

# 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](http://peacecenter.org) to see who’s performing while you’re in town.

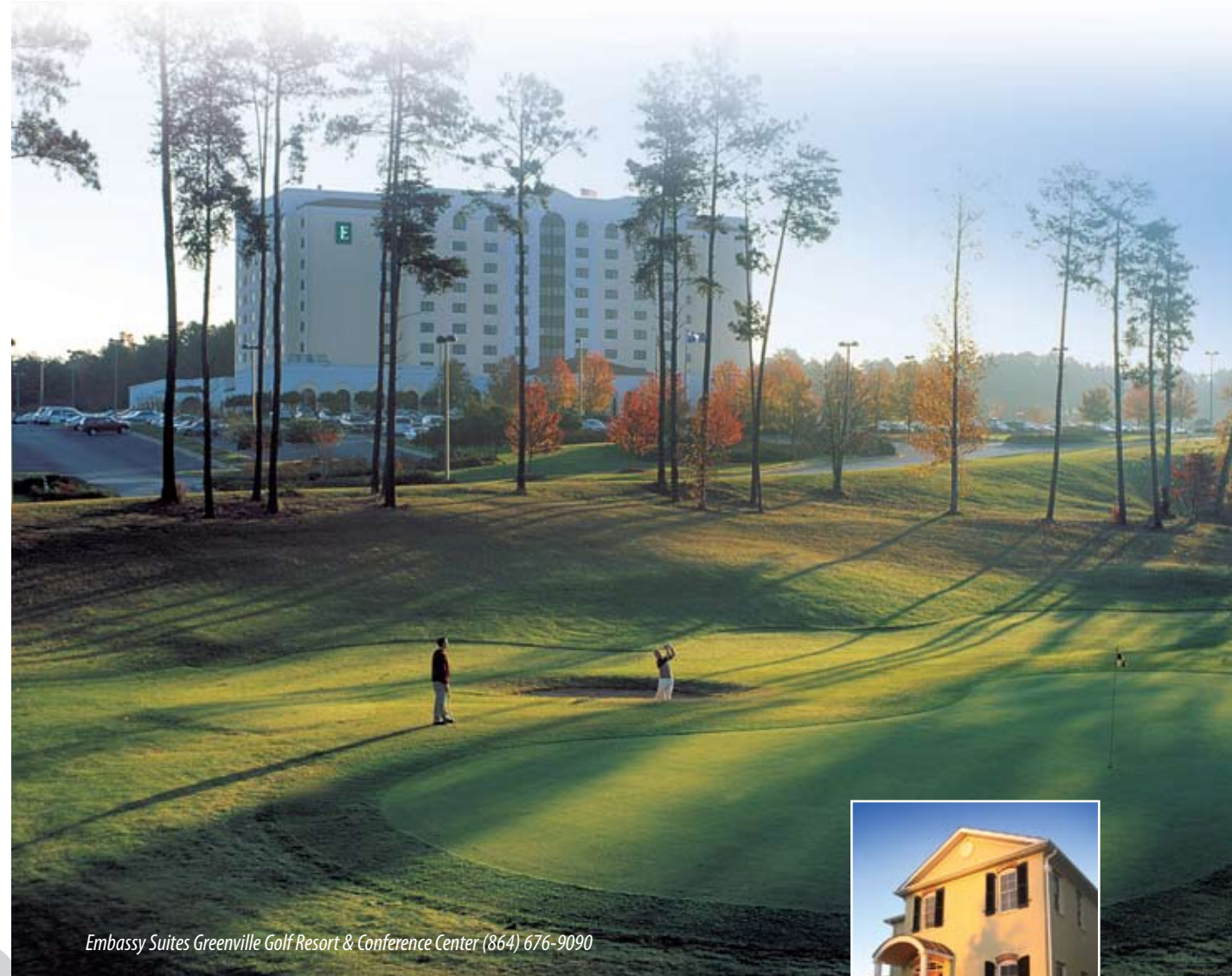
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Verdae offers modern living for all ages and stages of life. This 1,100-acre master planned development, situated in the heart of Greenville, is a village-style community where traditional neighborhoods, specialty shops, cafes, businesses, and outdoor recreation are entwined. The development’s plan respectfully integrates neighborhoods of varying housing types with specialty retail, hospitality, office/medical and an abundance of recreational features, including a golf resort and a 20-acre community park.

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

— VERDAE —

[verdae.com](http://verdae.com)

