

Newland Businesses Prepare for Tourist Season

Written by Annie Rutenberg
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The Newland Business Association discussed the branding and marketing of Newland at its monthly meeting Tuesday. Membership of the NBA is now at 90 members, the highest in the organization's history. Members present were told that the promoting of Newland is picking up speed as the Riverwalk Summer Concert Series is on the horizon, beginning Friday, June 22, running throughout the summer. The NBA's advertising budget now includes new grant funding to aid in radio, newspapers, television, magazines ads beginning in June. The goal of the NBA is for shops to thrive, business to prosper, with education a forefront. The NBA leadership thanked the County Commissioners, Town Council, School Board and an Economic Development Director for sharing this vision and helping to promote Newland. For more information contact Bill Close @828-260-3205 or visit NBA website @ www.newlandbusiness.org