

## Chapter 5. Cultural Resources Element

Cultural resources include historic buildings and structures, unique residential and commercial areas, archeological sites, educational and religious institutions, entertainment areas and events, and related features that impact the cultural aspects of the City. The Cultural Resources Element generates awareness and consideration of historical, archaeological and heritage issues, as well as the unique attributes and defining character of the community. The Element provides an overview of the historical development of the community, identifies significant historic and cultural resources, profiles local active arts and cultural organizations, lists annual cultural events and opportunities, and explores the current and anticipated economic impact of these resources on the community.

Preservation and enhancement of the City's historic and cultural resources can provide direct community benefits that include increased tourism activity and revenue, revitalization of core commercial and residential districts, higher property values, stronger community identity, and enhanced attractiveness to new employers and residents.

### A. HISTORICAL DEVELOPMENT

The rich histories of South Carolina and Newberry County have been extensively documented through several publications including Walter Edgar's *South Carolina: A History* (1998) and Thomas Pope's *The History of Newberry County* (1992). Other key historical references include: *Newberry County, S.C.: History and Genealogy* (G. Leyland Summer, 1950), *Reminiscences of Newberry* (John B. Carwile, 1890), *The Annals of Newberry, Part I* (John Belton O'Neal, 1859) and *The Annals of Newberry, Part II* (John A. Chapman, 1892).

The Piedmont region of South Carolina that encompasses what would become Newberry was settled largely by Scotch-Irish, English and German immigrants in the mid-18th century. The immigrants were drawn by the promise of free land in what was then the Carolina frontier. These new settlements were planted along the rivers of the backcountry, particularly the fertile lands between the Broad and Saluda Rivers. Present-day Newberry was part of a larger region known as the Dutch Fork that was populated primarily by German and Swiss residents.

The region also formed the southernmost boundary of the Cherokee territory. Conflicts with the Cherokee had escalated by the mid-1750s, with frequent attacks on the new towns that began to fuel a mass exodus of settlers from the backcountry settlements to areas closer to the coast. Multiple militia campaigns were launched against the Cherokee. By 1761, the Treaty of Charleston was signed to officially end the Cherokee War and to expel the Cherokee from the midlands.

The end of the Cherokee War prompted a wave of immigration back to the frontier region. With the threat of Cherokee attack laid to rest and an increase in population, the need for law and order in the new settlements intensified. By 1769, Newberry was part of the Ninety Six judicial district – one of seven districts established in the colony to provide a more accessible system of courts in

each region. This re-organization would be the impetus of a movement to establish greater independence for the backcountry from Charleston's control.

Although initially slow to join in the Revolutionary War effort, residents of the Ninety Six District – which includes present-day Newberry, Abbeville, Greenwood, Laurens, McCormick, and Edgefield Counties – quickly responded to the British capture of Charleston. Of the more than 250 Revolutionary War battles fought in South Carolina, many occurred within the Ninety Six District including Newberry County.

Newberry County was formally established in 1785, upon the division of the Ninety Six District into Edgefield, Abbeville, Laurens, Spartanburg, Union and Newberry Counties. The village of Newberry was formally established as the County seat in 1789. Both the commercial and political life of the village was greatly influenced by a small contingent of professionals and merchants. The introduction of the cotton gin in the late eighteenth century transformed the County into a leading pre-war cotton market. By the 1820s, large scale cotton farming replaced the smaller subsistence farms that had characterized the region. With its new economic position, Newberry quickly attracted a number of doctors, lawyers, and other professionals.

The village of Newberry boasted a courthouse, jail, school, burial ground, postmaster, and library society. However, the village had no church for the first 40 years of its existence. Although several Lutheran churches and one Baptist church had been organized in Newberry County since as early as 1754, the first church in the village of Newberry was not incorporated until 1831 by the Baptists.

In 1832, Newberry citizens petitioned the General Assembly for incorporation as a town. Two decades later, Newberry secured the first upstate railroad line in 1851, followed by the Laurens railroad in 1854. The Town experienced a great deal of growth during the latter half of the nineteenth century because of its key position as the State's leading inland cotton market, the extension of the railroad, and the relocation of Newberry College in 1855.

Newberry County participation in the Civil War was limited geographically. Although an estimated 500 Newberry residents died in the War, no battles actually occurred in the County. However, the impact of the Civil War and its aftermath were overwhelming and eroded much of the local wealth and status that had been heralded by cotton farming. Renewed rail construction in the post-war years helped boost the economic recovery of upstate towns. The Columbia, Newberry & Laurens (CN&L) Railroad Company was constructed in 1885, making Newberry a hub for both the CN&L and Southern Railroads. Rail line expansion was accompanied by an investment in upstate textile mills. The first textile factory in Newberry, Newberry Cotton Mills, was built in 1882 and was the largest mill in the State. This new wealth in textiles prompted a greater demand and an increase in community resources to support recreation and education. The Newberry Opera House was opened in 1882 and the public school system was formed in 1891. Many of the community's historic homes and buildings were constructed during these railroad, cotton market, textile, and lumber mill years.

Agriculture continued its dominance of the local economy through the Civil War and into the Second World War. A severe drop in cotton and tobacco markets, increased competition, and infestation of the boll weevil ravaged the State and County economy in the early 1920s, bringing depression conditions to the area nearly a decade before the Great Depression hit the nation. The local economy would not fully recover until World War II. Following World War II, manufacturing emerged as a growing segment of the State and local economic base. Unlike many of the smaller towns in the County and region that have experienced population declines as a result of these economic shifts, the City of Newberry has maintained a slow, but steady increase in population over the last five decades.

The construction of Interstate 26 in the early 1960s signaled the demise of many small South Carolina towns as motorists were lured from Main Street to faster routes. However, with proactive planning, strategic marketing, and an investment of public and private support and resources, the City of Newberry is poised to take advantage of its Interstate access and capture its economic potential in the coming years. The ability of the City to attract visitors, retirees and professionals will rest in large part on the quality of its rich historic and cultural resource base.

## **B. HISTORIC RESOURCES**

The Newberry area has a rich cultural history and natural resource base. The historic and cultural resources of the City and County contribute to the appeal of the area as a retirement and tourist destination and as a desirable place to work and live. Communities can enhance livability and distinctiveness through awareness and protection of these resources, along with special consideration in the comprehensive planning process to protect their special character from development pressures or deterioration. Protection of these historical and architectural resources requires an active partnership among public and private property owners, local governments, and State and Federal agencies.

The City of Newberry and its residents have actively pursued new uses for many historic buildings. Within the downtown business district of Newberry, there are several blocks with every building on the National Register of Historic Places. The City's Old Court House, built in 1852, now serves as a community hall. The Gothic-style Opera House, exemplifying Victorian civic architecture that was once the center of cultural and civic activity from 1882 until 1930, has been restored and once again stands as a cultural center for not only the City, but the region. The Ritz Theater, an 800-seat facility built in 1936 in the Art Deco style for use as a movie theater, has found new life as home to the Newberry Community Players.

The City has also sponsored multiple adaptive rehabilitation efforts that include the conversion of the former Firehouse into a state-of-the-art conference center. These revitalization efforts were complemented by the addition of a new Hampton Inn designed to blend with the historic built environment of the Downtown district. The visually prominent Old Newberry Hotel houses the Newberry Arts Center, artist studio and the Newberry County Literacy Council. The historic building is under rehabilitation and expansion to re-open in 2019 with apartments, and expanded Arts Center with artist studios and offices, and a courtyard venue and event space.

In recognition of the economic potential of the community's historic resources, the City and County jointly sponsored a comprehensive *Historical and Architectural Survey of Newberry County* in 2003. The Survey, conducted by the Palmetto Conservation Foundation, assessed 1,537 properties throughout the County including 581 residential, 122 commercial, seven religious, three educational and two industrial properties within the City of Newberry. These assessments were conducted primarily to determine properties and districts that should be considered for National Register designation. Properties considered for the survey were those at least 50 years old and that retained a good level of historical integrity. All of the surveyed sites have been entered into the statewide database of the S.C. Department of Archives and History.

## 1. **National Register Listings**

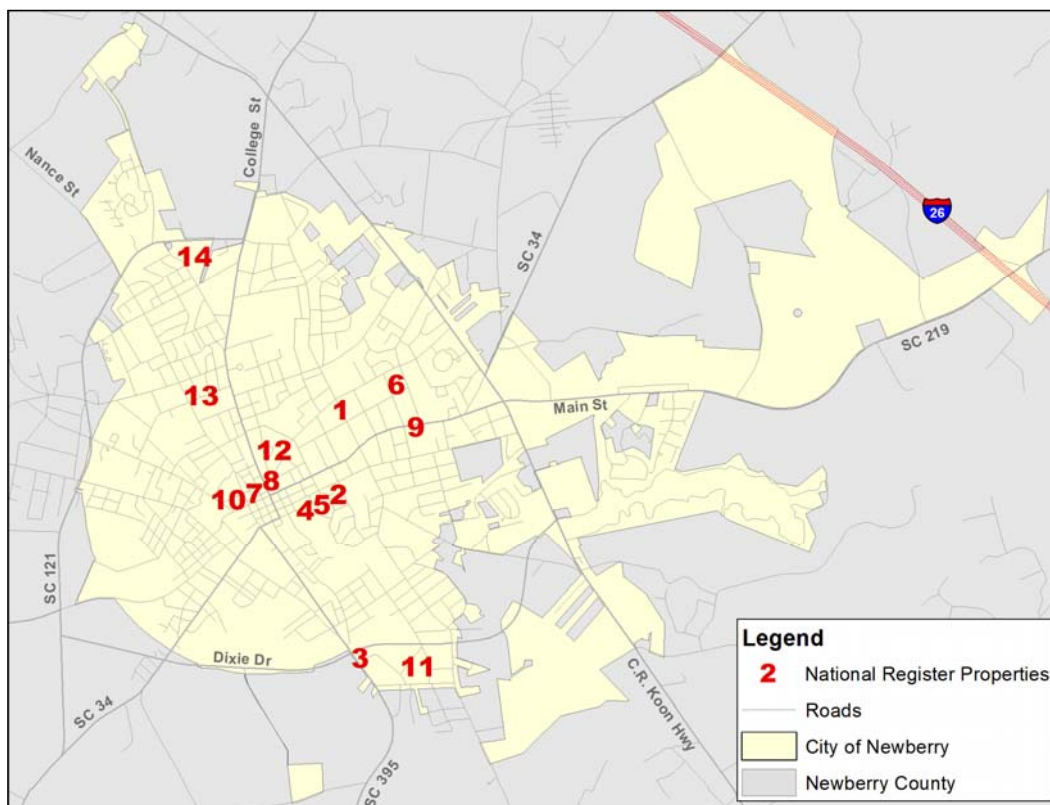
The *National Register of Historic Places* is the nation's official list of historic and cultural resources that have been formally deemed worthy of preservation. Authorized by the *Historic Preservation Act of 1966*, the National Register is the foundation of a national effort to identify, evaluate and protect irreplaceable architectural and archeological resources. Under the oversight of the National Park Service of the U.S. Department of the Interior, the Register listing includes buildings, structures, districts, sites and objects that qualify as significant in the context of American history, architecture, engineering, culture and archaeology. The benefits of National Register listing include wide recognition of a property's significance, consideration and review in the federally-assisted project planning process, eligibility for federal tax benefits for rehabilitation and easements, and eligibility for federal and state historic preservation grants.

National Register listings can be achieved for larger *historic districts* that contain broader areas of multiple historic properties that have collective significance, for *individual* properties that meet the criteria, and for *landmark* sites that represent historical significance at a level greater than local and regional interest. The property must be significant under one or more of four criteria: 1) associated with events that have made a significant contribution to the broad patterns of our history; 2) associated with the lives of significant persons in our past; 3) embodies the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or 4) yields, or may be likely to yield, information important to prehistory or history.

Historic districts can be designated to protect larger areas of historic properties, and landscapes from adverse impacts of development. National Register criteria for historic districts require that the majority of the components comprising a district's historic character have integrity even though they may be individually undistinguished. Although each historic district has multiple contributing properties, there are also numerous individual National Register sites that are located outside of these districts. There are 1,400 national register sites statewide. Table 5-1 lists the 14 individual properties on the National Register that are located within the City of Newberry. These sites are shown on Map 5-1. South Carolina has 160 historic districts. Nine of these designated historic districts are in the City of Newberry as described in Table 5-2 and shown in Map 5-2.

**Table 5-1. Individual National Register Properties in the City of Newberry**

Map ID	Property/Site	Location	Period	Date Listed
1	Burton House	City of Newberry	1850-74	1980
2	Coateswood	1700 Boundary Street	1825-49	1975
3	Cousins House	Nance Street Extension	1875-99	1980
4	Higgins (Francis B.) House	1520 Boundary Street	1800-24	1980
5	Mower (George) House	1526 Boundary Street	1875-99	1980
6	Newberry County Memorial Hospital	1300 Hunt Street	1925-49	2004
7	Newberry Opera House	Boyce and Nance Streets	1882	1969
8	Old Courthouse	1207 Caldwell Street	1850-74	1971
9	Reighley (Ike) House	2304 Main Street	1875-99	1980
10	Summer Brothers Stores	900 Main Street	1875-99	1980
11	Timberhouse	1427 Ebenezer Road	1850-74	1980
12	Wells Japanese Garden	Lindsay Street	1925-49	1980
13	Wells (Osbourne) House	1101 Fair Street	1850-74	1980
14	Oakland Mill	2802 Fair Avenue	1910-51	2011

**Map 5-1. Location of Individual National Register Properties, City of Newberry**

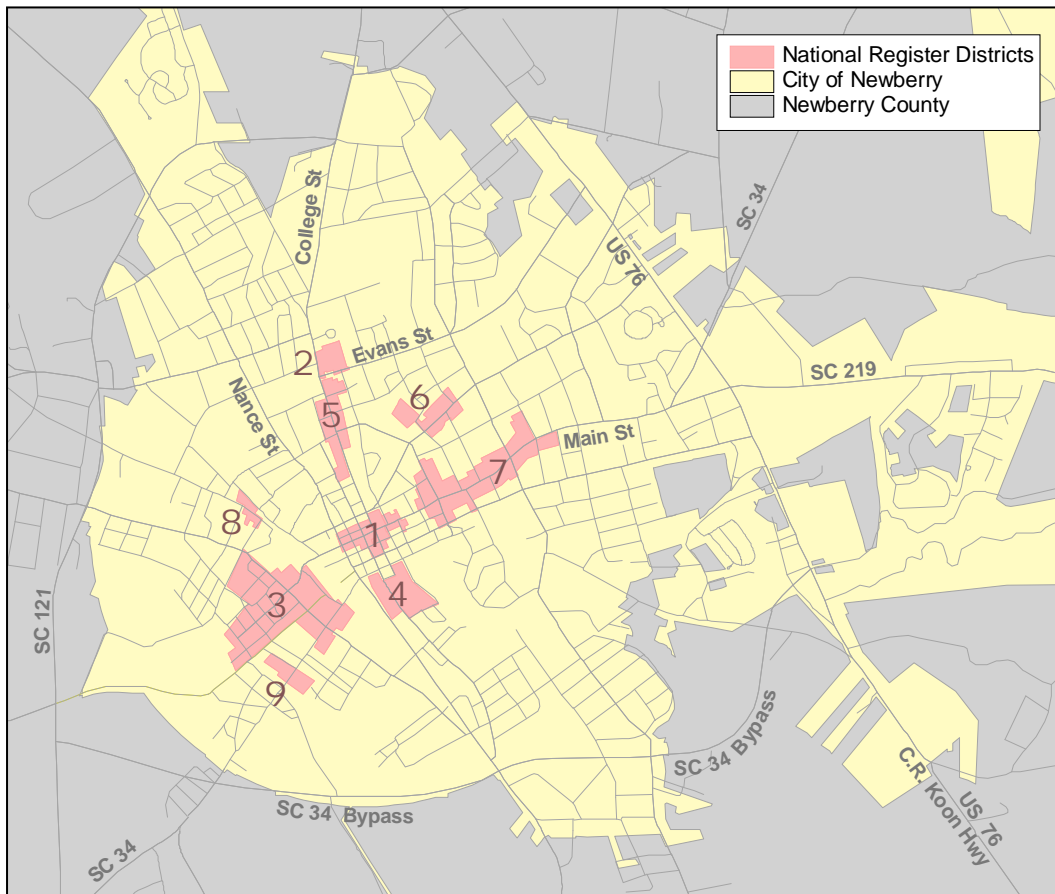
Source: National Register of Historic Places, 2019



**Table 5-2. National Register Districts in the City of Newberry**

Map	District	Significance
1	Newberry (Newberry Public Square)	Bounded by portions of Boyce, Caldwell, Coates, College, Friend, Harrington, McKibben, Main, and Nance Streets. Features six structures built between 1850 and 1900 that exhibit Greek, Gothic and Romanesque revival architectural styles. Constructed during period of initial economic development as an important stop along the rail route from Columbia to Greenville. Includes Newberry County Library/Newberry Post Office (1911). District was expanded in 2004 along sections of Main, Lindsay and Wilson Streets.
2	Newberry College	Bounded by College, Bachman, and Evans Streets, located on the campus of Newberry College. Identified with four buildings, the district typifies late nineteenth and early twentieth century institutional architecture – exhibiting both Victorian style and Neo-classical revival buildings. The buildings comprising the district represent the College's development between the years 1877 and 1925.
3	Boundary Street- Newberry Cotton Mills	Two distinct historical neighborhoods bounded by Boundary, Charles, Academy, Crosson, Drayton, and Tarrant Streets. Includes 144 contributing properties, ranging from classical and vernacular styles (1857-1898) to a village of frame and clapboard dwellings (1885-1910). One section represents upper and middle professional class residences of the period, while the other represents the City's first industrial complex and residential factory worker village.
4	Caldwell Street	Bounded by portions of Caldwell, Boundary, Coats, and Snowden Streets. Eleven properties dating between 1885 and 1918 feature styles ranging from Upcountry Plantation and Decorated Victorian to Neo-classic. Features spacious yards and aging trees, representing the affluent life style of Newberry financial leaders with the establishment of the Newberry Cotton Mills in 1884.
5	College Street	Bounded by portions of College Street. Residential neighborhood developed in the 1880's with 20 contributing properties that depict a variety of architectural styles through 1925. Significant features include large clapboard dwellings, Victorian cottages, and clapboard California bungalows that reflect the neighborhood origins as a faculty residential section for Newberry College in the 1880's. District continues to retain a strong sense of neighborhood unity.
6	Harrington Street	Bounded by portions of Harrington Street, with eleven contributing buildings dating 1870 to 1930. Architectural styles include Victorian Raised Cottage, Neoclassic Mansion, and other vernacular modes. District retains visual integrity without modern intrusion.
7	Main Street	Bounded by portions of Amelia, Calhoun, Cheatham, Crenshaw, Friend, Glenn, McMorris, Main, Martin, and Walnut Streets. Fifty contributing properties from the 1850s to 1930s. Diverse architectural styles and predominant elements including large Victorian clapboard, two-story dwellings of asymmetrical form to reflect the agricultural and mercantile wealth of antebellum Newberry.
8	Vincent Street	Bounded by portions of Crosson and Vincent Streets. Seven contributing properties exhibit late 19 <sup>th</sup> to early 20 <sup>th</sup> century styles. Most notable are the twin raised cottages and the Greek Revival dwelling. District is a significant cohesive collection of turn-of-the-century residential examples of domestic vernacular building modes.
9	West Boundary Street	Bounded by portions of Jessica and West Boundary Streets. Four contributing properties that span the late nineteenth to early twentieth centuries. Exhibit popular building styles of 1840 to 1935 including Greek Revival, Classical Revival, and Brick Bungalow. Elements include Doric columns, hipped roofs, and pedimented front porticos. District exemplifies popular late 19 <sup>th</sup> and early 20 <sup>th</sup> century building style.

Source: National Register of Historic Places, 2019

**Map 5-2. National Register Historic Districts in the City of Newberry**

Source: National Register of Historic Places, 2019

## **2. National Historic Landmarks**

National Historic Landmarks are districts, buildings, and sites designated by the U.S. Secretary of the Interior as having exceptional value or quality that have meaning to all Americans beyond the local or regional level. There are 76 National Historic Landmarks in South Carolina, with the majority located in the coastal areas of the State. At present, there are no historic landmarks within the City of Newberry or Newberry County.

## **3. Historical Markers**

Historical markers give recognition to places, people, events, and structures that have historical significance at the local, state, or national level. The South Carolina Department of Archives and History manages the *South Carolina Historical Marker* program. The Department must approve the content of all markers, with marker location coordinated with the S.C. Department of Transportation. There is no state funding for the signs that must be sponsored and purchased by civic, church, historical, or educational organizations. The *South Carolina Historical Marker* program database includes 1,500 markers statewide, with 24 markers in Newberry County and nine markers in the City of Newberry (Table 5-3).

**Table 5-3. Historical Markers in the City of Newberry**

Marker ID	Marker Name	Location
36-13	Calvin Crozier Murder Site	1100 Main Street
36-19	Miller Chapel AME Church	500 Caldwell Street
36-16	Mollohon Mill	313 Glenn Street
36-24	Newberry	1204 Main Street
36-3	Newberry College	1910 College Street
36-9	Newberry College Historic District	1328 Evans Street
36-14	Newberry Cotton Mills	901 O'Neal Street
36-22	Newberry Village Cemetery	702 Coates Street
36-4	Old Court House	1209 Caldwell Street
36-5	Opera House	1201 McKibben Street

Source: S.C. Historical Marker Program database, 2019

#### **4. Archaeological Resources**

As defined by the S.C. Department of Archives and History, an archeological site is an area yielding three or more historic or prehistoric artifacts within a 30-meter radius and/or an area with visible or historically recorded cultural features such as shell midden, cemeteries, rock shelters, chimney falls, brick walls, piers and earthworks. The South Carolina Institute of Archaeology and Anthropology (SCIAA) maintains a central cataloging database for discovered archaeological sites in the State. Due to the sensitive nature and wealth of information that can be gained over time from careful study of these sites, locations are typically not publicly disclosed. Archeological sites can be particularly fragile and vulnerable to development, with most sites discovered during the land development process, especially road construction.

The presence of the Sumter National Forest in the northern half of Newberry County has contributed to the higher number of discovered sites due to heightened requirements for federal lands. Sites on federal or tribal lands or that are potentially impacted by federally funded projects are protected to a limited degree by the *Archeological Resources Protection Act of 1979*, the *Native American Graves and Repatriation Act of 1990*, *Executive Order 13007* of 1996, and the *Department of Transportation Act of 1966*. At the State level, multiple laws and regulations protect archeological resources including the *South Carolina Mining Act*, the *South Carolina Underwater Antiquities Act*, the *South Carolina Water Resources and Planning Act*, as well as various State codes related to abandoned cemeteries and burial grounds. The State has also developed *Standards and Guidelines for Archaeological Investigations* as an advisory framework for archaeological fieldwork and reporting in the state of South Carolina.

#### **5. Cemeteries**

Cemeteries are a significant historical resource in every community as important repositories for social, religious, artistic, genealogical, and cultural heritage. Vandalism, development, and neglect are the biggest threats to these historic resources. The South Carolina Department of Archives

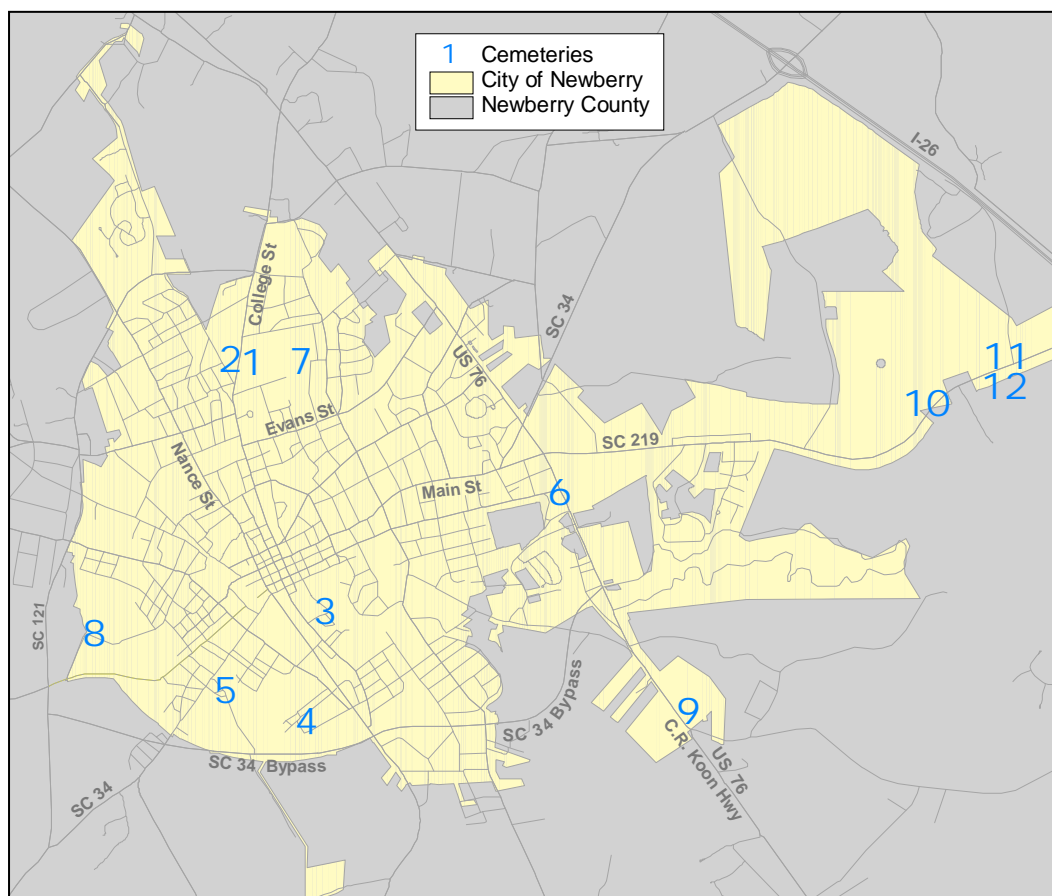


and History provides a reference guide for individuals and groups who are interested in the preservation and protection of historic cemeteries. Cemeteries are also protected by multiple State laws that address preservation and protection (*S.C. Code 6-1-35*), access and relocation (*S.C. Code 27-43-10*), and destruction or desecration of remains (*S.C. Code 16-17-600*). The *National Historic Preservation Act of 1966* also provides additional protection to cemeteries that are eligible for or listed in the National Register of Historic Places.

There are more than 320 cemeteries in Newberry County, with 12 cemeteries of note located within the current City boundaries. These sites have historical significance that includes the resting place of veterans from the Mexican War, the Confederate War, the First and Second World Wars, Korea and Vietnam. Three of the City cemeteries are associated with the African-American community and churches including St. Matthews, Bethlehem and Werts. Of particular note in the City's history is the *Old Village Cemetery*, located on Coates Street. The cemetery was established in 1809 with the donation of one acre to the Town for use as a public burial ground. Two acres were added to the cemetery in the 1840s to accommodate overcrowding. Burial in the Old Village Cemetery continued into the early 20<sup>th</sup> century. These sites are listed in Table 5-4 and shown on Map 5-3.

**Table 5-4. Cemeteries of Historical Significance in the City of Newberry**

Map	Name	Location	Significance
1	Rosemont	College Street	Coleman Blease, Simeon Fair, Robert Moorman, John Belton O'Neill, Calvin Crozier, Spencer Glasgow Welch, Augustus Dickert, William Drayton Rutherford, James Drayton Nance and others
2	Baxter	College Street	Confederate, WWI and WWII veterans
3	Old Village	Coates Street	Hugh King Boyd, Nancy Boyce, 5 Confederate soldiers (Gen. H. H. Kinard, Maj. Charles Shell, Capt. John M. Kinard Capt. Basil Blease, Dr. Pressley Ruff)
4	Werts	Milligan Street	African-American
5	Nance	Havird Street	Patrick Caldwell (US Rep), Henry Priestly Pratt (Mexican War), Frederick Nance (former Lt. Governor)
6	Johnstone	Johnstone Street	Job Johnstone, George Johnstone
7	Bethlehem	Tanyard Street	African-American (affiliated with Bethlehem Baptist Church on College Street)
8	West End	Crosson Street	Confederate, WWI and WWII veterans
9	Newberry Memorial Gardens	Highway 76	Veterans of WWI, WWII, Korean War and Vietnam War
10	St. Matthews Baptist	Highway 219	African-American
11	Halfacre	Highway 219	Family
12	Buzzhardt	Off Cockrell Rd	Family

**Map 5-3. Cemeteries of Historical Significance in the City of Newberry**

Source: City of Newberry, 2007 and 2019

## 6. Historic Preservation Organizations

Several state and local agencies and nonprofit organizations are actively helping South Carolina communities grow and prosper while maintaining their local character and preserving historic and cultural landmarks. The *South Carolina Department of Archives and History* (SCDAH) is an independent state agency with the mission to preserve and promote the documentary and cultural heritage of the Palmetto State. The SCDAH provides archives and records management, history education and historic preservation. Created in 1969, the *State Historic Preservation Office* (SHPO) is housed in the SCDAH and encourages and facilitates the responsible stewardship of South Carolina's historic and prehistoric places. SHPO programs include coordination of the *Statewide Survey of Historic Properties* to identify and evaluate historic resources, National Register nomination of eligible resources, management of the *South Carolina Historical Marker* program, administration of the *Certified Local Government* (CLG) Program, and review of projects involving Federal and State funds. To date, 36 South Carolina communities have been designated as *Certified Local Governments*. The City of Newberry does not participate in this program at this time.

The *South Carolina Institute for Archeology and Anthropology* (SCIAA) maintains the official inventory of discovered archeological sites in the State. The SCIAA was established in 1963 as a University of South Carolina research institute and the lead State agency concerned with South Carolina's prehistoric and historic archaeology. In addition to maintaining the statewide site inventory, the SCIAA ensures the adequacy of archeological research and investigations.

Local planning effects historic preservation efforts as decisions made about land-use, transportation, zoning, and subdivisions often critically impact efforts to preserve historic buildings, archaeological sites, and historic neighborhoods and districts. Communities that plan ahead to preserve historic properties and districts before other decisions have been reached have a greater likelihood of success. South Carolina law allows local jurisdictions to enact provisions that preserve and protect the character of a community through a local Board of Architectural Review (BAR) and ordinances that contain specific procedures and standards for designating historic properties and districts, implementing design guidelines, and reviewing proposed changes to historic properties. The focus of such ordinances is on preserving the appearance, rather than use, of the identified historic properties.

The City of Newberry established an *Architectural Review Board* in 1996. The Board was established to promote the purposes and objectives of the City's *Historic Preservation Ordinance* and to review plans and applications for all construction within the Historic Buildings District, including modification to existing buildings, demolition, and new construction. The five-member Board is comprised of City residents who are appointed by the City Council. Members are selected based on a demonstrated interest in historic preservation, along with educational backgrounds and work experience related to the Board's function. The ARB reviews applications from property owners and businesses in the core commercial district for exterior changes to their properties to include signs, additions, alterations, demolitions, restorations, and new construction.

The jurisdiction of the Board is limited to the boundaries of the Historic Buildings District overlay zone, as well as any individual historic landmark identified by Newberry City Council as deserving of protection and identified on the Official Historic Buildings District Zoning Overlay Map. Under the City's *Historic Preservation Ordinance*, a *Certificate of Appropriateness* (COA) from the ARB is required prior to the issuance of a building or demolition permit for new construction, alteration, modification or addition to a structure within the Historic Buildings District. All modifications to exterior architectural features and all new construction within the Historic Buildings District must comply with the standards provided in the adopted *Newberry Commercial District Design Review Guidelines*.

The *Newberry County Historical and Museum Society* preserves and documents the history of Newberry County. Formed with the merger of the Newberry County Museum Association with the Newberry County Historical Society in 2005, the Society fosters awareness of local history through the collection, preservation and display of historical artifacts, books, manuscripts, charts, photographs, genealogies and similar items. The Society operates the County Museum that is housed on Nance Street in the historic E.S. Coppock House on a five-acre complex overlooking

downtown. The Water and Lights Building and the historic Gauntt House are also located on the Museum grounds.

## 7. Historic Resource Funding Opportunities

Incentive programs encourage the preservation and rehabilitation of historic buildings and the donation of conservation easements to protect historic sites. Table 5-5 summarizes the Federal and State preservation tax incentives currently available to eligible property owners in Newberry.

**Table 5-5. Summary of Federal and State Tax Incentives for Historic Preservation**

Incentive	Benefit Summary	Eligibility	Level
20% Federal Historic Rehabilitation Tax Credit	Federal income tax credit equal to 20% of eligible rehabilitation costs	Income-producing use such as offices, stores, or rental housing with individual or contributing National Register (NR) status	Federal
10% State Historic Rehabilitation Tax Credit	State income or license tax credit equal to 10% of rehabilitation costs	Same as federal credit above and does not require separate state application process	State
10% Federal Rehabilitation Tax Credit	Federal income tax credit equal to 10% of rehabilitation costs	Non-residential income-producing use for buildings in service before 1936 that do not have individual or contributing NR status	Federal
25% State Historic Rehabilitation Tax Credit	State income tax credit equal to 25% of allowable rehabilitation costs not to exceed \$1 million	Owner-occupied residence with individual NR status or as contributing to historic district or historic outbuilding associated with an eligible residence	State
Federal Income Tax Incentives for Easement Donations	Income and estate tax deductions	Owner-occupied residence or income-producing uses for building with individual or contributing NR status	Federal
Tax Incentives for Rehabilitating Textile Mill Buildings	Credit against local property taxes or a State income tax credit equal to 25% of rehabilitation costs	Rehabilitation and reuse of former textile manufacturing facilities	State
Federal Income Tax Credit for Low Income Housing	Income tax credit rehabilitation of historic buildings for low income housing. Used with 20% <i>Federal Historic Rehabilitation Tax Credit</i> to rehab historic buildings as low income rental units	Low Income Housing Credits in South Carolina are allocated per the guidelines of the S.C. Housing Finance & Development Authority	Federal State
Local Property Tax Special Assessment	Property is assessed on the pre-rehabilitation fair market value for the length of the special assessment – up to 20 years with length set by local government	Income-producing real property and owner-occupied property are eligible for buildings designated as historic by NR or local government	Local

Source: S.C. Department of Archives and History, 2019

Although Federal and State grant resources to support historic preservation efforts are limited in scope and funding, there are additional local opportunities available to property owners and local governments for historic preservation efforts. The *Bailey Bill* was passed by the State legislature to allow South Carolina cities and counties to provide property tax incentives for improvements to historic structures. Eligible projects can achieve even greater benefit by combining Federal, State, and local credits with one or more local incentives.

The SCDAH also offers two matching grant programs through funding from the National Park Service for *Survey and Planning* and *Stabilization Projects*. However, only Certified Local Governments are eligible for grant consideration. *Survey and Planning Grants* can be used for identifying and recognizing historic properties, planning for historic districts, strengthening local government preservation programs, preservation education, and planning for individual historic properties. *Stabilization Project Grants* are used for stabilization repairs to the roofs, structural framework, and deteriorated doors and windows of National Register buildings.

Historic preservation yields wide-ranging economic benefits from higher property values and job creation in rehabilitation industries to increased heritage tourism. Communities are also strengthened through the preservation of historic places and patterns that enhance community livability and promote social and cultural connections between residents. Rehabilitation of historic structures also encourages energy conservation and infrastructure savings through the reuse of existing structures.

## C. CULTURAL RESOURCES

Arts and culture play an important role in shaping community identity and civic pride, as well as providing economic opportunities for creative residents. The arts are easily integrated into strategies that improve community livability. Community members connect with art and one another when they attend and take part in music, dance, and theater performances, tour architectural sites and art exhibits, share works of literature, and engage and express themselves through electronic and digital media.

Cultural resources envelop the broad spectrum of the heritage, traditions, religions, and arts of a community. Participation and awareness of the arts can significantly enrich the quality of life for residents. Partnerships among schools, libraries, arts and civic groups, churches, higher education, and local business and industry can leverage local cultural opportunities to increase exposure to the arts for residents of all ages and backgrounds.

The creative sector is also a defined industry cluster in statewide economic planning. The importance of the arts as an economic sector is supported by the magnitude of its impact on wages and salaries, jobs, and economic output in the State. The sector employs artists, educators, artisans, musicians, and personnel for cultural organizations, festivals, events, private art businesses and galleries, studios, and the entertainment industry. A recent report on the economic impact of the arts in South Carolina reveals that the arts cluster supports 115,000 jobs statewide,



generates \$269 million in tax revenue, and contributes more than \$9.7 billion to the State's economy (*South Carolina's Arts-Related Economic Cluster, 2018*).

## **1. Cultural Facilities**

Cultural facilities are buildings and places that house cultural programs and provide public access points for the arts. The Newberry community has a diverse range of cultural venues for residents and tourists alike that include a museum, an acclaimed Opera House, a theater, libraries, community festivals, and the diverse offerings of a private liberal arts college. These resources are profiled in the sections that follow.

### **a. *Museums and Libraries***

High quality and accessible museum and library facilities, programs, and services can enhance, enrich, entertain, and educate residents of all ages, while presenting opportunities for life-long learning and fostering cultural understanding. The *Newberry County Historical and Museum Society* is located in the historic Coppock House on a five-acre complex overlooking downtown Newberry. The grounds include the old Water and Lights Building and the Gauntt House. The *Society* has accumulated an extensive collection of artifacts and displays, relative primarily to the history of Newberry County.

The non-profit *Newberry Museum* was formed by a partnership of the Society, Newberry College, the City and County in 2014. Efforts are underway to open the new Museum in the renovated former Newberry County Library building on Friend Street in fall 2019. The Museum will feature permanent and rotating exhibits on the history of Newberry County, Newberry College, and the surrounding rural communities of Little Mountain, Peak, Pomaria, Prosperity, Silverstreet, Whitmire, Chappells, Jalapa, and Kinards. The project was funded with the support of a 2016 Capital Project Sales Tax referendum.

Library service in Newberry County dates back to the early 1800's. The *Newberry County Library System* currently operates two locations, with the main facility located on Friend Street and a smaller branch in the Town of Whitmire. The *Hal Kohn Memorial Library* is housed in a 21,200 square foot facility constructed in 2009. The Library has a collection of nearly 62,300 volumes and an annual circulation of more than 101,100. Library activities include weekly story times for toddlers and for preschoolers, monthly adult and junior book discussions, and summer programs for children and babies. In partnership with the Newberry County First Steps, the Library provides outreach to children in public and private schools to encourage reading at both school and home. In addition to public computers and wireless internet service, the Library offers meeting space and eBooks. The main Library also houses a dedicated *South Carolina Room* with local history and genealogy resources. An annual book sale is organized each fall by the *Friends of the Newberry County Library* as a fundraiser for library materials.

The *Wessels Library* on the campus of Newberry College houses a comprehensive collection of books, periodicals, and non-print materials for students and faculty that includes print and electronic research materials, scholarly journals, magazines, and newspapers. The Library offers study space, tutoring rooms, and printing services. An Archives Reading Room holds records and papers of permanent institutional value and selected other items associated with the history of Newberry College. The Special Collections Research Room managed by the Library contains many historical documents relating to the history of South Carolina, the Lutheran Church, and Newberry County.

The *Library Resource Center* of Piedmont Technical College's *Newberry County Center* offers student access to on-line Library resources and reference materials.

### ***b. Performing Arts and Event Centers***

Built in 1881, the *Newberry Opera House* stands as the visual landmark for the City of Newberry. Designed by G.L. Norman as a community and civic building, the French Gothic-style building was built of brick from local brickyards and granite from a local quarry. Featuring two floors and a 130-foot clock tower, it originally housed two stores, a fire station, the city council chamber, a clerk's office, and a police office with three cells. A performance hall and stage comprised the second floor. During its prime, the Opera House presented some of the nation's best performers including touring companies of New York plays, minstrel and variety shows, famed vocalists and lecturers, magicians, novelty acts and boxing exhibitions, drawing residents from throughout the Midlands.

Silent films were shown at the Opera House in the early 1900s and by the 1920s the Opera House was remodeled as a movie theatre. The Opera House closed as a movie theatre in 1952. By 1959, the building was in decline. After standing largely unused for many years, the building was in danger of being demolished. Preservation of the building was promoted by the Newberry Historic Society and other community groups, resulting in its placement on the National Register of Historic Places in 1970.

In 1992, the *Newberry Opera House Foundation* was formed to lead fundraising and renovation efforts for the historic facility. With more than \$6 million in public and private funding, the comprehensive restoration of the facility was launched in 1996. An additional 10,000 square feet were added to the building, creating a full theatrical production facility. The first floor was redesigned to include two grand entrance lobbies, catering area, and box office. State-of-the-art lighting and sound systems, a pneumatically operated orchestra pit, and a full-sized soundproofed rehearsal hall were added.

Today, the award-winning, 426-seat theatre provides a venue for more than 150 events each season, with acts ranging from country music concerts to Broadway productions. A cooperative venture with nearby Newberry College offers theatre majors and minors valuable opportunities for performance, employment, and internships. The rebirth of the City-owned Opera House sparked an economic and cultural renaissance in Newberry, serving as a catalyst for increased tourism and further preservation and rehabilitation activities in the downtown district.

The *Ritz Theater* is an art deco movie theater built in 1936 on Main Street. The downtown theater was originally a single-screen movie theater with a seating capacity of 800. After closing its doors as a movie theater, the Ritz was purchased by a production group in 1974, with long-range plans for restoration. The Ritz serves as the home of the non-profit *Newberry Community Players*, which has launched a fundraising campaign to restore the Ritz to its original Art Deco appearance. Lobby and structural improvements are part of a restoration plan that will position the Ritz as the second anchor in the City's developing downtown arts district. The facility hosts monthly movie nights, summer youth camps, improv nights, and plays.

Newberry College offers degree programs in theater, art, graphic design, and music. The *Wiles Theater* provides an on-campus performance space for theatrical productions, while the *Wiles Chapel* and 150-seat recital hall in the *Alumni Music Center* provide settings for a variety of musical performances ranging from jazz and wind ensembles to choral and band concerts. The *Wessels Library Gallery* features student artwork.

The historic *Newberry Firehouse Conference Center* is located next door to the Opera House. The Firehouse is an art deco structure that once served as the district fire station. In 2005, the Firehouse was remodeled into an elegant, high-tech conference center and event venue that accommodates business events, training seminars, retreats, and meetings, as well as social events such as weddings and reunions.

The *Newberry County Fairgrounds* are also located in the City on Adelaide Street and serve as the site of the annual Newberry County Fair. The facility also hosts the County Agricultural Festival, the Newberry Farmers Market, a Fall Rodeo Festival, an annual Halloween Haunted House, and a Master Gardener's Market twice a week during the summer.

## **2. Annual Festivals and Special Events**

Local governments, cultural and civic organizations, and the private sector can play a valuable role in providing recreational, cultural, and entertainment opportunities that enhance the sense of community for residents, attract tourists, and boost activity in traditional downtowns. The City and partner organizations host numerous festivals and special events throughout the year for the enjoyment of residents and visitors. These events range from Irish and German heritage festivals to fireworks displays and BBQ competitions (Table 5-6).

Newberry is also one of only ten counties featured in the annual *South Carolina Ag + Art Tour*. The annual free, self-guided tour highlights participating agriculture, farmers markets, and local artisans throughout the month of June. Tour artists range from weavers, painters, musicians, storytellers, metalworkers and craftsmen, to poets and live musicians. Launched in 2012, the tour is the largest free farm and art tour in the nation. Four of the 12 stops in the County are in and near the City of Newberry, including the Opera House.

**Table 5-6. Annual Festivals and Special Events in the City of Newberry**

Event	Location	Date	Activities	Sponsors
Irish Fling	Downtown	March	Live entertainment food, vendors, shopping, children's activities	City of Newberry Parks & Recreation
Pork in the Park	Downtown	April	BBQ competition, BBQ vending, music, kids rides	City of Newberry Parks & Recreation
SummerFun	Marion Davis Park	April	Professional horseshoe tournament	City of Newberry Parks & Recreation
Newberry College Jazz Festival		Spring	Features a high school jazz musician competition	Newberry College
Taste of Newberry	Downtown	June	Food, drinks, and full meals by local restaurants, live music	Newberry Opera House/City of Newberry Parks & Recreation
Fourth of July Fireworks	Newberry High School	July	Fireworks display, food trucks, kids activities	Newberry County Sheriff's Office
Oktoberfest	Downtown	October	German heritage festival with art, entertainment, food, children's activities	City of Newberry Parks & Recreation
Main Street Lights/Downtown Open House	Downtown	November	Official tree lighting, school choirs, carolers, holiday movie at the Ritz	Newberry Downtown Development Association
Christmas Parade	Downtown	December	Parade	Newberry Jaycees
North Pole Nights	Downtown	December	Visits with Santa, story time, snow machine	Newberry Downtown Development Association
Christmas Tour of Homes	Various	December	Holiday tour of historic homes with reception	Newberry Chamber of Commerce

### 3. Community Art

Public art is designed to be accessible to all residents and integrated as a visual part of everyday activities. Such art can be located in squares, streetside, parks, or public buildings. Artwork typically takes the form of sculpture, murals, monuments, signs, and other easily accessible works. The City has supported multiple public arts efforts including the addition and restoration of murals on downtown buildings. The development of a public arts program is a natural extension of the City's cultural arts strengths.

### 4. Arts and Cultural Organizations

A wide range of agencies and organizations at the national, state, and local levels provide technical and funding support for artists and arts and cultural initiatives. The *National Endowment for the Arts* (NEA) was established by Congress in 1965 to give Americans the opportunity to participate

in and experience the arts. The NEA awards project-based funding through multiple grant programs that support artistic excellence, creativity, and innovation for individuals, states, and communities across the country.

The NEA funds the *South Carolina Arts Commission* (SCAC), a state agency tasked with advancing and promoting excellence in the arts and a thriving arts environment in South Carolina. The work of SCAC is focused in the three areas of arts education, artist development, and community arts development. SCAC offers grant programs for individual artists, arts organizations, and schools. SCAC grants to organizations provide funding for operating support, presenting and performing arts, arts education, folklife and traditional arts projects, and accessibility. Funding assistance to individual artists includes artist fellowships, arts apprenticeships, and artist ventures, as well as arts project support. SCAC grants assistance to schools supports arts education for students, teacher standards implementation, and the *Arts in Basic Curriculum Advancement* program to make the arts an integral part of the basic curriculum and daily classroom instruction. Recent grant awards in Newberry include general operating support for the Newberry Opera House.

The Commission also designates cultural districts throughout the State under a new program created by the Legislature. The goal of the program is to encourage local economic and cultural development by attracting artists, creative entrepreneurs, and cultural enterprises to communities and providing a focal point for celebrating and strengthening local cultural identity. Cultural districts are geographic areas with a concentration of cultural facilities, activities, and assets. In addition to arts venues, these districts have complementary uses such as restaurants and parks that enhance and support the visitor experience. The anticipated outcome of designation is to attract tourists, help preserve and reuse historic buildings, enhance the image and visibility of communities, and foster a supportive environment for arts and culture. There are eight designated "South Carolina Cultural Districts" to date, including the City of Greenwood and the Congaree Vista.

As one of the largest funders of humanities programs in the United States, the *National Endowment for the Humanities* (NEH) seeks to promote excellence in the humanities and convey the lessons of history to all Americans. At the State level, the mission of the nonprofit *South Carolina Humanities* is to enrich the cultural and intellectual lives of all South Carolinians by increasing public understanding of and support for the humanities. Both organizations offer multiple grant programs. While NEH grants typically go to larger cultural institutions such as museums, archives, libraries, colleges, universities, public television, and radio stations, recipients of state grants have included local libraries, individual schools, churches, civic groups, and community historical and arts councils.

South Carolina Humanities provides major grants, mini and planning grants, fast track literary grants, and council program grants. Recent South Carolina Humanities supported projects in Newberry include the *Newberry County Passport* project, the *Communal Pen* writing workshop, and the traveling Smithsonian exhibit of *Crossroads: Change in Rural America*.



Newberry has an active arts community that serves both residents and visitors. Local arts organizations are listed in Table 5-7.

**Table 5-7. Newberry Arts and Cultural Organizations**

Organization	Description
Newberry Arts Center (NAC)	Operated by the City's Parks, Recreation and Tourism Department, the NAC was established in 2014. The mission of the Newberry Arts Program is to provide quality arts experiences to all interested citizens and increase support for working artists while creating appreciative current and future art patrons by involving the diverse population and fostering local economic growth while enhancing the quality of life for all residents. The Center hosts art classes and workshops for adults and youth in media ranging from watercolors and oils to clay and textiles. NAC hosts the annual South Carolina Clay Conference for clay artists.
Newberry Ballet Guild	Established in 1977, the non-profit Newberry Ballet Guild promotes the art of dance in Newberry County. The Guild is housed at the Griffin School of Dance and holds annual public performances at the Newberry Opera House, presenting classical ballets, as well as original ballets and modern dances for local and non-local patrons.
Newberry College Chamber Orchestra	The Orchestra is a campus/community partnership that is open to both Newberry College students and community members. The Orchestra performs music literature from the Baroque period to the 21st century.
Newberry Community Choir	The Choir offers two major performances each year. An Easter cantata is presented during the week before Holy Week and a Christmas program presented in early December.
Newberry Community Players	For more than three decades, the Players have presented live theater at the historic Ritz Theater. The Players are an all-volunteer, non-profit group that offers annual stage performances throughout the year including a musical and a children's show.
Newberry County Friends of the Library	The non-profit Friends group promotes interest in the functions, resources, services, and needs of the Newberry County Library System. The group conducts an annual book sale, hosts an annual literary luncheon, and author presentations.
Newberry County Historical & Museum Society	Created in 2005, the Society preserves, documents, and fosters awareness of the history of Newberry County through the collection, preservation and display of historical resources and artifacts.
Newberry Opera Company	South Carolina's only working opera company, formed upon completion of the extensive Opera House renovations, is a non-profit organization that brings the community a variety of cultural experiences through choice productions each season.

There are many locally active clubs and guilds formed around shared interests in specific art forms, including needle arts such as knitting, crocheting, heirloom needle working, and quilting. These groups meet regularly in churches and other forums.

## 5. Educational Institutions

*Newberry College* was founded in 1828 as a Lutheran seminary and classical academy to serve the Lutheran Synod in South Carolina and adjacent states. The new seminary-academy opened its doors in 1831 near Pomaria and moved to neighboring Lexington County in 1834 where it remained for two decades. In 1854, the Synod voted to make the institution a degree-granting college and in 1855 to move it to Newberry.

Newberry College was chartered as a college thirty years later by the State of South Carolina. The Civil War threw the College into a severe crisis with nearly all faculty and students called into military service. The College was occupied by federal troops by the end of the War. In 1868, the College was moved to Walhalla in the northwestern corner of the State. By 1877, through the continued efforts of Newberry residents, the College returned to its site in Newberry.

Although the Synod discontinued operating the Seminary for several years, it was reopened again at Newberry in 1884 where it remained until 1898 when it was moved once again to Mt. Pleasant. In 1911, the Seminary was again relocated to its present location in Columbia. The College has maintained its association with the Lutheran Church and today is affiliated with the South Carolina, Southeastern, Florida-Bahamas, and Caribbean Synods of the Evangelical Lutheran Church of America (ELCA).

The current 90-acre, wooded campus is located within the City of Newberry less than a mile from the downtown district. The College centers on a landscaped quadrangle that is anchored by four campus buildings listed in the National Register of Historic Places – Smeltzer Hall, Keller Hall, Holland Hall, and Derrick Hall – as well as the Wessels Library.

Opportunities for student involvement in cultural activities are plentiful and include the choir, the *Newberry College Singers*, the *Madrigal Singers*, a Jazz Big Band ensemble, jazz combo, drama and theater productions, a literary magazine, the marching band, brass ensembles, guitar ensemble, percussion ensemble, wind ensemble, woodwind ensemble, chamber orchestra, musical theater, a radio station, student government, student newspaper, a television station, and the yearbook. Newberry College sponsors annual cultural events ranging from concerts and plays to art exhibits and lectures. In addition to live theater, the College has an active music department, offering jazz, piano, and choral concerts also open to the public. The College hosts multiple competitions including the Newberry College Jazz Festival, Palmetto Clarinet Festival, and the W. Darr Wise Piano Competition.

The *Newberry County School District* serves an enrollment of more than 6,000 students in twelve schools. The District offers arts education and music programs through individual schools, including a gifted and talented program in music and art. The five-year strategic plan includes specific strategies to support the goal of implementing a quality, sequential K-12 fine arts program to include dance, drama, strings, piano/keyboard, and visual arts. Long-term strategies also include hiring a district-wide fine arts coordinator, teacher professional development in the arts,

greater recognition of student artistic accomplishments, creation of a district publication featuring student writing, and increased integration of the arts across the curriculum.

*Newberry Academy*, with approximately 200 students, is the largest private school in the County serving pre-school through the twelfth grade. Located within the City, the Academy has served Newberry County for more than 40 years. Performing arts are a key part of the academic curriculum and extracurricular options.

## **6. Religious Institutions**

Churches provide numerous benefits to the community ranging from serving food and providing emergency assistance to those in need to contributing funding and volunteer hours to local charitable service organizations such as the Free Medical Clinic of Newberry. Churches are also a vital partner in broadening access to cultural opportunities. Many local churches host annual community concerts, provide after school activities, summer camps, and youth activities.

Churches have played an important role in the early development of Newberry, and continue to have a significant impact. There are now more than 240 congregations in Newberry County that include 11 denominations that reflect the diverse cultural history of the community. In addition to the many Lutheran churches, there are active Methodist, Presbyterian, Baptist, Episcopal, Roman Catholic, Associated Reformed Presbyterian, African Methodist Episcopal, Church of Jesus Christ of Latter-day Saints, Assembly of God, Jehovah's Witness and many other non-denominational and independent churches.

## **7. Media**

Newspapers, magazines, television, and radio stations are a key conduit of information about local cultural events and festivals. Although there are no network television stations located within Newberry County, local residents are served by major network affiliate stations based in the Columbia metro area. *The Newberry Observer* has been serving the community since 1883. The Observer publishes twice a week with a circulation of over 4,500. *Newberry Magazine* is the lifestyle magazine of Newberry County that features community points of interest in culture, news, fashion, entertainment, food, business, and the arts. *WKDK Radio* has been operational since 1946 and has a long history of community involvement and service to Newberry County and the surrounding area. The AM station works closely with educational institutions, civic groups, churches, and arts and cultural organizations. Newberry College operates its own radio station, *WNIR-LP FM*.

## **D. CULTURAL AND HERITAGE TOURISM**

Tourism has grown to a \$22.6 billion industry in South Carolina, accounting for nearly three percent of the State GDP and supporting one in ten jobs statewide (*U.S. Travel Association, 2019*). Heritage tourism in particular brings additional economic opportunities to local businesses and residents through the creation of retail and service markets in the areas of arts and culture, historical tours and sites, genealogy resources, agribusiness, specialty foods, and related products.

Tourists attending cultural venues average longer stay times and higher spending levels than the general tourist population. In addition to visiting historic places and museums during their trips, heritage visitors enjoy shopping, parks, cultural events and festivals, and outdoor recreation activities such as hiking, fishing, and biking. Such tourism is an attractive economic development strategy for the City of Newberry as it preserves community character, instills local pride, promotes community investment, improves the overall quality of life, and generates local employment and entrepreneurial opportunities. Key to growing the cultural tourism sector in Newberry is the continued cooperation of public and private interests in marketing, preservation and revitalization, and programming.

The City can continue to draw upon resources at the State, regional, and local levels to develop its tourism economy. The *South Carolina Department of Parks, Recreation and Tourism* (SCPRT) is a cabinet agency assigned to operate and manage South Carolina's State Parks, market the State as a preferred vacation destination, and provide assistance to local communities for development and promotion of parks, recreation and tourism. SCPRT offers annual grants to support local governments and nonprofits in developing marketing and generating visitors to the state (Table 5-8).

**Table 5-8. Cultural and Heritage Tourism Support Opportunities**

Grant Program	Summary	Eligibility	Amount
Emerging Destination Marketing	Seeks to generate new visitation through select tourism advertising activities for highly-developed, emerging tourism destinations	<ul style="list-style-type: none"> <li>501(c) non-profit charged with marketing tourism for specific city or unincorporated area</li> </ul>	\$100,000 to \$200,000 (2:1 cash match)
Destination-Specific Tourism Marketing	Supports destination specific advertising that generate a proven economic return for the State	<ul style="list-style-type: none"> <li>Qualified tourism partners</li> </ul>	\$250,000+ (2:1 cash match)
Sports Tourism Advertising and Recruitment	Recruits new sporting events that enhance resident quality of life and generate significant economic impact to local communities through additional participant/visitor spending	<ul style="list-style-type: none"> <li>Nonprofit tourism or sports-related organizations, applying through local governments</li> </ul>	Up to \$50,000 (1:1 match)
Tourism Advertising	Expand economic benefits of tourism across the state by providing competitive, matching grant funds to qualified tourism marketing partners for direct tourism advertising expenditures in Festivals and Events, Attractions, and Destinations	<ul style="list-style-type: none"> <li>S.C. tourism regions and organizations engaged in tourism marketing</li> <li>Local government/non-profits attracting out-of-market visitors to destination, event or attraction</li> </ul>	Up to \$100,000 (1:1 and 2:1 match)

**Table 5-8. Cultural and Heritage Tourism Support Opportunities**

Grant Program	Summary	Eligibility	Amount
Undiscovered SC	Assists communities and nonprofits with development of <i>publicly owned</i> tourism products and attractions that encourage visitation to the State	<ul style="list-style-type: none"> <li>County/municipal governments with ATAX distributions of \$550,000 or less</li> </ul>	\$100,000 to \$200,000 (1:1 match)

Source: S.C. Department of Parks, Recreation and Tourism, 2019

The *Capital City/Lake Murray Country Regional Tourism Board* represents the four counties of Newberry, Lexington, Richland, and Saluda. The office promotes the region as a tourism district rich in Revolutionary and Civil War sites, Civil Rights history, diverse educational and cultural attractions, outdoor recreation, and entertainment. The office is one of the State's eleven tourism regions funded by the S.C. Department of Parks, Recreation and Tourism. The Tourism Board operates three visitors' centers, including two in Columbia and one in Lexington County.

The *Newberry County Chamber of Commerce* is the lead tourism promotion agency in the County. The Chamber operates the *Newberry Visitors Center*, located in the *Public Lounge* on the Main Street side of the Old Courthouse. Founded in 1916, the Public Lounge was created to serve the need for public restrooms and provide a gathering place for women and children who had to come to town with the men to do business. The Lounge is considered to be the oldest public parlor of its type in the country. Converted to the Visitors Center in 1996, the Lounge now offers information on area attractions and historic sites as well as local restaurants, antique shops, and businesses.

The City's *Parks, Recreation and Tourism Department* maintains the City's 100 acres of parks, implements youth and adult sports activities, manages the Oakland Tennis Center, has a Senior Adult program, plans the City's special events, promotes the City's tourism, and manages both the Newberry Firehouse Conference Center and the Newberry Arts Center. In addition to a mobile app, the Department produces several guides for residents and visitors including the *City of Newberry Visitors Guide* and *City Street Map*, the *Historic Downtown Self-Guided Tour*, the *Historic Neighborhood Tour-College Street Area*, and the *Main Street Motion Downtown Fitness Routes*.

The historic resources of the City of Newberry and Newberry County contribute to the appeal of the area as a retirement destination, as a desirable place to work and live, and to a growing tourism sector. These resources are instrumental in strengthening and enhancing the quality of life of the City. The long-term ability of the City to attract visitors, retirees and professionals is anchored in the preservation and quality of its rich historic and cultural resource base.



## E. GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion
<b>Goal 5.1. Stabilize and improve property values and enhance the visual and aesthetic character of the City through historic preservation.</b>		
<b>Objective 5.1.1. Continue to recognize the importance of the historic and cultural resources in the policies, plans, and ordinances of the City to ensure that the unique character of the City is preserved and enhanced.</b>		
<u>Strategy 5.1.1.1.</u> Safeguard the City's historic and cultural heritage, as embodied and reflected in historic structures, sites and districts through the continued and expanded use of tools including the Architectural Review Board, the Commercial District Design Review Guidelines, and the Historic Preservation Ordinance.	City of Newberry	On-going
<u>Strategy 5.1.1.2.</u> Promote the identification and appointment of members with required professional qualifications to the City Architectural Review Board.	City of Newberry	On-going
<u>Strategy 5.1.1.3.</u> Promote the on-going improvement and maintenance of community appearance in historic neighborhoods and districts.	City of Newberry Civic Clubs & Neighborhood Associations	On-going
<u>Strategy 5.1.1.4.</u> Identify and address the protection of historic resources through the comprehensive plan, architectural standards, and land use regulations.	City of Newberry Newberry County	On-going
<b>Objective 5.1.2. Protect, enhance, and preserve improvements, sites and districts that represent or reflect elements of local and state cultural, social, economic, political and architectural history.</b>		
<u>Strategy 5.1.2.1.</u> Continue to encourage the adaptive reuse of historic or architecturally significant buildings that connect the City with its history.	City of Newberry Property Owners Cultural and Arts Groups	On-going
<u>Strategy 5.1.2.2.</u> Maximize additional grant funding from the S.C. Department of Archives and History and other sources to support preservation and revitalization efforts.	City of Newberry Property Owners	On-going
<u>Strategy 5.1.2.3.</u> Promote awareness among individuals and business owners of the multiple Federal and State tax incentive and grant programs available to historic property owners.	City of Newberry Chamber of Commerce	On-going
<u>Strategy 5.1.2.4.</u> Recognize, build upon, and promote the community's Southern, African-American, German, agricultural, college town, and developing Hispanic cultures through local historical and arts institutions and programming.	Chamber of Commerce City of Newberry Newberry College Newberry County Historical & Museum Society Public and Private Arts Groups	On-going
<b>Objective 5.1.3. Promote increased resident and business owner awareness of the significance of cultural and historic resources.</b>		
<u>Strategy 5.1.3.1.</u> Educate the public on the benefits of historic preservation.	City of Newberry Chamber of Commerce Newberry County Historical & Museum Society	On-going
<b>Goal 5.2. Leverage the City's historic and cultural assets as an integral economic development resource.</b>		
<b>Objective 5.2.1. Promote and enhance the City's attraction to residents, tourists and visitors to support local small business, agriculture, arts, and industry.</b>		
<u>Strategy 5.2.1.1.</u> Market the City and County of Newberry as an historic community.	City of Newberry Newberry County Chamber of Commerce	On-going
<u>Strategy 5.2.1.2.</u> Pursue additional SCPRT grants through the <i>Tourism Partnership Fund</i> matching grant program for local governments and non-profits to supplement promotional efforts in tourism marketing for festivals, attractions, and events in the Downtown area.	City of Newberry Newberry County Chamber of Commerce Newberry Opera House	On-going
<u>Strategy 5.2.1.3.</u> Ensure and expand the City's role and visibility in the regional heritage tourism market through participation in regional tourism marketing plans, visitor's centers, websites, and other media.	City of Newberry Newberry County Chamber of Commerce Capital City/Lake Murray Country Regional Tourism Board	On-going

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion
<u>Strategy 5.2.1.4.</u> Ensure that marketing materials, maps and related information are current, attractive and up-to-date.	City of Newberry Newberry County Chamber of Commerce Capital City/Lake Murray Country Regional Tourism Board Newberry Visitors Center	On-going
<u>Strategy 5.2.1.5.</u> Engage local and regional media to promote cultural resources and events to include print, radio, television and social media coverage.	City of Newberry Newberry County Chamber of Commerce Local Media	On-going
<b>Goal 5.3. Strengthen community-wide access and involvement in the arts.</b>		
<b>Objective 5.3.1. Enhance and expand cultural program offerings for City residents in the visual and performing arts.</b>		
<u>Strategy 5.3.1.1.</u> Assist the School District and community arts groups in expanding a comprehensive arts program in local schools.	Newberry County School District City of Newberry Chamber of Commerce	On-going
<u>Strategy 5.3.1.2.</u> Pursue alternative funding, diverse programming, and other methods to promote and expand interest in and access to the arts to all cultural, ethnic, age, and economic groups.	City of Newberry Newberry County School District Newberry College Newberry Opera House Arts Groups	On-going
<u>Strategy 5.3.1.3.</u> Explore the creation of a public arts plan to integrate visual art in prominent public places.	City of Newberry Chamber of Commerce Public and Private Arts Groups Newberry College	2025
<b>Objective 5.3.2. Strengthen the capacity of existing community arts and cultural organizations to support cultural enrichment, recognition of local artists, regional exposure, and maximize resources.</b>		
<u>Strategy 5.3.2.3.</u> Continue to support cultural and arts venues through annual appropriation of Accommodations Tax revenues.	City of Newberry Newberry County	On-going
<b>Goal 5.4. Support and strengthen the active involvement of diverse institutions in improving the quality of life for all City residents.</b>		
<b>Objective 5.4.1. Continue to work with community organizations and educational institutions in support of various outreach and service programs to improve the quality of life for City residents.</b>		
<u>Strategy 5.4.1.1.</u> Work closely with Newberry College administration and faculty to identify and prioritize community needs and maximize the impact of the College's student service learning and academic programs.	City of Newberry Newberry College Service Providers	On-going