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DOWNTOWN NEWBERRY EVENTS IN THE SECOND QUARTER AND CONFERENCE HIGHLIGHT .....2



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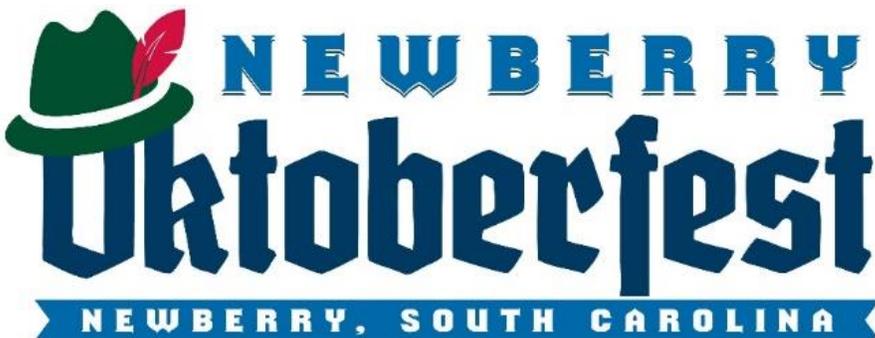
# Downtown in the city

DOWNTOWN UPDATES FROM THE CITY OF NEWBERRY QUARTERLY NEWSLETTER

## City of Newberry Tourism Investment: Newberry Oktoberfest as City's Main Festival/Tourism Driver

We want you to be in the know about how the City of Newberry is investing in downtown tourism! This fall comes the annual Newberry Oktoberfest, the City's premiere festival. Over the years this event has taken on the role of being our primary tourism piece for Downtown Newberry. The event has fruitfully delivered new visitors to town, some of whom have returned and even moved here. The City of Newberry is expected

to have invested near to \$20,000 in advertising for the Newberry Oktoberfest. This includes the cost of billboards (print & digital), magazine and newspaper ads, web marketing (i.e. Trip Advisor), social media marketing/video, radio, and the half page ad and advertorial featured in the latest edition of AAA Go Magazine. Additional in-kind ads have also been run for the event from various media outlets.



**COMING UP!**  
Saturday, October 6 10AM-6PM  
Biergartens & German Cuisine | Arts & Crafts Vendors | Kindertown | Rocktoberfest Stage | Classic Cars  
CROWD ESTIMATE: 26,000 throughout day  
[www.newberryoktoberfest.com](http://www.newberryoktoberfest.com)



# NEWBERRY DOWNTOWN EVENTS SECOND QUARTER

## NEWBERRY DOWNTOWN DEVELOPMENT ASSOCIATION EVENT: **ROCK THE RITZ**

**ROCK CONCERT IN THE RITZ THEATER  
FOLLOWING NEWBERRY OKTOBERFEST**

5:00 PM HIGHJACKED  
7:00 PM HEARTBREAKER

Details on the shows can be found at  
[www.newberryoperahouse.com](http://www.newberryoperahouse.com)

## NEWBERRY OPERA HOUSE EVENTS: **30 + SHOWS THIS QUARTER!**

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

## NEWBERRY COMMUNITY PLAYERS: **FALL SHOWS**

### ROCKY HORROR PICTURE SHOW

October 27 & 28 @ 9pm

### NCP JUNIOR PLAYERS SHOW

### THE HYSTERICAL HISTORY OF THE TROIJAN WAR

November 9,10, & 11

Fri/Sat @ 7pm & Sun @ 3pm

Details on these shows can be found  
at [www.theritzonline.com](http://www.theritzonline.com)

## NEWBERRY VETERAN'S DAY PARADE **NOVEMBER 10 @ 10AM**

Main street will close to traffic prior to the  
event at approximately 9am

Organized by the American Legion

**"Autumn... the  
year's last,  
loveliest smile."**

-FROM INDIAN SUMMER BY  
JOHN H. BRYANT

## COUNTY CHAMBER OF COMMERCE EVENTS:

### Fall Farmers Market

### GROW NEWBERRY FARMERS MARKET

Every Saturday from  
9am to 11:30am in  
downtown's Memorial  
Park 10/13-11/18



**CONFERENCE  
TO HIGHLIGHT:**  
*USDA Forest  
Service  
October 29-31*

**USDA**

The USDA Forest Service will be  
meeting in Newberry for a three day  
conference this October.

### WHAT YOU NEED TO KNOW:

**MONDAY, OCTOBER 29-** Conference  
attendees will be arriving the morning  
of the 29<sup>th</sup> and will have meetings  
throughout the day, ending their  
evening at a reception downtown.

**TUESDAY, OCTOBER 30-** Conference  
attendees will be "in the field" in  
Newberry County on this day. They will  
return to their hotels that evening.

**WEDNESDAY, OCTOBER 31-** The  
conference will continue at 7am and  
end at 1pm. Many conference attendees  
will be looking for lunch following the  
meeting.

**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)**

# Holiday Events & Happenings

Keep up with all things Christmas in Newberry at [www.newberrychristmas.com](http://www.newberrychristmas.com)

## CITY OF NEWBERRY EVENTS:

### MAIN STREET LIGHTS: COMMUNITY CHRISTMAS TREE LIGHTING EVENT

November 16 from 5pm-9pm  
Lighting Ceremony @ 6:30pm

### GINGERBREAD HOUSE COMPETITION

Registration due November 21

Entry & Jury November 29

Display November 30-December 21 @  
Newberry Arts Center

### BREAKFAST WITH SANTA & COMPETITION AWARDS

12/1 @ 9am @ Newberry Arts Center

### SANTA'S TOUR OF NEWBERRY

Fridays November 30-December 21

5pm-6pm, Various City Neighborhoods

### NORTH POLE NIGHTS

Fridays November 30-December 21

6pm-8pm @ Memorial Park, Chamber of  
Commerce, & Newberry Arts Center

## NEWBERRY DOWNTOWN

### DEVELOPMENT ASSOCIATION: HOLIDAY OPEN HOUSE

November 15-18

### NEWBERRY JAYCEES:

### CHRISTMAS PARADE

December 1

### NEWBERRY COLLEGE MUSIC:

### TUBA CHRISTMAS

Saturday, December 8 @ 3pm

### NEWBERRY COUNTY CHAMBER OF COMMERCE:

### CHRISTMAS TOUR OF HOMES

Saturday, December 8 from 4pm-8pm

### NEWBERRY COMMUNITY PLAYERS:

### HOLIDAY SHOW

### A LITTLE HOUSE CHRISTMAS

December 14, 15, & 16

Fri/Sat @ 7pm & Sun @ 3pm

Details on the show can be found at  
[www.theritzonline.com](http://www.theritzonline.com)

## NEWBERRY OPERA HOUSE EVENTS: **14 HOLIDAY SHOWS!**

Keep track at:

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

### SMITHSONIAN EXHIBIT MUSEUM ON MAIN STREET

Open December 16-February 2

Crossroads: Change in Rural America is  
an interactive Smithsonian created  
installation that will be on display in  
the Newberry Opera House Lobby.



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City of  
**Newberry**  
SOUTH CAROLINA  
"City of Friendly Folks"