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Downtown *in the city*

DOWNTOWN UPDATES
FROM THE CITY OF NEWBERRY
QUARTERLY NEWSLETTER

City of Newberry Tourism Investment:

The Landscape is Different, but the Job Remains

Times have certainly been tumultuous due to the coronavirus pandemic and subsequent outbreak. The virus has hit our backdoor, with neighbors, family, and friends affected either directly by the virus, or indirectly by the effects of the virus on our way of living. Although much of what we planned for the 2020 calendar year has been shelved, the job remains the same, to “Connect Community.” The City of Newberry’s Parks, Recreation, and Tourism department is working to live into this motto by providing programs and services, pivoted to accommodate recommendations for the safety of all our residents and visitors, offering what can be provided due to an uncertain future. One thing does remain certain. We can find ways to connect community.



Special events offer our community opportunities to gather, connect, and make memories. Although it is not safe to gather en masse at this time, we don’t have to throw in the towel.



Contingency plans are being made for all our festivals and events. We have been able to pivot our regular outdoor summer movies to drive-in style (an in-person event where the community can congregate from the safety of their vehicles) and plan to continue the [Moonlight Movie Night Drive-Ins](#). The [Newberry Oktoberfest is now a Virtual Festival](#). The event now lives online and lasts September 20 through October 3 (like the traditional Munich Oktoberfest). The event will host a variety of online contests, educational opportunities, and online vendor fair. For downtown specifically, a purposeful push will be made for folks to support downtown businesses that would commonly benefit from the event via our virtual vendor fair.

As much of the world has gone “virtual” we are finding our space in that sphere via [Walkin' Wednesdays](#),

a weekly Instagram/Facebook stories series that takes viewers on a virtual walk in town. Since May these walks have visited the downtown district, nearby parks, College, and will continue to expand throughout the community to places visitors may not be as familiar with.

We will continue our seasonal [“Top 10 Things Every Newberrian Can Do”](#) lists, and most recently have started to publish [weekend itineraries](#) with focused themes to help folks “think outside the box.” In keeping with our message of safe practices, we have written itineraries for a safe weekend visit that incorporates social distancing practices & mask wearing, as well as Top 10’s that reflect that important practice for public health.



Newberry’s resilience and efforts to pivot are being seen by the outside tourism industry. We plan to capitalize on this as our communities start to realize this new way of living.



GETTING YOUR BUSINESS TO GO DIGITAL

Options to consider, study, and integrate into business practices:



FIRST LINE: SOCIAL MEDIA

- **KEEP TALKING!** Keeping your social media pages active, even when your business is dark let's your followers know you're still here!
 - Do not rely on personal social media pages to get the word out- keep *business* practices on *business* pages.
- **SHARE!** Share how you're protecting the health of customers/staff, share how you're studying up on the digital marketplace, share good news- keep the conversation going with your customers.
- **PROMOTE!** Promote curbside, delivery, shipping, or however it is you're keeping open. Promote your neighbors- keep the money flowing local.



SECOND LINE: EMAIL MARKETING

- **KEEP TALKING!** Communicate with your email list, share, and promote, just as you do with social media.
- **PROMOTE VIRTUAL SERVICES** (more below).
- **DISCOUNT CODES/COUPONS!** Offer perks for your email list only, promote on your social media that email list participants get access to these codes and perks!
- **START A TREND.** Contest! tell your email followers to post to their social media about all the cool perks that come with joining your email list- use their social media to gain new followers who may not have sought you out!



THIRD LINE: NEW SERVICES

- **ESTABLISH REMOTE ORDERING.** Whether by telephone, online, or text with curbside, back door, delivery, or shipping options. Ideally, now is the time to establish online shopping.
- **CREATE BUNDLE AND SAVE OPTIONS.** Create stay-cation kits, spa at home, wine or beer pairings kits, DIY your dinner kit, etc. Bundled baskets are a great way to offload product and reduce the potential for waste.
- **CONSIDER SUBSCRIPTION SERVICES.** Customers can order and have regular deliveries sent to their door. Subscribe and save discounts are great ways to build a regular customer base you can rely on.
- **OFFER FEE-FOR-SERVICE VIRTUAL SERVICES.** Use video chat services to schedule personal shopper appointments and ship selected goods to your customer's door. Live-stream "webinars" for fitness classes, cooking lessons, music or art lessons. DIY kits can be bundled into a live party with your business!
- **CONTINUE YOUR REGULARLY SCHEDULE SOCIAL EVENTS, VIRTUALLY.** Offer a virtual version of your Trivia Night, Ladies Night, Karaoke, or other events.



KEY: YOUR ONLINE STORE

- **RESEARCH AND FIND A PLATFORM THAT WORKS FOR YOU**
 - Beginners Guide to Creating a Digital Storefront: <https://rb.gy/tmrgdg>
 - How to Set Up Your First Online Store: <https://rb.gy/cc5zkb>
 - 5 Ways to Make Your Digital Storefront More Appealing: <https://rb.gy/e30af4>
- **SOCIAL MEDIA GROUPS.** Social media groups are fantastic! But don't forget, not everyone is on social media. A website is accessible to all and won't accidentally reduce your customer pool.
- **CONSIDER HELP LOCALLY.** Local tech companies can help you! Neighbors with successful online businesses can help you! Source assistance, locally.

DIGITAL LANDSCAPE VIRTUAL SERVICES & YOUR BUSINESS

We know that you have seen this graphic before. It was created back in early March to help offer suggestions for keeping afloat during the early days of the COVID crisis. We know you've been told to toot the marketing horn! Many of you have taken on this challenge to fight for the survival of your business. At the risk of beating a drum you're probably sick of hearing we share it with you again, this time focusing on the third line & key.

How new & digital services will affect you long term- Many webinars, [articles](#), and consultations have taught us that the effects of this public health problem will go beyond 2020 (and we're not talking about the virus itself). Thinking beyond day-trippers and weekenders who happen upon your shop or restaurant, [your bread and butter buyers have been given a free pass to take the easy-route by converting much of their shopping habits to digital.](#) Competing with Amazon and Walmart and even Food-Lion pick-up is daunting, [but it is not impossible if you implement digital and off-site strategies with the goal of making shopping as easy for your customer as possible.](#) Now, the calm before the holiday storm, is the perfect time to re-structure your business model. Start thinking about how you can bolster your remote ordering options by keeping up delivery and curbside pick-up. Bundle and save gift baskets (consider hero themes for nurses, teachers, and others who need a pick-me-up from their daily stress). Subscription services are a great way to guarantee yourself payment during tough times. Think wine clubs, monogram of the month, treat-yo-self gift baskets, date-night dinner at your door, etc. Certainly, each idea suggested is going to come at a cost whether it's your time or additional product. That is part of the challenge of long-game planning. But you do not have to do this alone. Your neighbors in business can share what's worked for them (perhaps you can even coordinate a service together)! If you're able to seek professional help, local groups like Emily Marketing on Boyce Street can get you started and even help you maintain. And don't forget organizations like The Chamber of Commerce and Newberry Downtown Development Association- these groups champion their members and can be a great promotional resource.



"City of Friendly Folks"
cityofnewberry.com

