

# CITY SPOTLIGHT



## Greenville, S.C.

Set in the foothills of the Blue Ridge Mountains in the northwest corner of South Carolina, Greenville is an intimate, cosmopolitan, friendly city and a nice little secret of the Southeast. With a vibrant arts, culture and business scene, the fastest-growing city in the state and former textile mill town has gone through a stellar transformation during the past few decades, reinventing itself as a major business and employment hub with 75 Fortune 500 companies. The city's growth and potential for more of it haven't gone unnoticed. In the past two years, Greenville has been voted one of America's Best Downtowns and one of the 15 Best Cities for Young Adults by Forbes magazine, and was ranked No. 5 on the list of America's Most Fun, Affordable Cities in 2011 by Businessweek. Greenville is affordable and convenient, and has 38 hotels, 8,500 guest rooms and a 340,000-sq.-ft. convention center. Planners, it's waiting for you.

—Lisa Plummer Savas

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### RECENTLY RENOVATED: HYATT REGENCY

As the city's largest convention hotel, the downtown Hyatt Regency Greenville [1] has state-of-the-art meeting space and amenities that foster productivity. Besides 328 guest rooms, this ultra-contemporary property has about 40,000 square feet of meeting and event space, including 17 meeting rooms, an outdoor plaza and a 14,381-sq.-ft. ballroom known as the largest in upstate South Carolina. The hotel's recently completed renovation and meeting space expansion project added 7,000 square feet of space to the property's inventory, including an innovative think-tank boardroom designed for brainstorming activities, and Studio 220 [2], a flexible, art gallery-style space tailored for receptions and general sessions.

### AWARD-WINNING DOWNTOWN

Walkable, appealing and bustling with activity, Greenville's downtown has been key in attracting businesses, residents and visitors to the Southern city. At the heart of the action is Main Street [3], a mile-long, tree-lined strip of restaurants, pubs, shops, art galleries, performance venues and outdoor attractions. Depending on the time of year, guests can enjoy free outdoor concerts, art shows, festivals and markets, and have a memorable culinary experience at one of the area's acclaimed eateries. When it's time to take a break from the action, venture to the district's most popular outdoor attraction, Falls Park, a lush, 26-acre green space that surrounds the Reedy River and features a waterfall flowing beneath the landmark Liberty Bridge [4].

### THE NEED FOR SPEED

The BMW Performance Center and Driving School [5] is a 20-minute drive from downtown Greenville. The \$12.5 million, 64,000-sq.-ft. complex also doubles as a flexible conference center capable of hosting groups of up to 300. Great for non-traditional meetings, teambuilding or spouse days, groups can participate in driver training courses and off-road lessons taught by BMW-certified instructors, experience Hot Lap Rides, conduct meetings in the facility's classroom space, and enjoy gourmet meals and host receptions in the airy food-and-beverage venue.

### AN ARTSY SPACE

As Greenville's world-class performing arts center, The Peace Center hosts numerous performances throughout the year, including Broadway productions, ballets, symphony and choral programs and children's theater. It also offers Genevieve's [6], an elegant new theater lounge perfect for groups seeking a more sophisticated and contemporary atmosphere for off-site events and receptions. With soaring three-story ceilings, dramatic lighting and a sliding glass wall that connects guests with spectacular views of the center's scenic indoor and outdoor spaces, this versatile, free-flowing venue includes a 4,000-sq.-ft. lounge and 800-sq.-ft. balcony able to accommodate a seated dinner of up to 150 people or a cocktail reception for 250.