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This isn't your average downtown. This isn't a block or two of renovated warehouses, pricey bistros, and contemporary art galleries. What Greenville, South Carolina, has done to its downtown makes other cities green with envy — think inventive restaurants, locally owned boutiques, a stellar arts scene, and a 30-acre park with pedestrian bridge and waterfall. (And that's barely skimming the surface.) Located just two hours from Atlanta and Charlotte, this is one cool city, with forward-thinking leaders and a clear-cut plan that has transformed downtown into the destination it is today.

KEYS TO THE CITY OF ○ ○ ○

DOWNTOWN

Greenville^{SC}

PHOTO BY JOSH JONES

Greenville's skyline
against the Blue Ridge
Mountains; free trolley
on Main Street

Downtown Rising

The transformation continues

BY LYNN SELDON



PHOTO: FRANCES LUMANN SZ

Expect world-class culture, superb shopping, and a flavorful dining scene on Main Street in downtown Greenville, South Carolina. How happenin' is it? The American Planning Association named it one of the Top 10 Great Streets in America last year — a real coup when you consider that it's gone from downtrodden to distinguished in just 25 years.

The transformation began with a strategic plan to create anchors and fill in the spaces between. The opening of the Hyatt Regency in 1982 established a northern Main Street anchor, and the 1990 opening of The Peace Center for the

Performing Arts brought people farther south. When local restaurateur Carl Sobocinski opened Soby's restaurant on Main in the late '90s, and the renovated Westin Poinsett opened across the street in 2000, downtown Greenville became the place to see and be seen. In the past decade, locally owned shops, bars, and restaurants have filled in the gaps. Downtown's diminutive size (about 15 blocks) makes it easy to walk to most hot spots, or take the free trolley running along Main Street.

The Westin's arrival (see p. 70) sparked a flurry of development in the city's West End district at the southern end of Main Street.



You have time to ponder many things while sitting in Atlanta traffic. Things like, "What do Michelin North America, Milliken, General Electric, BMW and the other 120 Fortune 500

companies doing business in Greenville know that I don't?" To learn what Greenville, South Carolina can do for the future of your business, visit www.ThriveDowntown.com or call 864.239.3735.

What's the difference between Greenville and Atlanta? We'll give you a couple of hours to think about it.



Read this city profile, along with others, at usairwaysmag.com.



Local artists open their studios to the public during the weekend-long Greenville Open Studios (left); outdoor dining on Main Street

Falls Park on the Reedy is the centerpiece of development here, with two amphitheatres featuring plenty of event space (and a full calendar) amid some 30 acres flanking the Reedy River. A curved pedestrian span called Liberty Bridge provides views of the park and waterfalls, and a minor league baseball team, the Greenville Drive (a nod to local automotive companies like BMW and Michelin), plays at Fluor Field at the West End. A few blocks away lies RiverPlace, a cluster of sleek condos, trendy shops (Plaza Suite), hip restaurants (The Lazy Goat and High Cotton), artists' galleries and studios, and a recently opened Hampton Inn.

"Our secret is attention to the pedestrian experience — the scale of the buildings, the mix of residential and retail, and surprising art features," says Greenville Mayor Knox White. "Place a beautiful park with a dramatic waterfall and pedestrian suspension bridge in the middle of it all and you have an urban space like none other."

"It never ceases to amaze me how downtown has become a real destination." TYLER FLORENCE, *Greenville native and Food Network star*

The downtown transformation continues: Clemson University moved its MBA program downtown last January into a building overlooking the Reedy, Michelin has a downtown storefront and a development office, and BMW is known for its community participation and event sponsorship, such as the BMW Charity Pro-Am (May 13–16). The celebrity golf tournament brings big names like Darius Rucker and Kevin Costner to town and contributes to Upstate charities. It's this high level of corporate support that allows downtown Greenville to thrive.

"My family chose to move to Greenville two years ago, and the clincher was downtown," says Kym Petrie, executive vice presi-

dent of Downtown Greenville Development Initiative, an organization that works to bring businesses downtown. "When you first set foot in the area, it's shocking. You wonder why you haven't heard of this amazing place before. So cosmopolitan and chic."

The Arts

A variety of cultural attractions add to downtown's chic vibe.

"One of the major factors in the revitalization of downtown Greenville is the diversity and depth of the city's outstanding arts community," says Alan Ethridge, executive director of the Metropolitan Arts Council, which estimates that the arts have an annual economic impact of nearly \$200 million.

COURTESY OF METROPOLITAN ARTS COUNCIL, DOWNTOWN GREENVILLE DEVELOPMENT INITIATIVE

Four museums make up the campus at Heritage Green, an arts complex: The Greenville County Museum of Art (home to the South's most important collection of works by Andrew Wyeth); The Museum and Gallery at Heritage Green (an outpost of Bob Jones University's renowned collection of Italian paintings); The Upcountry History Museum (check out the impressive oral history program); and the recently opened Children's Museum of the Upstate, where an innovative multistory climbing structure draws rave reviews from kids (and parents, too).

Greenville is also home to four of the region's seven theaters: Greenville Little Theatre, Centre Stage, the Warehouse Theatre, and South Carolina Children's Theatre. Big-name acts like Brad Paisley and Nickelback fill seats at the Bi-Lo Center on the northern edge of downtown.

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The Peace Center for the Performing Arts

Broadway shows (*Wicked* just left town, and *Spring Awakening* plays this month), top musicians (Chris Botti, John Legend, and Yo-Yo Ma have performed here), and other groups including the South Carolina Children's Theatre, two ballet companies, and the Greenville Symphony Orchestra, whose conductor and music director Edvard Tchivzhel first came to Greenville from Russia in 1991. "This community enthusiastically embraces the arts," Tchivzhel says. "There are so many creative people here."

Emerging artists find a home at

The South Carolina Governor's School for the Arts and Humanities. This public residential high school overlooks Falls Park, and attracts artists from across the state to study in one of five disciplines (including creative writing and visual arts).

The Scene

An increase in downtown living in the late '90s meant an increase in foot traffic — gone are the days when Main Street turned into a ghost town after 5 p.m. Taryn Scher, a local public-

SHOPPING SPREE

Stick close to Main Street to find downtown's coolest shops. For baubles and beads, make your own necklaces at The Beaded Frog (beadedfrog.com); check out Ilyn strong for one-of-a-kind jewelry (Ilynstrong.com). Mast General Store, an old-fashioned emporium, stocks everything from cast iron pans to camping gear (mastgeneralstore.com). Across the street, The Barkery Bistro welcomes four-legged shoppers with tail-wagging treats (thebarkerybistro.com). Purchase original artwork in the studios at Art Crossing at RiverPlace, where you can also chat with the artists (artcrossing.org). For the kid in you — and the ones with you — The Lollipop Shop satisfies sweet desires with retro candy and



The Barkery Bistro

toys (thelollipopshop.net). Need new jeans? At Plaza Suite, check out locally designed Beija Flor jeans, made with curve-friendly Brazilian stretch denim (shopplazasuite.com). Then drop those bags at Luna Rosa and refuel with a cone of homemade hazelnut gelato. — M. Linda Lee

OWEN RILEY, COURTESY OF THE BARKERY BISTRO

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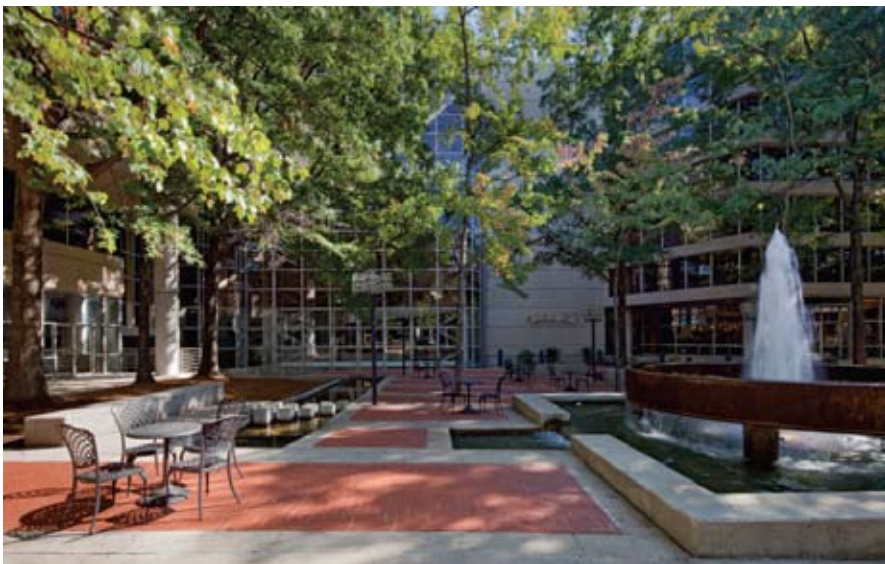
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*From downtown living to
lake & mountain property*

relations expert, moved to Greenville from New York three years ago. "This city has all the wonderful offerings of a major metropolitan region and none of the downsides that usually come with a major city," Scher says.

These offerings include a hip live-music scene. Head to the Brown Street Club for live jazz and blues nearly every night of the week. At The Handlebar, a variety of musicians take the stage from Grammy winners to local favorites. Enjoy dinner and a show at Smiley's Acoustic Cafe, which hosts live music every night except Sunday.

Downtown is also the setting for about 150 events every year, including the Downtown Alive concert series and the Moon-

light Movie series. If you love to eat — and who doesn't? — there's an extra helping of food and wine events, such as January's fine-wine auction An Affair with Flair; Share Our Strength's Taste of the Nation (May 2); food/wine/music fest Euphoria (Sept. 24–26); and St. Francis Fall for Greenville — A Taste of Our Town (Oct. 8–10).

The dining scene is more than just impressive foodie fests. Downtown's culinary options have boomed in recent years, a complete shift from fast-food fixes to a large number of diverse restaurants and chefs that rival those in major cities. This tasty transformation can be traced to the 1997 opening of Soby's, housed in a century-old building on Main Street. Following Soby's success, other restau-

rants landed on the downtown menu. Notable eateries include Larkin's on the River (steak and seafood); Devereaux's (contemporary American cuisine); American Grocery Restaurant (using local and organic ingredients); and Liberty Tap Room and Grill (adjacent to the baseball stadium).

"The culinary history of the area is invariably rich, and a few pioneering restaurateurs have turned Greenville into a true culinary destination," says Food Network star and Greenville native Tyler Florence. "It never ceases to amaze me how downtown has become a real destination."

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The USA Cycling Professional Championships return to Greenville this September.

BIKER TOWN

The League of American Bicyclists awarded Greenville its prestigious Bicycle Friendly Community award last fall, and the city will hosts the annual USA Cycling Professional Championships (Sept. 18–19).

Greenville Hospital System counts itself among the "bicycle friendly." The healthcare system is the title sponsor for the championships and backed the development

of the upcoming Swamp Rabbit Trail, a 13-mile bike trail that follows along the Reedy River.

A manufacturer of performance cyclist clothing, Hincapie Sportswear actively supports the cycling community. The company chose Greenville for its headquarters, and Hincapie Sports LLC manages cycling races throughout the Southeast, including the Greenville Downtown Cycling Classic and the Greenville Spring Training Series.

CASEY GIBSON/TAMARAC PUBLICATIONS

THE KEYS

TO THE CITY **OF DOWNTOWN GREENVILLE, SC**

“It is such fun to see the joy of visitors coming downtown for the first time, as well as the residents that regularly come to the heart of the city.” *JAMES BOUREY, Greenville city manager*

“Greenville boasts the best of European master planning in mixing urban uses of office, residential, cultural, and fine-dining [space].”

CHRIS STONE, president, Greenville Convention and Visitors Bureau

“Downtown Greenville went from good to great with Falls Park.”

KNOX WHITE, mayor



“There’s a synergy with the business owners that just works ... it’s the execution of a dream.”

EDWIN McCAIN, singer/songwriter and Greenville native, on the success of food, wine, and music fest, Euphoria

“FOR OUR INTERNATIONAL CUSTOMERS, COLLEAGUES, AND THE ALMOST 8,000 MICHELIN EMPLOYEES IN THE STATE, DOWNTOWN GREENVILLE IS A FAVORED DESTINATION.”

DICK WILKERSON, chairman and president, Michelin North America

PHOTO COURTESY OF EUPHORIA

“Music, visual arts, theater ... are an integral part of the downtown experience.”

ALAN ETHRIDGE, executive director, Metropolitan Arts Council



Heading to Greenville? Visit peacecenter.org to see who’s performing while you’re in town.

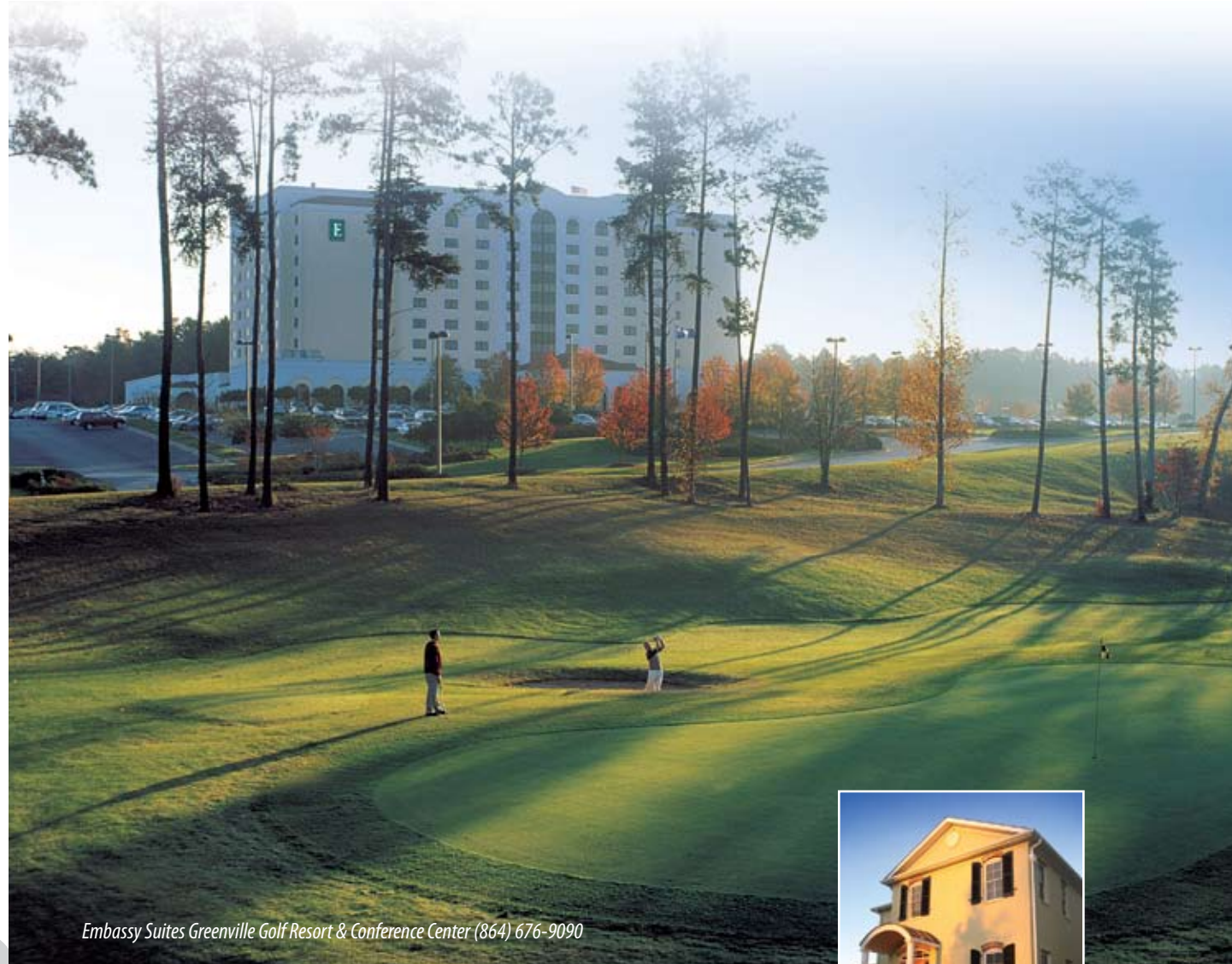
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Sharing synergy and proximity to Greenville’s lively downtown, Verdae is the best place to live, work, play and retire.

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KEYS TO THE CITY **OF DOWNTOWN GREENVILLE, SC**

FOCAL POINT

BY MARTHA-PAGE ALTHAUS

When Falls Park opened in 2004, most Greenville residents didn't know there was a natural waterfall in the middle of downtown. "A concrete bridge was built on top of the falls," says Greenville Mayor Knox White. "People who lived here all their lives had no idea we had this in the center of town." Developing the park took about two years and included removing the concrete bridge and building the 355-foot-long, pedestrian-only Liberty Bridge. "The bridge ebbs like the Reedy River, and it doesn't crowd the falls," White says. "You always see people down here now. They love it."

FISHBE STUDIO



High-tech startups grow at the NEXT Innovation Center.

Putting the Green in Greenville

The Textile Capital of the World finds an **international** edge.

BY LYDIA DISHMAN

Creating a vibrant business community, especially during challenging economic times, takes more than just hard work — it takes international flair. As the center of economic development in the South Carolina Upstate region, Greenville once relied heavily on textiles. But now the city is home to major corporate denizens Michelin, BMW, GE, Mitsubishi Polyester Film, and

ERIC PEGEMAN

Fluor (engineering, procurement and construction). Add a bustling downtown and major universities ensuring a well-educated workforce, and you've got a solid business community that's adapting to the new economic landscape.

"We are doing as well, or better, than 90 percent of the cities around the country," declares city manager James Bourey. He points to corporations such as Fluor and GE that have held steady despite the downturn. (GE Energy's Engineering Division world headquarters is here, and the Greenville plant is the world's largest gas turbine manufacturing plant.)

The support of local government, public/private partnerships, and a community-wide effort to advance education are behind the business community's success, according to Ben Haskew, president and CEO of the Greater Greenville Chamber of Commerce. "I believe this community has a can-do spirit that can tackle any challenge or opportunity," Haskew says.

Forbes recently named Greenville one of the top five cities to weather the economic downturn, and for good reason. According to the South Carolina Department of Commerce, the entire Upstate has more foreign investment per capita than any other region in the country, and more than 200 international companies from 20 different countries have operations or headquarters here, including BMW and its suppliers. Stroll down Main Street and you'll find 20 restaurants serving international cuisine,

The Children's Museum of the Upstate is a place of possibility where children and their grown-ups can explore, discover, imagine, pretend and **BE ANYTHING!**



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Greenville's white-hot international action attracts small-business entrepreneurs.

and it's not uncommon to hear multiple languages, though German is prevalent thanks to BMW.

Being globally connected is a must in today's economy, and the city's white-hot international action attracts small-business entrepreneurs. Take Steven Wagner, one of the newbies. Based in Seattle, the former Ford marketing manager was responsible for the Pacific Northwest. When he began his own Internet software company, Dealer Ignition, the Chicago native chose to relocate to Greenville — not Silicon Valley. A competitive cyclist, Wagner was encouraged by his teammates to explore Greenville. "They all talked about the great downtown and mountains nearby," Wagner says.

After a single visit, he was sold, and set up business in downtown's historic Liberty Building. "My notion that Greenville was a simple little Southern city was quickly quashed by all the Europeans mingling downtown," Wagner says. "There was an air of momentum and progress."

Spirit and Talent

What impressed Wagner most was the collaborative spirit. Citing the support of the NEXT Innovation Center (a cutting-edge building that's home to small, high-tech businesses) and the Greenville Spartanburg Anderson (GSA) Technology Council, Wagner adds, "Here you have the opportunity to get in front of so many

people. It's the right place in the country for growth."

Bob Hughes, developer of the NEXT Innovation Center, is fueling that growth. "It's all about re-making Greenville," Hughes says. "We want to be the place where everyone else wants to be."

It's also the place to find talent. Local businesses engage the county school district and higher education to glean a well-educated workforce. Universities such as Furman, Clemson, Bob Jones, and University of South Carolina Upstate offer quality higher education. "I have been able to recruit some great young minds from Furman and Bob Jones University," Wagner says.

While Greenville is histori-



Furman University's LEED-certified Cliffs Cottage, home to the school's Center for Sustainability (left); Clemson University's International Center for Automotive Research

FROM LEFT: COURTESY OF FURMAN UNIVERSITY, CLEMSON UNIVERSITY

Kartikeya Singh '07 furman graduate

Designed his own major in ecology and sustainable development

Founder and first executive director of the Indian Youth Climate Network

Member of Environmental Action Group

Morris K. Udall Scholarship award winner

Attended U.N. Climate Change Conference in Copenhagen in 2009

Pursuing a master's degree in environmental management at the School of Forestry and Environmental Studies at Yale



Sarafina Robinson '10

Communication Studies major
Member of Heller Service Corps
Director of Ladies of Distinction (Mentor program for at-risk female high school students)
Bridges to a Brighter Future Summer Counselor
Communication Studies student department assistant
Will study away in South Africa, Spring 2010



Ashley Brown '10

Biology major
Greenville Memorial Hospital emergency room volunteer
President of Furman University Medical Mission Organization (FUMMO)
Organizer of FUMMO medical relief trip to Costa Rica and Nicaragua (May 2010)
Member of Alpha Epsilon Delta and Phi Beta Kappa
Will attend the University of Alabama School of Medicine



Corey Gheesling '10

Sociology and history double major
Southeastern Lacrosse Conference Rookie of the Year
C. Wright Mills Society member
Student teacher at Greenville High School
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The recently renovated Carolina First Convention Center

MEETING HUB

Business travelers come in droves for meetings and events in Greenville. The city is strategically located on the Interstate 85 corridor known as “Charlanta,” half-way between Charlotte and Atlanta, and it has its own airport, Greenville-Spartanburg International Airport.

The city is well-equipped to host meetings and conventions for major companies. Its 400,000-square-foot Carolina First Convention Center (one of the largest in the U.S.) recently underwent a \$22 million renovation, and most of the city’s 8,000-plus hotel rooms are within a 15-minute drive of the center.

“For a destination of our size, our convention center offers an abnormal amount of convention and meeting space,” says Todd Bertka, vice president of sales for the Greenville Convention and Visitors Bureau.

Another boost for the city’s meetings industry: This spring, a new Courtyard by Marriott opens downtown at the corner of Main and Broad streets, next to The Peace Center for the Performing Arts. The hotel complex will feature a high-end seafood grill by local restaurateur Rick Erwin. Just one more of the myriad reasons for corporate planners to choose Greenville.

cally the “Textile Capital of the World,” today there’s a shift from manufacturing to automotive and industrial engineering, according to John Warner, founder of Inno-Venture, a Greenville conference connecting global thought leaders, entrepreneurs, and major corporations and universities. “We need to stop saying our labor is cheap and start understanding that there are areas where we are among the best in the world,” Warner says.

Laid-off textile workers can find a bridge to a brighter future at Greenville Technical College. When Aaron Knecht lost his textile job in 2004, he enrolled in Tech’s HVAC program. “It was a great stepping stone; the teachers really challenged me,” Knecht says. Now a refrigeration and air-conditioning technician at Bon Secours St. Francis Hospital,

COURTESY OF GREENVILLE CONVENTION & VISITORS BUREAU

Knecht is continuing his coursework to earn a certificate in industrial electronics.

Clemson’s International Center for Automotive Research brings education and economic development together through global corporate partnerships. Greenville’s international diversity and entrepreneurial spirit inspire companies to locate here, according to the center’s executive director Bob Geolas. “That is necessary to be globally competitive,” Geolas says.

Going Downtown

Claude Lilly, dean of Clemson’s College of Business and Behavioral Science, agrees. The university moved its MBA program downtown to a spacious building in Falls Park last January. The new location, Clemson at the Falls, has an enrollment of more than 200 MBA

students who find inspiration from the city’s cultural offerings, some of which are within walking distance, such as The Peace Center for the Performing Arts.

“People often say we are the

deciding factor to move here,” says Megan Riegel, Peace Center president, citing its annual economic impact at \$18.7 million. The center is one of the most successful in the country because of its quality and variety of programming, from ballet theater to rock concerts.

Craig Brown, president and principal owner of the Greenville Drive minor-league baseball team, compliments the city for having the vision to develop the downtown’s West End for more than just the ballpark. “It’s become a place to live, work, and play,” says Brown, who lives in one of the 40 condominiums in the adjacent Field House, a mixed-use development. The city spent more than \$6 million on new streetscaping and infrastructure adjacent to the stadium. Since opening in 2006, almost 50 new businesses have

TOP JOBS

The 10 largest employers in Greenville:

1. Greenville County Schools
2. Greenville Hospital System
3. Michelin North America Inc.
4. General Electric Co.
5. Fluor Corporation
6. S.C. State Government
7. Bon Secours St. Francis Health System
8. Bob Jones University
9. Greenville County Government
10. Greenville Technical College

Source: Greenville Area Development Corporation

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peacecenter.org



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sprung up around the stadium, generating over \$12.5 million in sales last year.

Launched in 2008, Downtown Greenville Development Initiative (DGDI) attracts businesses to downtown's office spaces. DGDI is a public/private partnership between the city, chamber, and Downtown Owners' Group (a group of office property owners) to support the economy in the urban core. It's one of the only economic development efforts of its kind in the U.S.

As executive vice president of DGDI, Kym Petrie is no stranger to the effects of these visionary developments. Bringing in a steady stream of executives to recruit new businesses, Petrie concludes, "They come here and see good planning, green building, a thriving economy, and great quality of life. I almost don't have to sell it."

FROM BURBS TO LINKS

What if you could live where you play? Three residential areas in Greenville offer just that.

About 1,000 people call downtown Greenville home, says Brad Halter, president of real-estate firm Coldwell Banker Caine. The area's first residential units came in 2002 with 100 E. Court. Proof of downtown's broad appeal: A new elementary school is set to open there this fall.

If you want to live on the links, check out The Cliffs. Ranked among the United States' top 10 golf communities by *Travel and Leisure*, this collection of developments throughout the Blue Ridge Mountains features championship-level courses. Take on Ben Wright's only U.S. course at The Cliffs Valley or experience a

Clubhouse at The Cliffs

Gary Player course at The Cliffs at Mountain Park. Off the greens, hike the communities' private trails or take a quick drive into town – both are within 30 minutes of Greenville.

Play close to home in Verdae, a planned community with a green twist. Only five minutes from downtown, this development offers single-family homes and a retirement village built around a town center that includes shops, restaurants, and medical and office space. The highlight: 20-acre Legacy Park, with trails, green spaces, and plans for a dog park and shaded amphitheater.

—Marian Cowhig

COURTESY OF THE CLIFFS

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The Soul of a City In the Heart of Downtown

There's a buzz on the streets of Greenville, SC. An excitement for the new hotel being erected in the heart of downtown. Passersby gaze upward and note its advancing levels of completion, while their minds take a stroll through the green courtyard and into the imagined lobby. Soon their speculation will give way to realization upon completion of the new Courtyard by Marriott, Greenville Downtown.


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**Greenville Downtown
Spring 2010**

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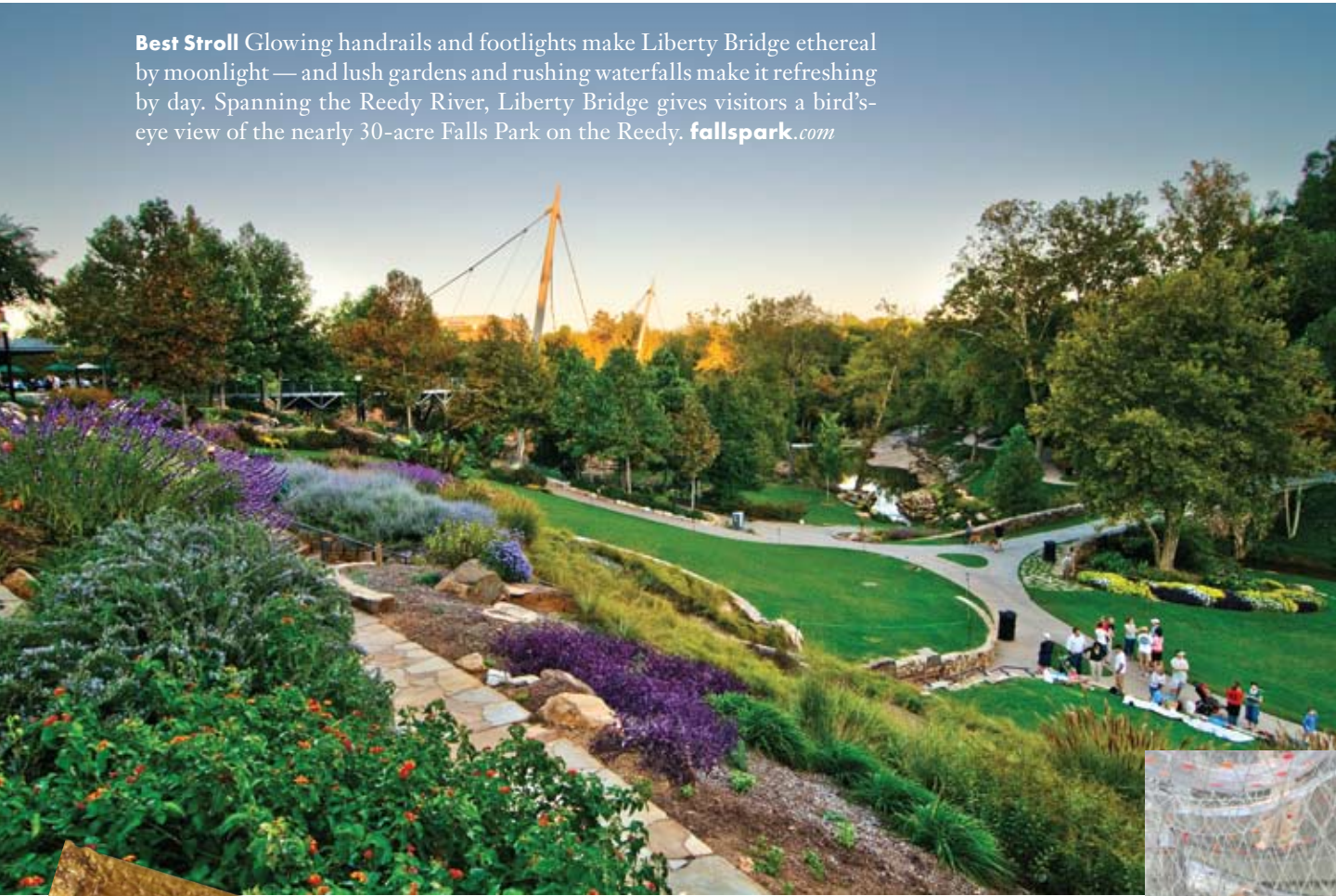
The international award-winning Liberty Bridge in downtown Greenville—designed by architect, Miguel Rosales.
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BEST OF GREENVILLE

BY M. LINDA LEE AND MARTHA WILLIAMSON

Best Stroll Glowing handrails and footlights make Liberty Bridge ethereal by moonlight — and lush gardens and rushing waterfalls make it refreshing by day. Spanning the Reedy River, Liberty Bridge gives visitors a bird's-eye view of the nearly 30-acre Falls Park on the Reedy. fallspark.com



Best Fest Artisphere showcases local and national artists in a series of juried exhibitions for a variety of media, such as photography, glass, metalworks, and painting. Concerts, film screenings, and art-related activities for children round out this top-ranked fest, held May 7–9. artisphere.us

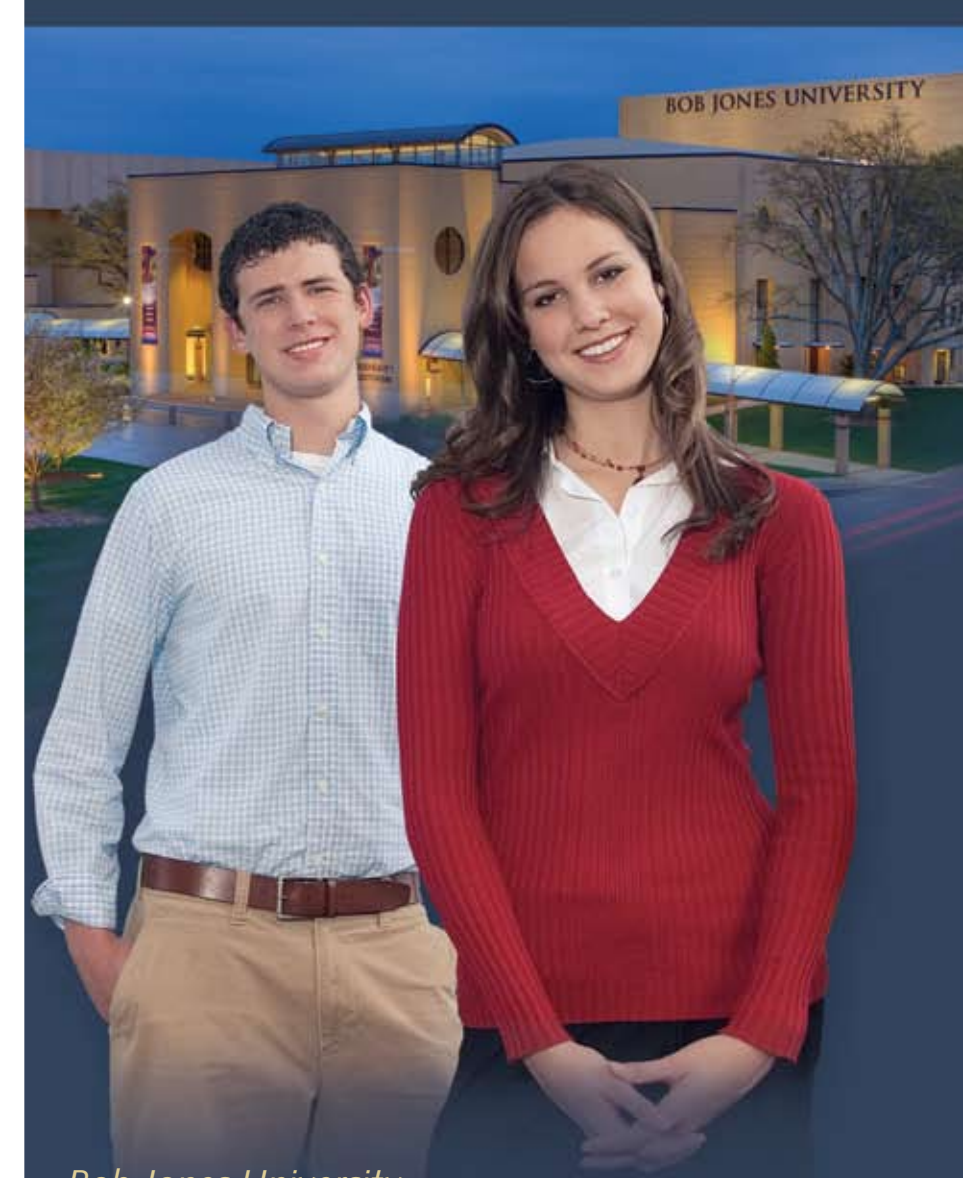
Best Kids The Children's Museum of the Upstate fuses learning and play in the middle of downtown Greenville. Kids can simulate flight into space, design their own Formula 1 racecar, or go exploring in the Kaleidoscope Climber. This multistory structure is the only one of its kind that makes climbers look as if they're suspended in midair. tcmgreenvillesc.org

PHOTOS (CLOCKWISE FROM LEFT): JOSH JONES; THE CHILDREN'S MUSEUM OF THE UPSTATE, GREENVILLE, GA



Best Hidden Gem It's well worth seeking out the Bob Jones University Museum and Gallery tucked away on campus. Displayed in 27 galleries, the collection of sacred European art spotlights Italian masters from the 14th to the 19th centuries, including Rubens and Tintoretto. bjumg.org

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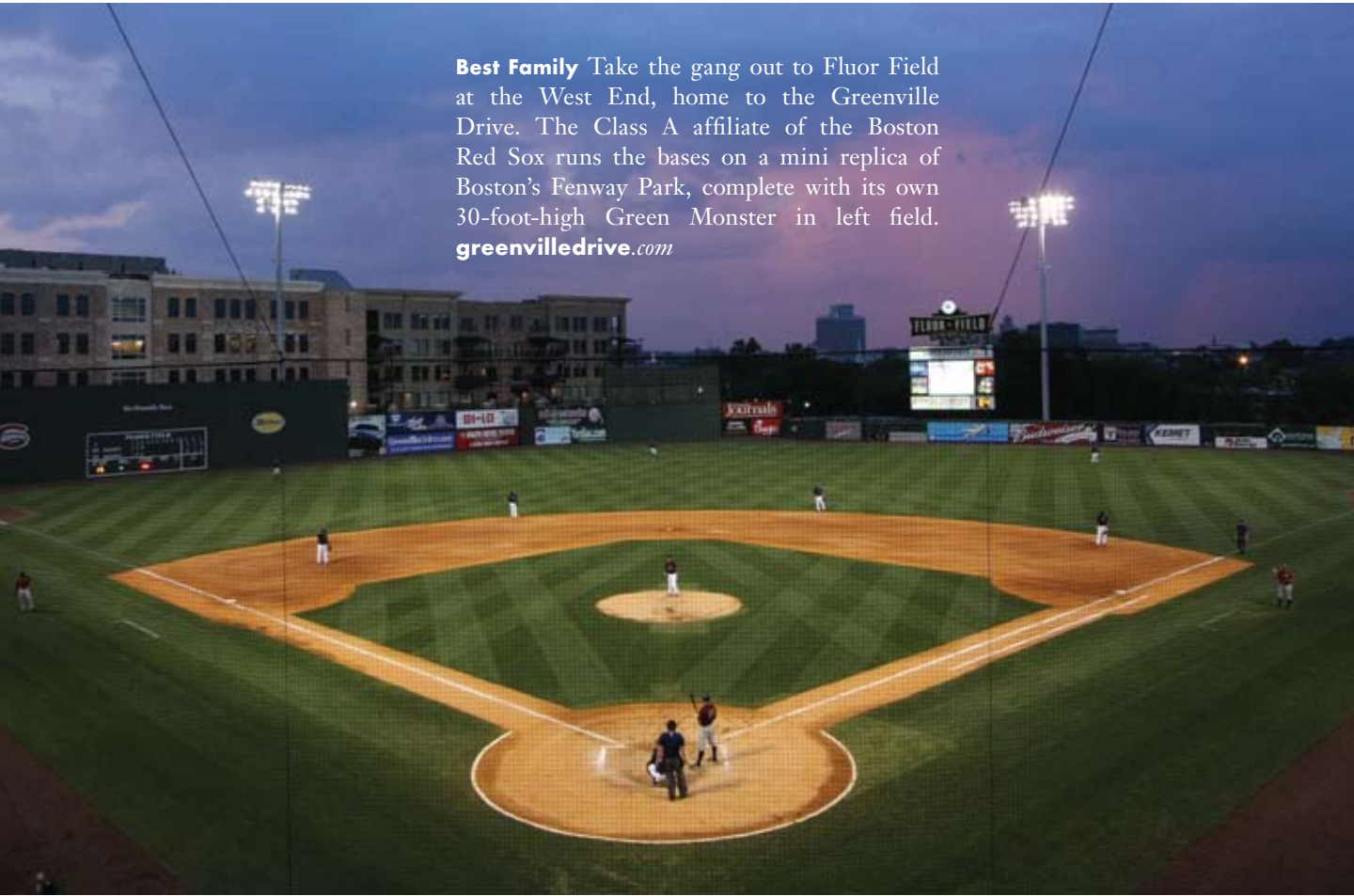
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KEYS TO THE CITY **OF DOWNTOWN GREENVILLE, SC**



Best Family Take the gang out to Fluor Field at the West End, home to the Greenville Drive. The Class A affiliate of the Boston Red Sox runs the bases on a mini replica of Boston's Fenway Park, complete with its own 30-foot-high Green Monster in left field. greenvilledrive.com

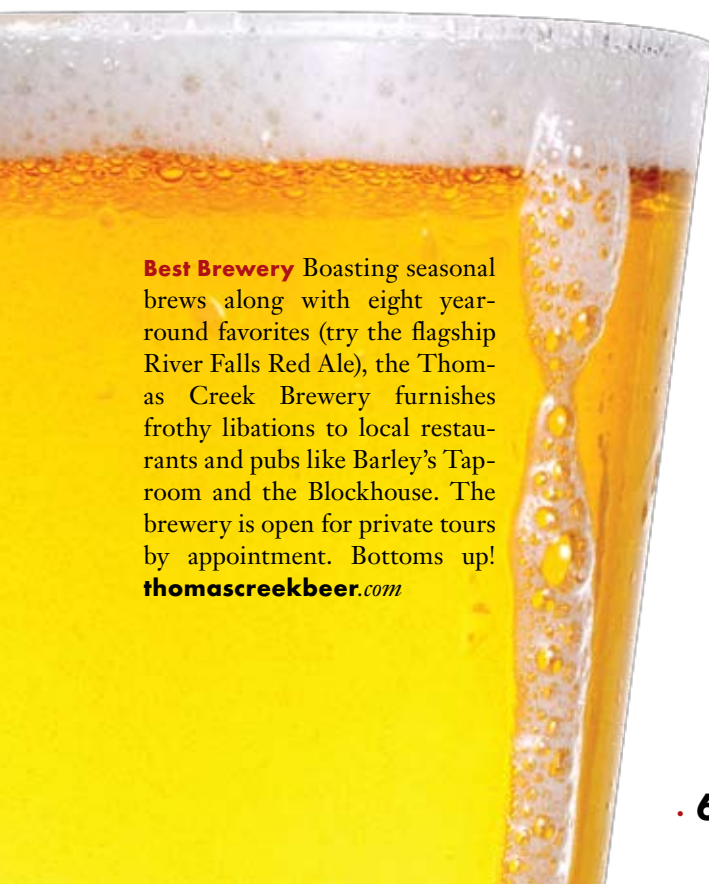
Best Hometown Hero Want more baseball? Near Fluor Field, the Shoeless Joe Jackson Museum and Baseball Library pays homage to Greenville native and baseball star Joe Jackson. The brick home where Jackson lived showcases memorabilia from his career and America's favorite pastime. shoelessjoejackson.org

Best Mice As a high-school senior, Greenville resident Jim Ryan set out to create a scavenger hunt for children downtown. Using Margaret Wise Brown's book *Goodnight Moon* as inspiration, Ryan teamed up with local artist Zan Wells to sculpt *Mice on Main*. Nine tiny bronze mice make their homes on a nine-block stretch of Main Street. The hunt begins with father mouse Marvin perched on the outdoor fountain of the Hyatt Regency hotel. miceonmain.com

PHOTOS (CLOCKWISE FROM TOP): COURTESY OF GREENVILLE DRIVE; CROSSWINDS GOLF COURSE; ISTOCK PHOTO (2)



imagine. discover. experience.



Best Brewery Boasting seasonal brews along with eight year-round favorites (try the flagship River Falls Red Ale), the Thomas Creek Brewery furnishes frothy libations to local restaurants and pubs like Barley's Taproom and the Blockhouse. The brewery is open for private tours by appointment. thomascreekbeer.com



Best Golf A different famous architect (such as Tom Fazio, Pete Dye, Rees Jones, and Arnold Palmer) designed each of the 18 holes at Cross-Winds Golf Club, making it one of the world's most intriguing links. The par-3 course can be played in just two hours. crosswinds-golf.com



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KEYS TO THE CITY **OF DOWNTOWN GREENVILLE, SC**

BEST BITES

We can't pick just one! Here are a few of our favorite places to eat and drink downtown.

Best Fine Dining Downtown's dining scene went upscale with the addition of High Cotton, a chic Charleston transplant that impresses with Lowcountry cuisine and views of the Reedy River (**mavericksouthernkitchens.com**). Also along the river at The Lazy Goat, chef Vicky Moore fuses flavors of the Mediterranean in her tapas offerings. (*Esquire* magazine named Moore one of its four Breakout Chefs to Watch in 2009.) **thelazygoat.com**

Best Outdoor Dining Pomegranate on Main boasts prime people-watching on its patio and authentic Persian fare, including juicy kabobs and a refreshing Shirazi salad with cucumbers and toma-

toes tossed in a citrus dressing. **pomegranateonmain.com**

Best Breakfast Start the day right at Mary Beth's; try fluffy lemon ricotta pancakes or lump-crab eggs Benedict with a side of crisp applewood-smoked bacon. **marybethsatmabee.com**

Best Coffee Shop Coffee Underground echoes the Beat Generation with acoustic concerts and poetry readings held in its cozy underground digs on — where else? — Coffee Street. **coffeeunderground.biz**

Best Wine Bar Northampton Wines and Wine Cafe bustles with oenophiles sampling wines by the glass or bottle from the 2,000-plus labels at this popular retail shop and wine bar. **northamptonwines.com**

FEELING EUPHORIC

Going into its fifth year this September, Euphoria brings top chefs (think Thomas Keller and Guy Savoy), winemakers, and nationally known musicians to downtown Greenville. This three-day celebration of food, wine, and music started after local restaurateur Carl Sobocinski and Greenville-born singer/songwriter Edwin McCain hatched the idea to combine the three disciplines in one event.

Euphoria's music component differentiates it from other food and wine fests. "In making food, as in writing songs, the creator's values, emotions, and experience become infused in the final product — and seemingly impossible combinations can turn out to be wonderful and compelling," says McCain, who's best-known for his smash hits "I'll Be," "I Could Not Ask for More," and "Solitude."

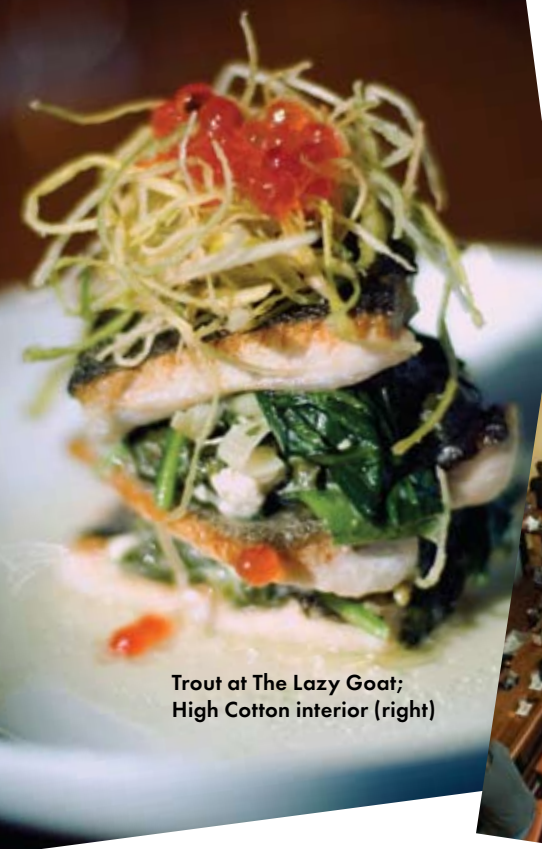
Best of all, 100 percent of Euphoria's



profits go to charitable Upstate groups via Sobocinski and McCain's charity, Local Boys Do Good. Past recipients have included Special Olympics and Hospice of the Upstate. September 24-26, **euphoriagreenville.com**

— M. Linda Lee

PHOTOS (FROM LEFT): STEPHEN STINSON; HIGH COTTON; EUPHORIA

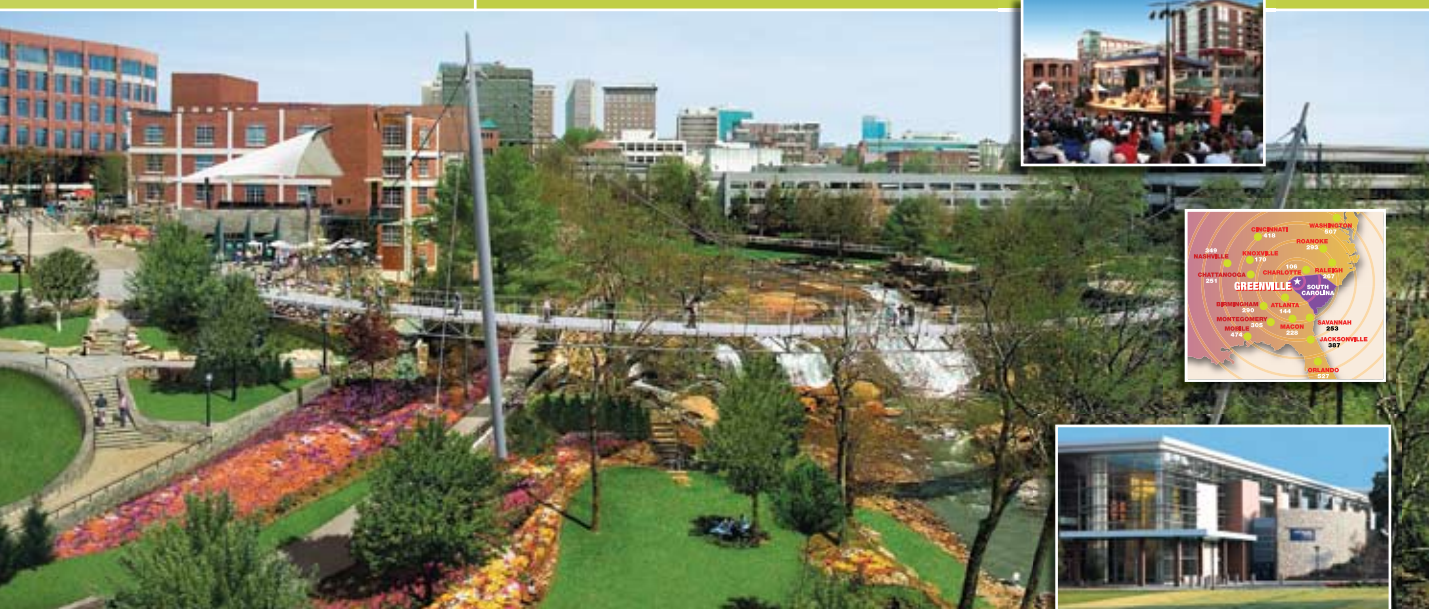


Trout at The Lazy Goat; High Cotton interior (right)



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HISTORY

BY MARTHA-PAGE ALTHAUS

The Westin Poinsett, Greenville: Fabric of the community



Get swept away by the elegance of The Westin Poinsett's lobby, fully restored to its 1920s grandeur.

The handsome brick building on Main Street is more than just a hotel: From its opening in 1925, and with its major renovation in 2000, The Westin Poinsett, Greenville, has played an important role downtown.

Built in 1925 for a cool \$1.5 million, the 100-room hotel opened during the heyday of the textile industry. Named for Greenville statesman Joel R. Poinsett (who brought the poinsettia plant to the U.S. from Mexico), the hotel was one of the South's grandest. Big names checked in, from Amelia Earhart to Cornelius Vanderbilt III, and the hotel stayed afloat during the Great Depression by charging \$3 a day.

After decades of being synonymous with elegance, the property underwent a \$25 million makeover in 2000 and reopened as a Westin. Today, it's the only AAA Four Diamond hotel in the Upstate. Features include signature Heavenly Beds, and some guest-rooms, called Workout Rooms, come with a treadmill and weights — or just head to the fitness center. Then

enjoy a leisurely lunch at Spoonbread Restaurant, and in the evening, the lobby's Piano Bar and Lounge is a relaxing spot for drinks.

Most notably, you'll experience all this in the Poinsett's original 1920s setting. Named one of the Historic Hotels of America, the property glistens with crystal chandeliers, intricate mosaic tile and terrazzo floors, marble stairways, and elaborate crown molding. Even the wooden dance floor in the Gold Ballroom is just as it was in 1925.

"We picked up right where we left off," says Tim Paulus, sales and marketing director, adding that the hotel hosts more than 70 weddings a year. "Everyone's got a story about this place, from the gas station attendant to the CEO. It's such a fabric of our community."

A concierge since the 2000 reopening, Janice Smith says even locals stay at the Westin during the weekends of big festivals or events. "They want to stay downtown," Smith says, "in the middle of everything." westin.com/poinsett



Read this city profile, along with others, at usairwaysmag.com.



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