

By Gregg Gardenhammer

A perfectly manicured sidewalk winds its way along the banks of the Reedy River, and for a moment your heart races as a flock of geese dive from above, gliding gently across the muddy waters. An interconnecting series of brick, concrete and stone walkways melt into the rugged river valley, guiding you tantalizingly close to lush beds of hydrangea and lamb's ear.

you venture out across a 355-foot cantilevered suspension bridge for a view of the impressive Reedy River Falls. The hypnotic pulse of water plunging into the pools below causes you to linger longer than expected, rapt by the natural beauty that surrounds you on all sides.

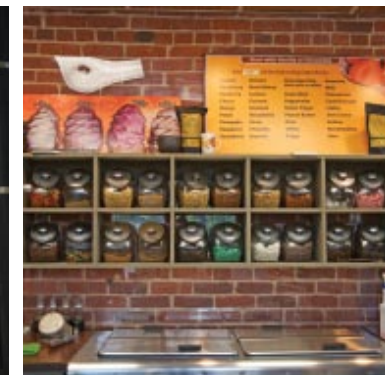
A quick glance at your watch, and you snap back to reality, remembering your reservation at the bistro in one of the renovated, red-brick buildings tucked quaintly away in Greenville, SC's, charming West End.

It's easy to lose yourself here. There aren't many places in the United States, let alone the world, that offer such a desirable tapestry of natural beauty, fine art, shopping, dining and entertainment. It's why Greenville has garnered a coveted Great American Main Street Award, a Governor's Conference Award and a #4 ranking on Relocate America's "100 Best Places to Live." And none of this would be possible if it were not for the intense revitalization effort that has transformed Greenville's West End in just under 20 years. >>

Greenville, South Carolina received a #4 ranking on Relocate America's "100 Best Places to Live."



Scenic Falls Park is located right in the heart of downtown Greenville on the banks of the Reedy River.



Spill the Beans is one of the many quaint, independently owned eateries you'll find in the West End.



The West End features a burgeoning arts scene with many galleries and artists' studios to explore.




Greenville's minor league affiliate of the Boston Red Sox, the Greenville Drive, is a real crowd-pleaser.

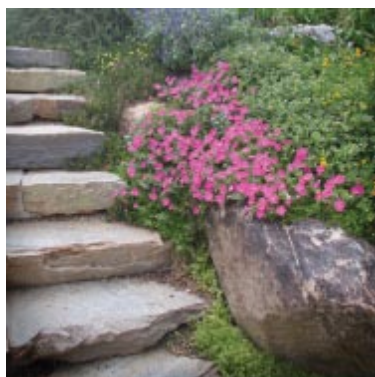
It all starts with the West End's natural centerpiece, Falls Park. A nature lover's haven, Falls Park features numerous, intertwining walking trails that weave in and out of shady groves of indigenous trees and beds of South Carolina's most beautiful botany. And of course, there's Liberty Bridge. This suspended pedestrian walkway is both an engineering marvel as well as the perfect observation point for viewing the breathtaking Reedy River Falls.

The entry points to Falls Park blend seamlessly with the charming shops, delicious eateries and intriguing art galleries that fill the West End's lively streets. Whether you desire a pint and a pizza, coffee and a cone of ice cream or a fine dining experience to remember, the West End offers an eclectic variety of cafés, bistros and elegant, upscale restaurants that are sure to please any palette.

The West End's vibrant arts and music scene offers year-round entertainment. You can enjoy gallery strolls, concerts on the banks of the Reedy, or big-time entertainment at the acclaimed Peace Center for the Performing Arts. Most visitors find there's enough to do to keep them busy for days.

Hear that roar? That's the sound of the crowds cheering at the nationally acclaimed mini replica of Fenway Park, Fluor Field at the West End. So if you're ready for some baseball action, Greenville's minor league affiliate of the Boston Red Sox, the Greenville Drive, is a real crowd-pleaser.

So what are you waiting for? Take the time to walk one of our nation's most vibrant and eclectic downtowns and explore Greenville's charming West End. 



Stone walkways wind through the flower-filled gardens in Falls Park.



Boutiques. Great eats. You'll find it all at the West End Market.



Fluor Field at the West End, home to Boston Red Sox affiliate the Greenville Drive, is a mini replica of world-famous Fenway Park in Boston.

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