

ABOUT GREENVILLE, SOUTH CAROLINA

Once known as the “Textile Capital of the World,” Greenville like many cities has had to reinvent itself over the years to adjust to a changing economy and local migration patterns. Today, Greenville is a diverse conglomerate of corporate and research companies. This will be a fantastic learning opportunity, especially after seeing what Pittsburgh has done to transform itself during our trip there in 2010.

There are plenty of similarities between Lexington and Greenville. Like Lexington, Greenville is a low-cost place to do business, a top mid-sized metro for families, and has seen a trend back toward downtown living over the last decade.

Greenville has a strong commitment to its arts community, with several key initiatives that have landed the city on the list of Top 100 Arts Small Towns in the U.S., and among the list of communities with the highest concentration of writers, designers, musicians, actors and artistic personnel.

Many of its leaders say that Greenville’s success can be attributed to its long-term visioning and commitment to its master plan, and the willingness to ensure that all projects, both public and private, conform to that plan. Most of Greenville’s anchor projects in the downtown area were the result of success-

ful public/private partnerships, such as the Peace Center, Greenville Commons/Hyatt Regency Hotel, West End Market, Falls Park, Bi-Lo Center, and more.

Throughout this trip, opportunities have been injected into the agenda that will allow participants to work together while learning more about “how” Greenville has stayed focused in the face of budget challenges and adversity. Along the way, we’ll remain committed to our Leadership Visit MISSION STATEMENT:

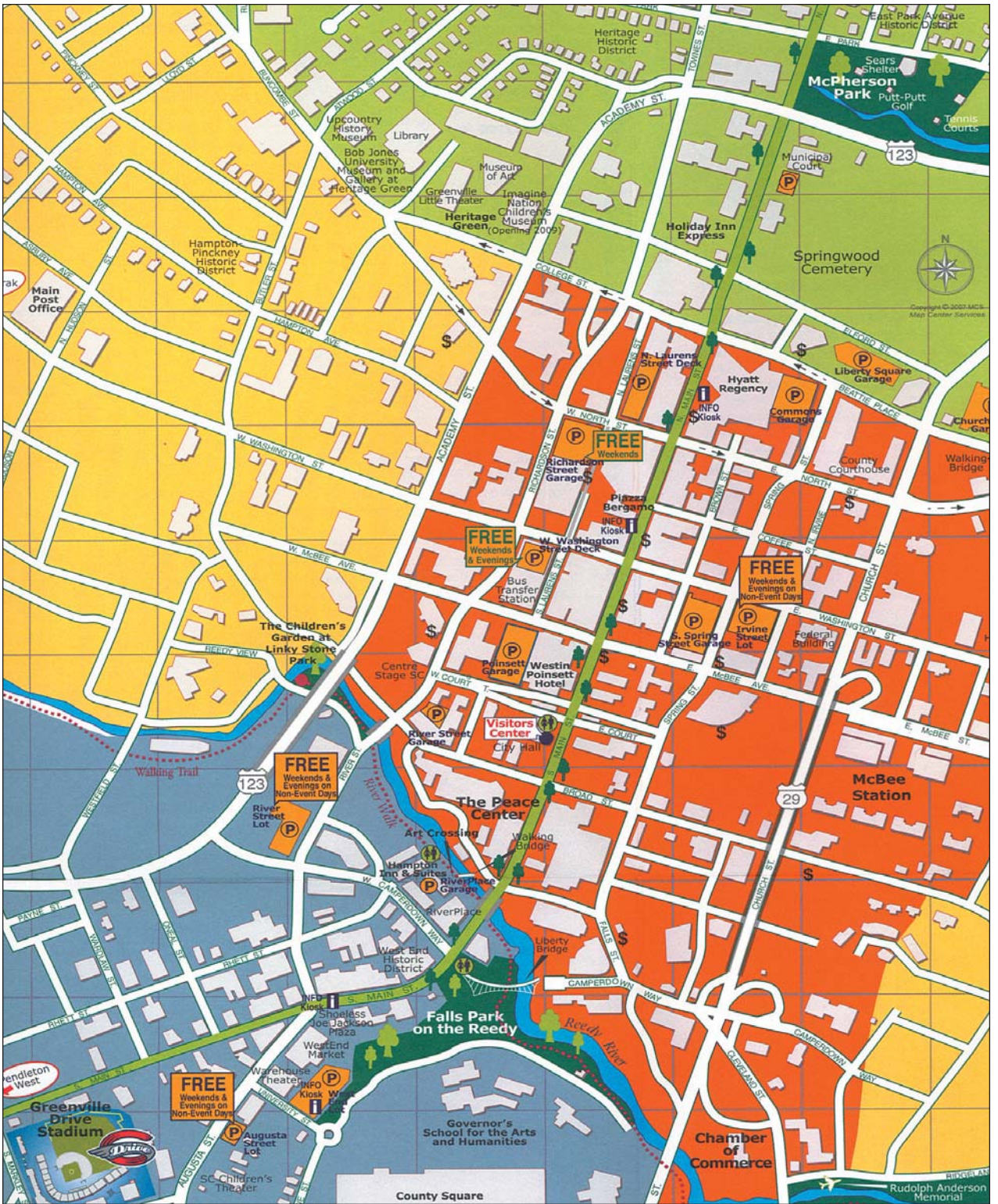
“Discovery and collaboration are the focus of Commerce Lexington Inc. Leadership Visits. Our charge is to capitalize on the opportunity to unite energized Central Kentucky leaders, both elected and volunteer, and inspire bold and systemic improvements to our city and region.”

Scan QR code for
more information
on Greenville



LEADERSHIP VISIT PRESENTED BY:

CHASE  J.P.Morgan



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Rudolph Anderson Memorial

County Square

Greenville Drive Stadium

FREE
Weekends & Evenings on Non-Event Days

FREE
Weekends & Evenings on Non-Event Days

FREE
Weekends & Evenings on Non-Event Days

FREE
Weekends & Evenings

FREE
Weekends

123

29



GREENVILLE, S.C. FACTS & FIGURES

	GREENVILLE MSA	LEXINGTON MSA	UNITED STATES
Total MSA Population	624,715	452,563	304,059,728
Median Age (years)	36.9	35.7	36.9
EDUCATIONAL			
Pop. 25 yrs. plus	65.8%	65.4%	65.7%
% HS Graduate plus	81.6%	88.4%	85.0%
% Bach. degree plus	26.8%	33.7%	27.7%
EMPLOYMENT			
% in Labor Force	63.9%	69.5%	65.9%
% Not in Labor Force	36.1%	30.5%	34.1%
INCOME/LIVING			
Med. Household Income	\$45,124	\$50,690	\$52,029
Mean Household Income	\$61,285	\$68,534	\$71,498
Cost of Living	91.1	91.5	100.0
Housing Value-Median	\$138,900	\$155,500	\$197,600
Top Industry Sector	Ed. Svcs./HCare 20%	Ed. Svcs./HCare 25.3%	Ed. Svcs./HCare 21.7%

Scan QR code to view more economic data about Greenville



GREENVILLE: OTHER THINGS TO DO

MICE ON MAIN - SELF-GUIDED TOUR

www.miceonmain.com

A great way to get out and about and explore downtown Greenville, get a sense of its artistic elements, and get some exercise too. Greenville's bronze mice are



spaced here and there, on one side of Main Street or the other, all the way from the Hyatt to the Westin Poinsett Hotel. Try to find the nine bronze mice, which are located along a seven-block stretch of Main Street between the Hyatt Regency Hotel and The Greenville News building.

The children's book *Goodnight Moon* was the inspiration for Mice on Main. For his senior project, Jimmy Ryan, a student at Christ Church Episcopal School, proposed the idea of placing these mice downtown with clues for a fun-filled scavenger hunt. He raised the funds and commissioned Zan Wells, a local sculptor, to make the individual mice. Can you find them all?

DISCOVERY
SESSION -
SEE YOUR
AGENDA

CLUES TO FIND THE MICE:

#1

Where the water springs above the ground, Marvin on his book can be found. **CLUE:** Find a fountain at a downtown hotel.

#2

Marvin's wife Maggie is across the street keeping cars off the sidewalk - a tricky feat! **CLUE:** Look both ways! Is that a parking barrier?

#3

Marvin, Jr. is too young to drink morning brew; still he tries to sneak in before he hears "shoo!" **CLUE:** Do you see a coffee shop?

#4

Marvin's and Maggie's son Marclely, with a northern view; likes Downtown Alive, as many folks do.

CLUE: Check out Piazza Bergamo.

#5

Marclely's twin sister Millie is the hardest to see; from her high-tech roost, she watches crossers with glee.

CLUE: Look up, near a large, high-tech Main Street biz.

#6

Little brother Mitch gets ready to run into a "money garden" to have some fun.

CLUE: Think Wachovia inner garden.

#7

Mitch's twin sis Melissa is healthy and strong; with vitamins and veggies, she can't go wrong. **CLUE:** Find a store that gets "creative" about health.

#8

Maggie's sister Mifflin is on the corner by a bank; It's the oldest one downtown, to be quite frank. **CLUE:** If you can hear the wind chimes on Main Street, you are close!



#9

At an Italian restaurant, right near a rain spout, Uncle Miles is just hanging out. **CLUE:** Uncle Miles loves gardens, and there's one close by.

GREENVILLE: OTHER THINGS TO DO

ARTS & CULTURE

There is never a dull moment in downtown Greenville. Come explore an area that is rich in culture and heritage.

HERITAGE GREEN:

Art enthusiasts who enjoy the visual arts, literature, and theater will want to visit Heritage Green, an urban arts and cultural campus, located just a short walk from Main Street. It is located on College Street, just past Academy Street, three blocks from the Hyatt Regency. Heritage Green includes the following attractions:

1. **Bob Jones University Museum and Gallery at Heritage Green** where a select portion of the more than 400 Old Master paintings and hundreds of pieces of furniture and decorative arts are regularly on display, 516 Buncombe Street, (864) 770-1331, www.BJUMG.org/heritage_green

2. **Greenville County Museum of Art**, currently featuring an exhibition entitled "Working South," which is a collection of watercolor paintings depicting people in jobs that are fading away, 420 College Street, (864) 271-7570, www.GreenvilleMuseum.org

3. **Upcountry History Museum**, which promotes, presents and preserves the history of Upcountry South Carolina through education, research and service, 540 Buncombe Street, (864) 467-3100, www.UpcountryHistory.org

PEACE CENTER:

300 South Main Street
www.peacecenter.org

The Peace Center is at the heart of Greenville's award-winning downtown. It is a symbol of Greenville's vision and appetite for big challenges. Today, it is a landmark at the hub of Greenville's celebrated downtown.

SELF-GUIDED PUBLIC ART TOURS:

Take a walking or scenic driving tour through the city and discover a diverse collection of artwork. The City's *Art in Public Places* reference guide provides a great resource for discovering the unique artwork that has complemented the city's continued growth. Each tour provides scenic maps of the city, photographs of the artwork and detailed descriptions with historical information.

Scan QR code for more on public art tours in Greenville

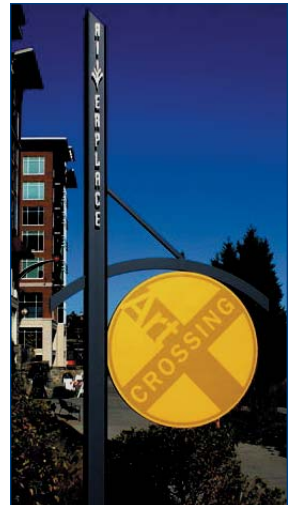


www.greenvillesc.gov/Culture/ArtinPublicPlaces/

THE ART CROSSING AT RIVERPLACE:

100 & 200 Riverplace,
Downtown Greenville
www.artcrossing.org

Stroll along Greenville's Reedy River and you're bound to experience art in action. The Art Crossing Studios, nestled in the lower level of Riverplace, house twenty or so artists and offer a great variety of art in every medium. If the weather is nice, you'll see artists outside painting, drawing or sculpting.



LEADERSHIP VISIT PRESENTED BY:

CHASE  **J.P.Morgan**

GREENVILLE: OTHER THINGS TO DO

OUTDOOR ACTIVITIES

FALLS PARK/LIBERTY BRIDGE: --->

www.fallspark.com

A downtown visit would not be complete without a visit to Falls Park! Stop by to discover the centerpiece of the City's RiverWalk park system and to view the spectacular river falls from the sweeping Liberty Bridge, a world-class pedestrian bridge that spans 355 feet across the falls. The \$13 million project includes beautiful public gardens and two amphitheaters for gatherings and events.

Visitors are also invited to stroll the scenic trails, enjoy seasonal flowers, attend outdoor performances and picnic along the river. A partnership between the City of Greenville and the Carolina Foothills Garden Club made the park possible in 2004. Numerous new businesses have opened as a result of the park and revitalization of the river area. The \$4.5 million Liberty Bridge does more than span the Reedy River - it serves as the focal point of Falls Park, showcasing man's creativity alongside nature's beauty. The bridge opened in 2004 and measures 12 feet wide, has a horizontal curve radius of 214 feet and 90 foot towers weighing 26 tons each.

SWAMP RABBIT TRAIL:

The City of Greenville is committed to the health and well-being of its citizens and in 2008, adopted a Trails & Greenways Master Plan, which developed a framework for an integrated system of pathways called the Swamp Rabbit Trail. To date, the city has completed nearly five miles of the Swamp Rabbit Trail. The City of Greenville's portion of the trail starts at Willard Street at the western city limit line, runs through Falls Park and then connects to Cleveland Park in downtown. From there it continues to the intersection of Faris Road and Cleveland Street near Greenville Tech and ultimately will extend to the southern end of the city limit line.

DISCOVERY
SESSION -
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Courtesy of Greenville Chamber of Commerce

CLEVELAND PARK:

Traveling east from Falls Park, you will find the City's largest and most extended recreation area, Cleveland Park. This popular park features tennis courts, jogging trails, exercise equipment and Greenville's largest playground.

McPHERSON PARK:

On the northern edge of downtown is McPherson park. Opened in 1884, it is the city's oldest park and home of a log cabin craft store.

GREENVILLE ZOO:

150 Cleveland Park Drive

Phone: (864) 467-4300

www.greenvillezoo.com

Visit the Greenville Zoo, located at 150 Cleveland Park Drive, just a short distance from downtown in Greenville's very own Cleveland Park. There you will find giraffes, orangutans, lions, monkeys, farm animals, colorful flamingos, and more. Open daily from 10:00 a.m. - 4:30 p.m., adult admission is \$6 per day.

GREENVILLE: OTHER THINGS TO DO

FUN PLACES TO EXPLORE

FLUOR FIELD: ----->

945 South Main Street
Phone: (864) 240-4500
www.greenvilledrive.com

Experience America's favorite pastime with leaving downtown...come to Fluor Field for baseball and fun. Fluor Field is the home of the Greenville Drive, a Minor League Class A affiliate of the Boston Red Sox in the South Atlantic League (same league as Lexington Legends). The stadium is sure to delight with its mini Fenway Park design, featuring a manual scoreboard, 5,000 fixed seats, grassy seating area, playground, party deck, and more. The team is playing home games on Thursday and Friday evenings (June 16-17, 2011).



WEST END HISTORIC DISTRICT:

www.westendgreenville.com

Travel across the South Main Street Bridge and you will enter the West End Historic District. Known as an arts and entertainment area, you can browse through the shops in the West End Market and surrounding streets, dine in one of the area's unique restaurants, enjoy a theater performance or stroll through the park and view the Reedy River Falls from the Liberty Bridge. You will also find some of downtown's oldest buildings in this area.

▣ WEST END HISTORICAL TILES: While visiting the West End, you can learn about the history of the area by reading the colorful decorative tiles installed in the sidewalks. Can you find all 11? The tiles are a recent beautification project by the West End Business Association, a group of local business and property owners in the West End area.

CITY CENTER:

www.greenvillevb.com

Discover the heart of downtown by visiting the City Center, complete with eating and shopping destinations for everyone. Stroll underneath the lush tree canopy while you enjoy the public art along the sidewalks, or relax awhile on a downtown bench. Main Street's significant urban transformation changed downtown's image, bringing life back to an important Greenville location, which ultimately set the stage for a Great American Main Street Award from the National Trust for Historic Preservation in 2003 and a Great Street in America designation from the American Planning Association in 2009.

▣ THOUGHTS ON THE WALK: While you're out and about in downtown, you can also explore "Thoughts on the Walk," the 28 famous quotes located in the sidewalk in front of Carolina First Bank and the Poinsett Plaza on Main Street between McBee Avenue and Court Street.

*"Most people would learn from
their mistakes if they weren't so
busy denying that they made them."*

Anonymous

Thoughts on the Walk