

# Why Greenville?

Located on one of the busiest interstates in America, in one of the most rapidly growing areas of the country and the fastest in the state, Greenville is a city that stands out as a leader in today's economy. Greenville and the neighboring cities, situated at the foothills of the Blue Ridge Mountains, are commonly referred to as the Upstate.

## Affordability

To create a pro-business environment, Greenville offers low taxes and attractive incentives. Greenville also has well-priced homes and affordable property taxes. In fact, Greenville's cost of living is 19.12% lower than the U.S. average.

In 2008, Greenville was ranked the 4th best city to live in the country.

- Relocation Magazine

## Population Growth

Greenville County is South Carolina's most populous county after years of explosive growth and is now home to more than 350,000 residents. The Upstate has a population of 1.32 million and has experienced a 19.5% increase since 1990.

## Location

Located between Atlanta and Charlotte on the I-85 business corridor and equidistant between New York and Florida on the East coast, the Greenville area offers access to all major markets in the United States.



## Excellent Healthcare

Greenville is home to Bon Secours St. Francis Health System and Greenville Hospital System, which is the nation's first multi-hospital system. GHS recently announced it will build a \$20 million research and education campus in Greenville.



## Access

Three interstate highways offer easy access to the South, Midwest and all major markets on the Eastern Seaboard. Additionally, the GSP International Airport is the largest airport in South Carolina.



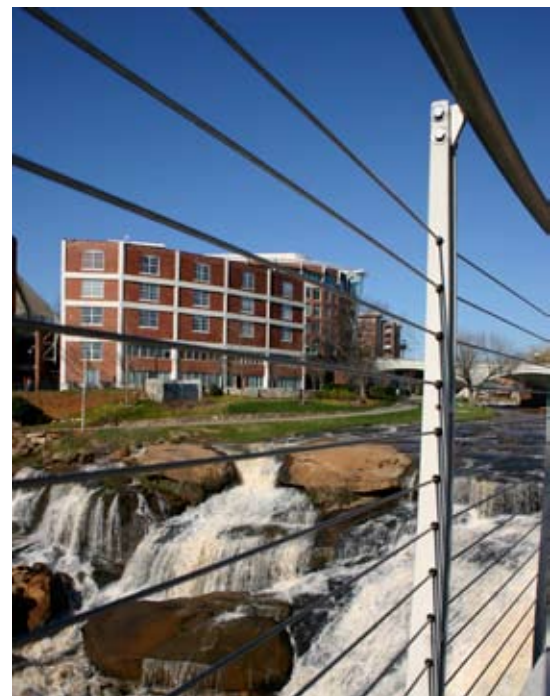
# Award Winning Downtown



- The Central Business District (CBD) covers approximately 300 acres within the larger downtown area of 1,118 acres (approximately 1.75 square miles).
- Over ninety restaurants with sales totalling \$69.3 million in 2007
- Downtown Greenville averages over 260 event days a year including a weekly music series every Wednesday, Thursday, and Friday from March through October and a wide variety of live entertainment and festivals.
- Home to the Peace Center for the Performing Arts, Greenville County Art Museum and the BI-LO Center – a 17,000 seat facility that brings more than one million visitors each year.
- Pedestrian friendly atmosphere with wide sidewalks and outdoor dining
- Reedy River Falls Historic Park anchors the West End area of downtown and features the \$4.5 million Liberty Bridge, numerous shops, restaurants and art galleries.
- The West End is also home to the Greenville Drive baseball team. Modeled after Fenway Park, home of the Boston Red Sox, Fluor Field at the West End boasts its own “Green Monster,” a 30-foot high wall in left field, equipped with a manual scoreboard. Fluor Field was selected as the 2006 “Ballpark of the Year” by Ballparks.com. The popular facility welcomes fans to more than 70 home games each season, numerous civic functions, and special sporting events.



Greenville is a past recipient of The Great American Main Street Award after an amazing revitalization of the downtown area.



# International Corporations

Greenville is home to more corporate headquarters than any other region in South Carolina. With more than 237 international firms, the Upstate boasts the highest international investment per capita in the nation.

## **Fluor Corporation**

- Regional headquarters
- One of the world's largest, publicly owned engineering, procurement, construction, and maintenance services companies.

## **Hubbell Lighting**

- International headquarters
- Ranks among the top lighting companies in the world.

## **Michelin North America**

- North American headquarters
- Greenville's third largest employer – 4,085 employees
- Annual sales of \$7.25 billion

## **General Electric**

- Engineering headquarters
- The Greenville facility designs and manufactures heavy-duty gas and wind turbines.

## **BMW Manufacturing**

- North American headquarters
- BMW's first full manufacturing facility outside of Germany
- BMW has invested \$3.5 billion in its South Carolina operations, and more than 5,400 people work on the site.
- In 2008, BMW announced it will invest an additional \$750 million in its Upstate South Carolina factory to add 1.5 million square feet and 500 new jobs on site to produce three models and to increase production capacity to 240,000 units by 2012.

# Hub of Retail Activity



**The Shops at Greenridge** is strategically located between on Woodruff Road at I-385 & I-85 and has become a premier shopping destination in Upstate, South Carolina. With over 40 shops and eight restaurants there is something for everyone. The center is anchored by Lowe's, Barnes and Noble, Best Buy, Dick's Sporting Goods and also features a fountain and plaza. The center was developed by Crosland and encompasses over 500,000 square feet of retail space.

**Magnolia Park** is located on the former Greenville Mall site on Woodruff Road. The approximately 1 million square-foot mixed-use development is being developed by Menin Development. Existing anchors include Regal Cinemas and Sports Authority. The first new anchor to open was Greenville's first Costco. Future plans for Magnolia Park include shops, restaurants, a hotel and grocery store.

**The Point** is a mixed-use development on Woodruff Road that will consist of 4.5 million square feet of retail, restaurant, and hotel space. Retailers currently open include Whole Foods, Chipotle Mexican Grill, Doc Chey's Asian Kitchen, Azia, Blue Fire Grill and Sticky Fingers.



**Haywood Mall** is located on Haywood Road and is the largest mall in South Carolina. More than 150 specialty shops complement the 5 anchor stores - Belk, Dillard's, Macy's, JCPenney and Sears.

# Growth and Development

## **Verdae Development - [www.verdaedevelopment.com](http://www.verdaedevelopment.com)**

- 1,100 acre master planned development featuring residential, office, retail and a retirement community
- Conveniently located on Verdae Boulevard with access to I-385 and downtown Greenville.
- The Cascades at Verdae – continuing care retirement community featuring cottages, apartment homes and on-site health care.
- Hollingsworth Park - 300 acre traditional neighborhood development featuring Legacy Park, a 20 acre park influenced by New York's Central Park.



## **Clemson University International Center for Automotive Research (CU-ICAR) - [www.CU-ICAR.com](http://www.CU-ICAR.com)**

- The purpose of CU-ICAR is to support Southern automotive companies as well as the world motorsports industry by building the premier automotive and motorsports research and education program. Their goal is to be the leading facility in the world.
- Greenville was chosen as the location because there are more automotive manufacturing companies within a 500-mile radius of Greenville than around Detroit. Further, Greenville is in the center of the Motorsports Corridor between Atlanta and Charlotte where 2/3 of major racing teams are based.



## **Main at Broad Mixed Use Development - [www.windsor-aughtry.com](http://www.windsor-aughtry.com)**

- 10,000 square feet of retail, 55,000 square feet of office space, a Courtyard by Marriot, Nantucket Grill, parking garage and plaza area.
- The developers, Windsor Aughtry Company, expect a first quarter 2010 opening.



## **Additional Resources**

- [www.greenvilleeconomicdevelopment.com](http://www.greenvilleeconomicdevelopment.com)
- [www.upstatealliance.com](http://www.upstatealliance.com)
- [www.greenvillesc.gov](http://www.greenvillesc.gov)
- [www.greenvillecvb.com](http://www.greenvillecvb.com)
- [www.greenvillecounty.org](http://www.greenvillecounty.org)
- [www.greenvillechamber.org](http://www.greenvillechamber.org)
- [www.exploregreenville.com](http://www.exploregreenville.com)
- [www.fallspark.com](http://www.fallspark.com)