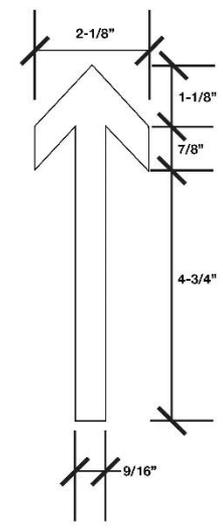
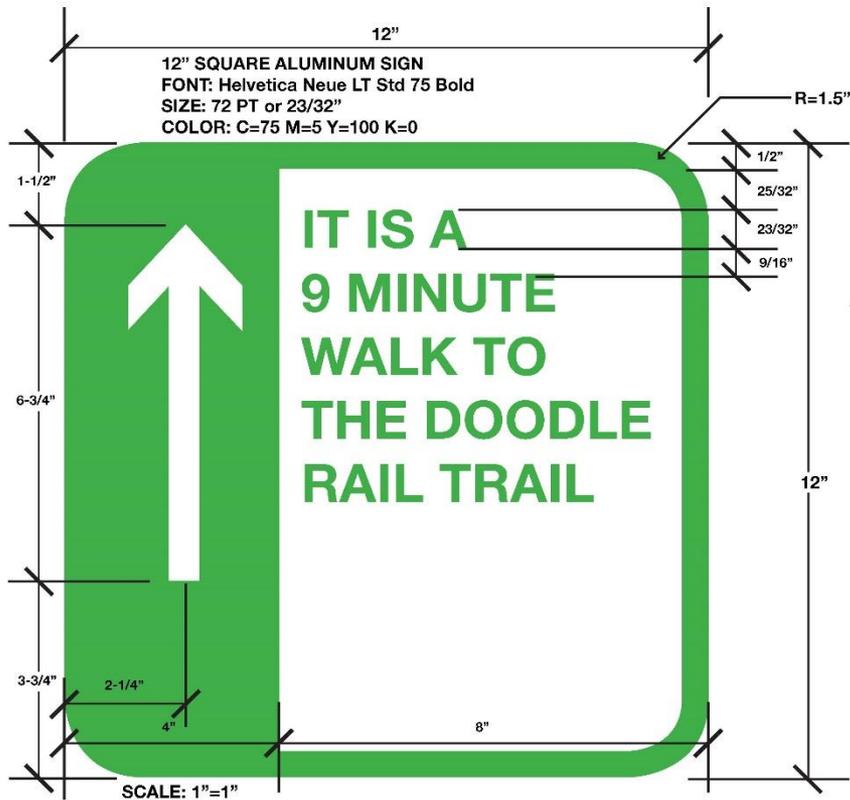
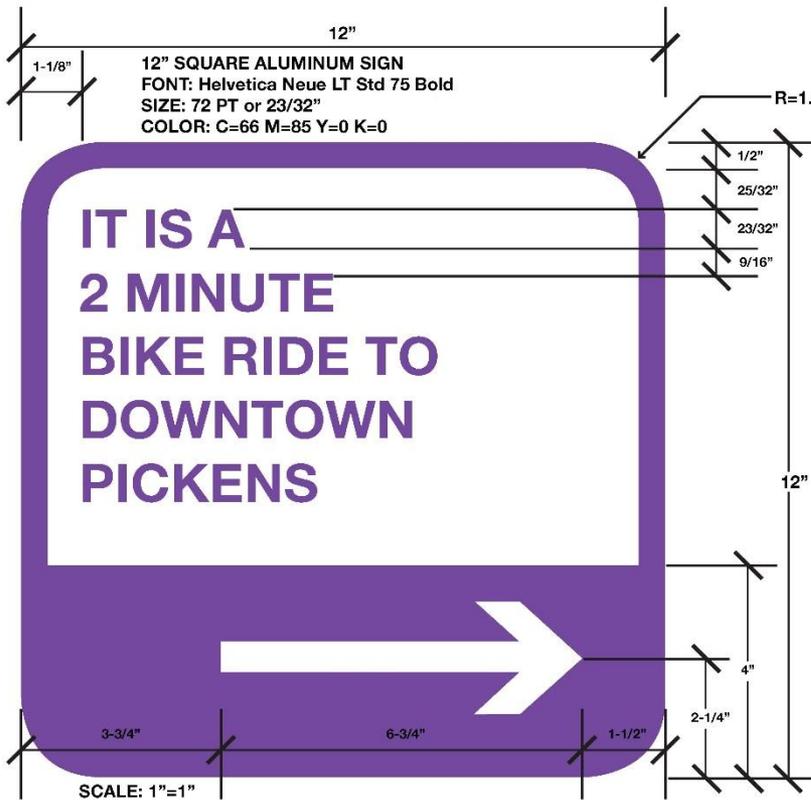
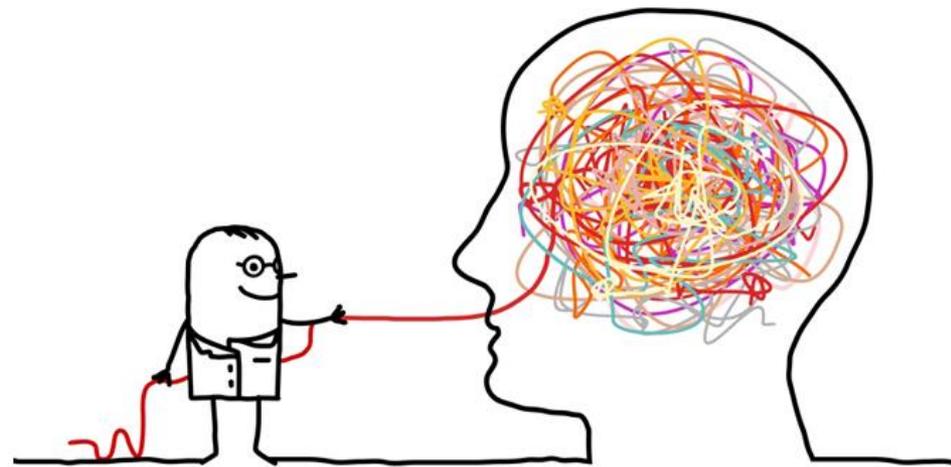


1. Offer a safe route for pedestrian and bicycle travel as a transportation alternative
2. Provide outdoor recreation to residents and visitors
3. Attract tourism and stimulate the regional economy
4. Attract and retain employers and new businesses as well as their employees



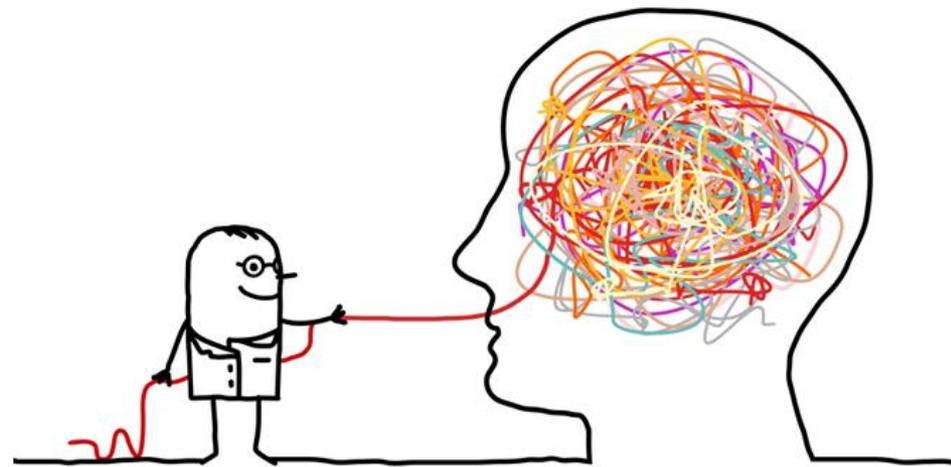
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So how do we create downtown success NOW
without the trail stopping at our doorsteps?



So how do we create downtown success NOW
without the trail stopping at our doorsteps?

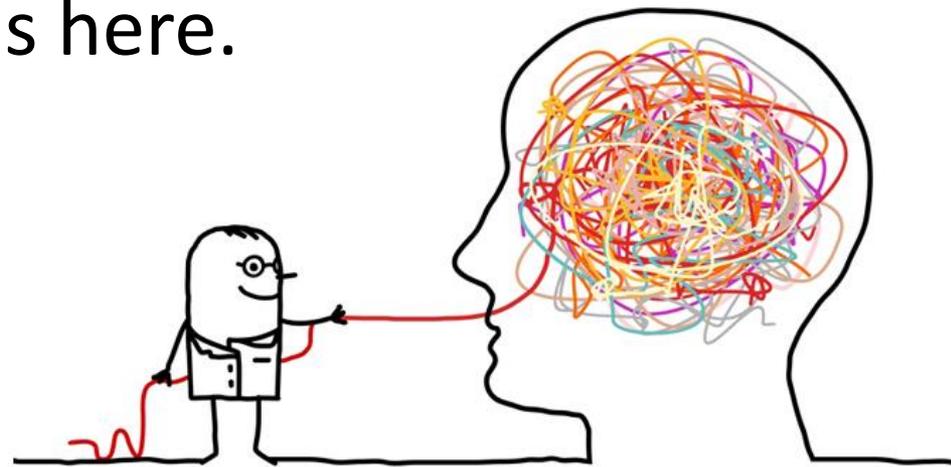
There is not a magic formula or guideline for success.
Every community and trail is different.



So how do we create downtown success NOW
without the trail stopping at our doorsteps?

There is not a magic formula or guideline for success.
Every community and trail is different.

**It starts with marketing for what comes next AND for
what is here.**



Marketing Plan Development

An established mission, objective + goals

Cohesive social + print marketing tactics

Understand the customer cycle

SWOT Analysis

Develop a strategy

Economic Development – Travelers Rest SC

Mayor of Travelers Rest: “...probably the single most important thing that’s happened to the City of Travelers Rest in years.”



Discover a Greenway of Life

Bridge
8 historic, railroad bridges will be restored for pedestrian use. Sponsors can have new artwork for a Greenway of Life trail marker. Sponsor will be recognized with bronze plaques at each location. Sponsorship begins at \$25,000.

Roundabouts
To gain trail users' attention, roundabouts will be designed to create visual appeal and promote safety. Sponsors can have their logo placed in the roundabout. Sponsorship begins at \$3,500 each.

Benches
Local artist will design one of a kind benches designed to be part of placement along the trail. Sponsorship \$1,500 each.

Pocket Parks
These parks will be distributed for trail users. Designers will work with sponsors to create their own unique park designs. Sponsorship begins at \$125,000.

Building Rubbish Restrooms
Sponsors can design restrooms that will be applied to the front of the building trash can. Sponsorship begins at \$1,500 each.

Bike Racks
Bike racks will provide a perfect safe and temporary storage locations while they wait parked parks, kiosks, and local partners adjacent to the main trail. Sponsorship \$1,000 each.

Greenways Partner
Sponsor your location for a Green Way of Life by sponsoring a trail of the trail. Sponsorship \$1,500 (\$25 increments).

Information Kiosks
Custom designed informational kiosks can be located at key trail locations and gathering spots. The design will include display panels for community events and trail news. Sponsorship begins at \$50,000 each.

Community Partners
Community Partners located within a 1/2 mile radius from the trail will provide the parking and/or other suitable services to be recognized into maps and marketing materials.

Key:
 - Bridge
 - Roundabout
 - Benches
 - Pocket Park
 - Building Rubbish Restroom
 - Bike Rack
 - Greenways Partner
 - Information Kiosk
 - Community Partner

Scale: 0.0 0.5 1.0 1.5 2.0 Miles
Based on USGS National Topographic Information System

Please complete and return to:
 Greenville County Recreation District
 Attention: Ty Houck
 Administrative Office
 4806 Old Spartanburg Rd. • Taylors, SC 29687

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

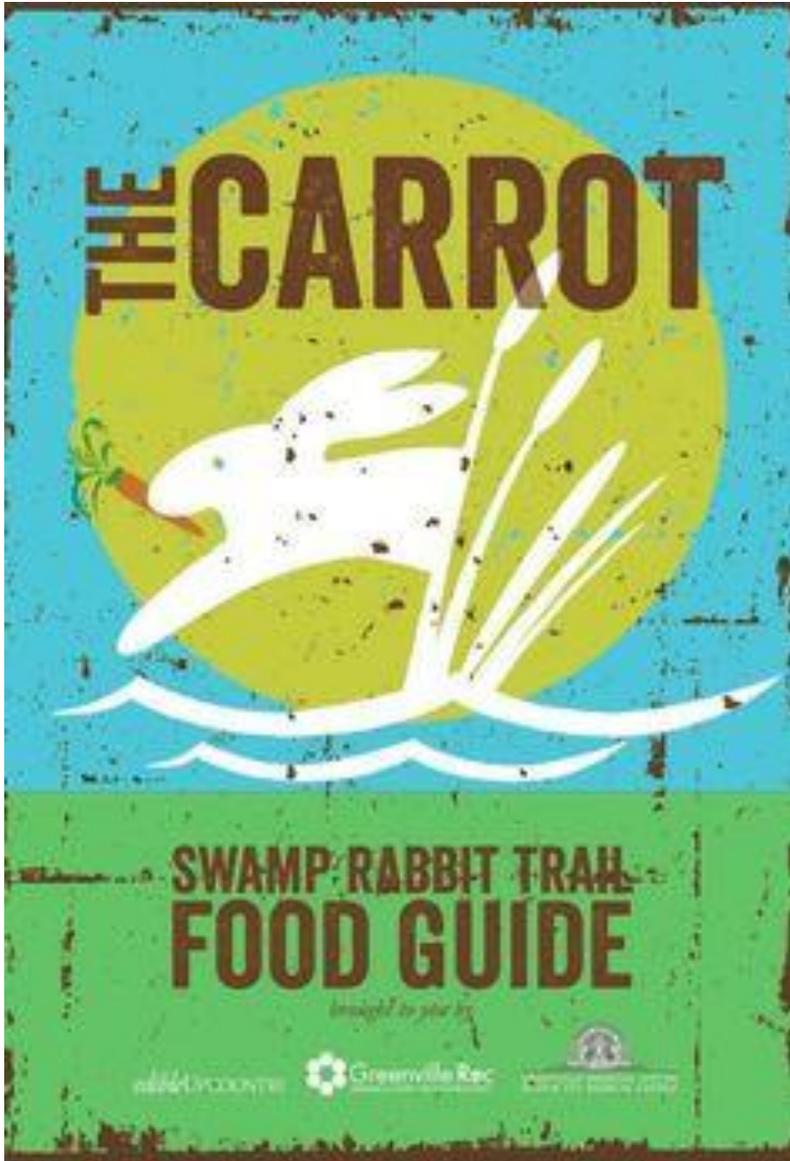
I would like to sponsor:
 A Bridge
 An Information Kiosk
 A Bench
 Building Rubbish Restroom
 A Pocket Park
 A Roundabout
 A Bike Rack
 Community Partner

Greenways Partner:
 \$1,500 (25-ft. increments)
 Preferred Location (on Trail)

Make Checks Payable to: Greenville County Recreation District
 Log on to greenvillecc.com/swamp-rabbit to pay online with your credit card.

For more information, visit GreenvilleRec.com or call 864.298.6470.





LiveWell!
greenville

TA  LS
• ON THE •
TR  AL



Cohesive social and print marketing tactics

FROM SAM & TY



THANK YOU FOR PICKING UP THE 2ND EDITION OF THE CARROT!

Since 2009, the Greenville Health System Swamp Rabbit Trail has been a point of pride for our community. Now over 17 miles long, and with over half a million users a year, the GHS Swamp Rabbit Trail has been helping many people hop into a healthy lifestyle. If you use the trail because you like climbing on the bike for a long ride towards the Blue Ridge, enjoy walking through the morning mist of the Reedy River with friends, or just find happiness in the wide-eyed smile of your child strapped into her stroller in the sunshine, we hope you will appreciate *The Carrot*. Use it as a detailed guide for food, drink and much more as you travel the GHS Swamp Rabbit Trail.

This 2nd edition continues the happy public-private collaboration between edible Upcountry and Greenville County Rec, generously supported by Greenville Health System, Furman University and other stellar local business partners. (Look for the 🥕 icon for sponsor designation and stop by to see them.) But you'll find a lot here that's new and improved, too:

- 35% more listings, all less than a mile from the trail
- New icons for vegetarian 🍅, vegan 🌿, certified organic 🌞 and gluten-free GF options
- Locations of community gardens that use chemical-free practices 🌱
- New specialty retail stores 🛍️
- Locations of B-cycle Bikeshare kiosks throughout the downtown Greenville area 🚲

Use *The Carrot* to sate your trail-side hunger or quench your thirst for locally-owned businesses all within a 1-mile radius of the trail. And if you see this icon 🏠, it means that location is either right on the trail or less than ¼ mile away. (Which means it's no more than a 4-minute walk!)

So tuck this handy guide in your back pocket or check it out online at www.greenvillerec.com/thecarrot. And coming soon, look for *The Carrot* app, so your guide to good food and good times can be as mobile as you are.

Let us know what you think of the GHS Swamp Rabbit and *The Carrot*, so we can continue to make this a great place to live. Now get out there and enjoy a Greenway of Life.

Sincerely,

Ty Hauck
Director of Greenways,
Natural & Historic Resources
Greenville County Rec.
ty@gcrd.org

Samantha S. Wallace
Publisher
edible Upcountry
sam@edibleupcountry.com

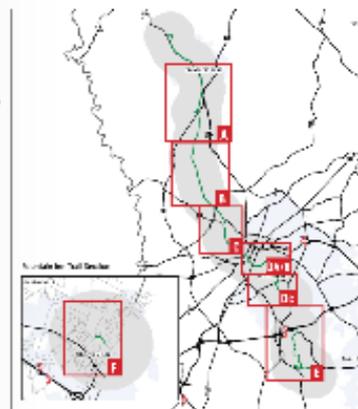


edibleUPCOUNTRY

HOW TO USE THIS GUIDE

The Carrot is a local's guide for independent local food and drink along the GHS Swamp Rabbit Trail system. The trail is broken into 8 maps identifying specialty retail, restaurants, cafes, grocery stores, ice cream shops, community gardens as well as convenient restrooms and parking. At the back of the guide, you'll find a comprehensive directory of all listings. Each identified destination was mapped by Google Maps to within a 1 mile bike ride or a 1/4 mile walk of the trail. We hope *The Carrot* helps you find new delicious, interesting and convenient pit stops to make the most of your Swamp Rabbit experience.

- 🛍️ SPECIALTY RETAIL
- ☕ CAFÉS
- 🍽️ RESTAURANTS
- 🛒 FARMERS' MARKETS
- 🛒 GROCERY
- 🌱 GARDENS (open to public)
- 🌱 GARDENS (apps, crop)
- 🍦 ICE CREAM
- 🚻 RESTROOMS
- 🚲 PARKING



- A TRAVELERS REST
- B FURMAN
- C NORTH MAIN/WEST END
- D DOWNTOWN
- E DOWNTOWN
- F AUGUSTA RD.
- G FOUNTAIN INN

- 🍅 VEGETARIAN
- 🌿 VEGAN
- GF GLUTEN FREE
- 🌞 CERTIFIED ORGANIC
- 🌱 CHEMICAL FREE
- 🥕 CARROT SPONSOR

🏠 DENOTES LOCATIONS WITHIN WALKING DISTANCE (1/4 MILE) TO THE GHS SWAMP RABBIT TRAIL

— GHS SWAMP RABBIT TRAIL

🚲 DENOTES GREENVILLE B CYCLE STATION
www.greenvillebicycles.com • 864.625.1666

Cohesive social and print marketing tactics

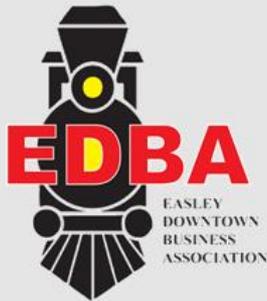
MAP DC: DOWNTOWN >

NOTE! Additional listings for this area on Maps Dc and Dc.

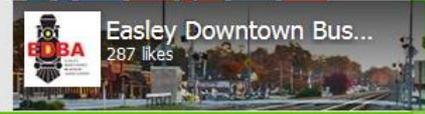


- 081 AMERICAN GROCERY RESTAURANT** 🍷 🌱 GF
732 S. Main St. • 864.232.7665
americangr.com
- 082 BREAKWATER RESTAURANT & BAR** 🍷 🌱 GF
803 S. Main St. • 864.271.0016
breakwater.com
- 083 SMOKE ON THE WATER** 🍷 🌱 GF
1 Augusta St. #202 • 864.232.9091
smokeonwater.com
- 084 MELLOW MUSHROOM** 🍷 🌱 GF
1 Augusta St. #101 • 864.233.9020
mellowmushroom.com/greenville
- 085 THE VELD FELLOW** 🍷 🌱 GF
1 Augusta St. #126 • 864.242.9296
thefeld.com
- 086 COFFEE TO TEA** 🍷 🌱 GF
1 Augusta St. Suite 103 • 864.373.9836
coffteatca.com
- 087 BRICK STREET CAFÉ** 🍷 🌱 GF
113 Augusta St. • 864.433.0111
brickstreetcafe.com
- 088 CHEF MANIGAULT'S** 🍷 🌱 GF
28 Fluvio St. • 864.453.1942
- 089 FUNNELICIOUS** 🍷 🌱 GF
152 Augusta St. • 864.631.1527
funnelicious.com
- 090 FUNNELICIOUS COMMUNITY GARDEN** 🌱
152 Augusta St. • 864.971.0728
funnelicious.com/community-garden
- 091 SMILEY'S ACOUSTIC CAFÉ** 🍷 🌱 GF
111 Augusta St. • 864.263.8888
smileysacousticcafe.com
- 092 AMANDA HENRY'S POPCORN PARLOR** 🍷 🌱 GF
18 Augusta St. • 864.991.6373
amandahenrys.com/popcornparlor.com
- 093 POPPINGTOWN'S POPCORN** 🍷 🌱 GF
30 S. Main St. • 864.349.1331
poppingtownpopcorn.com
- 094 THE GREEN LETTUCE** 🍷 🌱 GF
19 Augusta St. • 864.250.9620
- 095 GRILL MARKS** 🍷 🌱 GF
209 S. Main St. • 864.233.5825
marksboutique.com
- 096 ON THE ROCKX** 🍷 🌱 GF
734 S. Main St. • 864.351.0541
ontherockx.com
- 097 GRINGOS** 🍷 🌱 GF
11 Campbellswood Way • 864.233.5825
gringosinthepark.com
- 098 THE GRAPE LEAF** 🍷 🌱 GF
816 S. Main St. • 864.271.2525
grapeleaf.com
- 099 AMERICAN ROADSIDE BURGERS** 🍷 🌱 GF
301 E. McBee Ave. • 864.909.0058
americanroadside.com
- 100 DARK CORNER DISTILLERY** 🍷 🌱 GF
241-B N. Main St. • 864.631.1144
darkcornerdistillery.com
- 101 COFFEE AND CREMA** 🍷 🌱 GF
8 N. Main St. •
coffandcrema.com
- 102 SPICE AND TEA EXCHANGE** 🍷 🌱 GF
124 N. Main St. • 864.903.0125
spiceandtea.com
- 103 SIP** 🍷 🌱 GF
103 N. Main St., Ste 400 • 864.552.1916
hugoboothospitality.com
- 104 PAPI'S TACOS** 🍷 🌱 GF
300 River St. #123 • 864.373.7274
papistacos.com
- 105 KILWIN'S** 🍷 🌱 GF
220 N. Main St. • 864.241.2003
kilwins.com/greenville
- 106 OIL & VINEGAR** 🍷 🌱 GF
220 N. Main St.
greenvilleoilandvinegar.com
- 107 SNACK WORKS** 🍷 🌱 GF
612-A S. Main St. • 864.349.7839
- 108 CHARLESTON COOKS** 🍷 🌱 GF
200 N. Main St. • 864.333.2010
charlestoncooks.com/greenville/
- 109 PURE ON MAIN** 🍷 🌱 GF
213 N. Main St. #105 • 864.990.2726
pureonmain.com
- 110 CREATIVE HEALTH** 🍷 🌱 GF
14 S. Main St. #1 • 864.233.4811
creativehealth.com
- 111 RICK ERWIN'S DELI** 🍷 🌱 GF
101 W. Campbellswood Way • 864.512.0000
rickerwinsdeli.com
- 112 THE GROWLER STATION** 🍷 🌱 GF
109 Augusta St. • 864.400.8327
growler-station.com
- 113 BOBADDY'S SMOKHOUSE** 🍷 🌱 GF
224 E. Broad St. • 864.582.8780
- 114 GREEKTOWN GRILL** 🍷 🌱 GF
400 E. McBee Ave. #101-102 • 864.233.5903
greectown-grill.net
- 115 KITCHEN ARTS & POTTERY** 🍷 🌱 GF
400 E. McBee Ave. #112 • 864.271.2170
kitchenartsandpottery.com
- 116 HOUSE OF JERKY** 🍷 🌱 GF
36 S. Main St. • 864.982.5802
greenvillehouseofjerky.com
- 117 COOKS STATION** 🍷 🌱 GF
109 S. Main St. • 864.233.0091
thecooksstation.com

Cohesive social and print marketing tactics



Shop, Dine & Unwind Come Home to Downtown Easley!



- HOME
- ABOUT
- VISIT
- BUSINESS
- HISTORIC
- CONTACT US



Competition Dining Series

Events Calendar

Walking Tours

Downtown Map

Sales & Promotions



Main Street Shopping & Dining

An established mission, objective and goals

Convenient Lodging Options Close To Downtown Easley.

Days Inn - 5 Mins. from Downtown Easley

121 Days Inn Dr., Easley, SC
(864) 859-9902

[WEB SITE](#)
[MAP IT](#)

Quality Inn - 6 Mins. from Downtown Easley

5539 Calhoun Memorial Hwy, Easley, SC
(864) 859-7520

[WEB SITE](#)
[MAP IT](#)

Baymont Inn and Suites - 7 Mins. from Downtown Easley

211 Dayton School Rd., Easley, SC
(864) 306-9000

[WEB SITE](#)
[MAP IT](#)

The Fulton House Bed & Breakfast - 12 Mins. from Downtown Easley

515 Albatross Rd., Easley SC 29640
(864) 442-0113

[WEB SITE](#)
[MAP IT](#)

Pettigru Place Bed & Breakfast - 21 Mins. from Downtown Easley

302 Pettigru Street, Downtown Greenville, SC 29601
(864) 242-4529

[WEB SITE](#)
[MAP IT](#)

An established mission, objective and goals

**PETE'S
DRIVE IN**
OF WALTHAM

PETE'S DRIVE IN Family Restaurant
638-3002 638-3003



DAILY
\$5.99 LUNCH SPECIAL
Choice of 5 MEATS
+ 2 VEGETABLES
FREE ICE TEA

5.99
LUNCH
SPECIAL
FREE ICE TEA

NO ENTRY







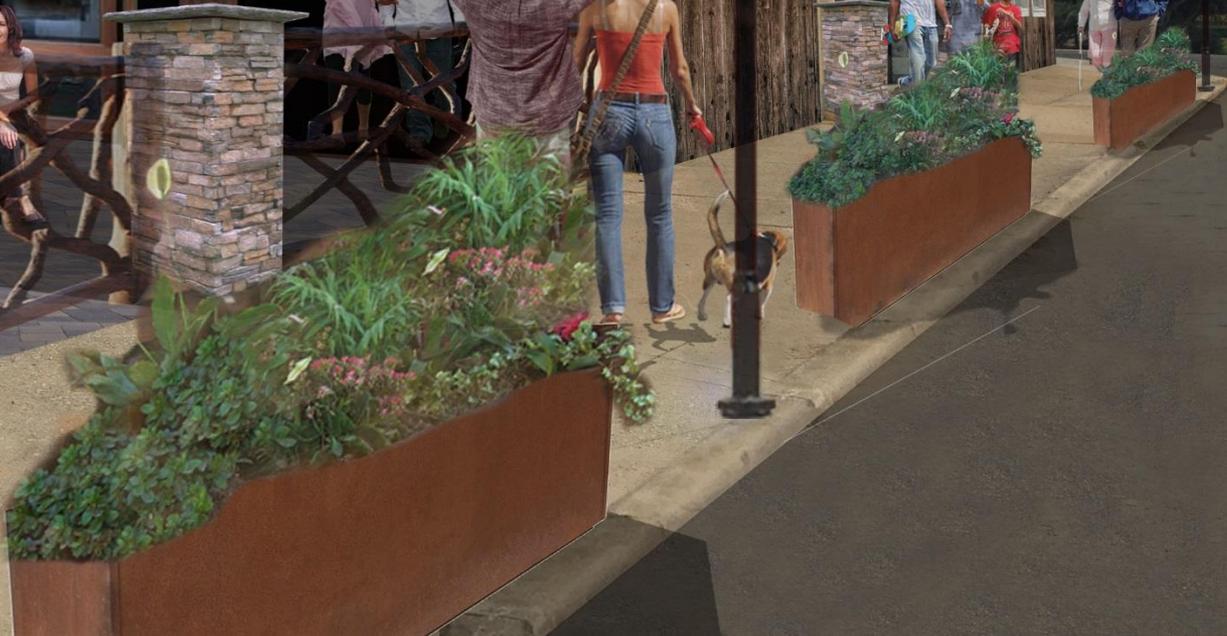
864 982 2311

FOOD TRUCKS
WANTED





PALMETTO TRAIL BREWHAUS





 Walhalla
Pharmacy





WELCOME TO THE
BLUE RIDGE MOUNTAINS

WALHALLA
OUTFITTERS
HIKE·BIKE·CAMP



PALMETTO



- ✓ **It's OK to take a few minutes to breathe...**
 - ✓ **Find a Champion!**
- ✓ **Capitalize on the Brand (Trail Signage, Business Names, etc.)**
- ✓ **Identify Catalyst Projects that will transform Pickens into a Trail Oriented Community**



Blake Sanders, PLA
638 East Washington Street
Greenville, SC 29601
blakesanders@altaplanning.com
864.605.3980