

# Greenville SC, A Quintessential Character Town.

Settled 1777, Incorporated 1831, 2020 Population City 69,648; Greenville County 516,126

LINK: <https://www.visitgreenvillesc.com/>

**GREENVILLE** is the county seat of Greenville County in northwest South Carolina. Created in 1786, the county was named either for the American Revolutionary War hero General Nathaniel Greene or for its physical appearance, or both. Greenville has all the attributes of a character town: a vibrant downtown, historic close-in neighborhoods and urban parks. The character of the town has attracted two large manufacturers that have furthered the enhancements to the community.



- **BMW Group.** From ABC News “25 years ago, BMW opened shop [1992] in South Carolina. The economy shifted into overdrive. BMW Manufacturing employs more than 11,000 workers...” LINK: <https://abcnews.go.com/Business/25-years-ago-bmw-opened-shop-south-carolina/story?id=67581133>
- **Michelin Tire Company** opened its Greenville manufacturing plant in 1975. Michelin chose South Carolina for its site, they told Chamber executives, because of its conservative labor environment, availability of qualified labor, location and a five-year tax holiday. Michelin Tire Co. LINK: <https://www.tirereview.com/michelins-1st-s-c-plant-celebrates-40-years/>
- **Clemson University**, located nearby, was established in 1889. It has an undergraduate enrollment of some 20,000 students and is an important part of the community’s economic attraction.

**THE FALLS.** In the mid-1980s, the Carolina Foothills Garden Club and the City of Greenville adopted a master plan for a park on the west edge of downtown Greenville. It was designed to restore the beauty of the area and provide a safe and welcoming gathering spot for individuals and groups. Hidden away for more than 40 years, the Reedy River Falls were obscured by the Camperdown Bridge until its removal in 2002. Using funds from a local hospitality tax and a master plan designed in 1999 by landscape architect Andrea Mains, Falls Park was developed to include 20 acres of gardens showcasing Reedy River Falls and a 355-foot-long, 12-foot-wide, curved suspension bridge designed by world-renowned architect Miguel Rosales. New hotels, restaurants and office buildings north of E. Main Street on the Reedy responded to the park improvement and have added social and economic value.

**CHARACTER.** Greenville is an interesting, pleasant and prosperous City renowned for its economic success.



The Falls Park bridge over the Reedy River on the southside of E. Main Street.



E. Main Street, downtown.



The Falls Park bridge over the Reedy River, new hotels and offices.



The downtown Main Street plaza.