Recreation, and Tourism Office. Many of you have seen me around and met before in my previous position of Tourism and Events Coordinator that I've held for the last 5 years. In addition to managing City of Newberry festivals and events I will now also be downtown liaison, coordinator of tourism related marketing and public relations opportunities, and coordinator of City downtown initiatives such as the flower pot program, and downtown beautification. I can't wait to get to know you better!

**MARY ALEX KOPP – TOURISM & EVENTS MANAGER – CITY OF NEWBERRY**  
**803-321-3881 – [MKOPP@CITYOFNEWBERRY.COM](mailto:MKOPP@CITYOFNEWBERRY.COM) – PO BOX 538**

