



Urban Land Institute

South Carolina

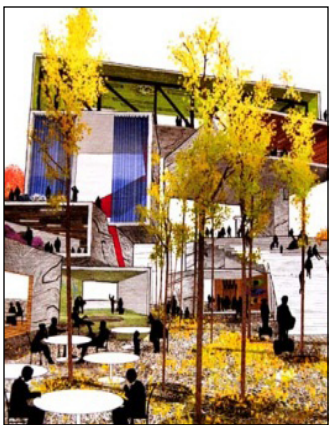
Reedy Square:

Preview of an Innovative Urban Concept to Promote Tourism & Enhance the Visitor Experience to Greenville and the Upstate

Event Details

Join ULI South Carolina for a special preview of Reedy Square. Together with owner, Dream Big Greenville, Inc., the development manager will present the project, its design, development process and economic impact to the Upstate. Participants will also learn about how a thorough and real time marketing analysis has been integral to developing the programming and design of Reedy Square.

Reedy Square is a project like no other previously imagined. It will be a catalyst for economic growth, an engine of job creation and an icon of environmental architecture. Designed by Studio Gang out of Chicago, last year's winner of the best high rise in the world for Aqua tower in Chicago, Reedy Square will showcase the Upstate's exceptional natural and cultural wonders, engaging citizens and guests to further discover and explore our region's remarkable experiences.



Registration

\$25 Members

\$30 Non-Members

To Register Visit:

www.southcarolina.uli.org

Or Call: 800.321.5011

& Mention Event Code: 81481134

Email: southcarolina@uli.org

Tuesday October 26, 2010
Innovate Building
148 River Street
Greenville, SC 29609
4:45 - 7:00 PM

Speakers

Bogue Wallin, Dream Big Greenville, Inc.

Scott Corwon, Managing Member, IMPACTS*

Chris Stone, President, Greenville Convention and Visitors Bureau

*IMPACTS manages the planning, design and actualization of unique, innovative visitor-serving projects. The hallmark of an IMPACTS projects is sustainability - both in the contexts of long-term economic viability, and environmental impacts.

Parking

Guests may park in the two-hour spaces on Hammond Street (accessible via Camperdown Way) or in the four-hour spaces in the main parking lot located across River Street from the building. All short-term parking is clearly marked with 2 or 4-hour signs.

Annual Sponsors: Clemson University • Elliot Davis • Hughes Investments • LS3P ASSOCIATES • Mead Westvaco • Nexsen Pruet • Pacolet Miliken

Burroughs & Chapin • Cherry Bekaert & Holland • DesignWorks • Haynsworth Sinkler Boyd • McCall Capital • McMillan Pazdan Smith • Miller Valentine • Parker Poe Adams & Bernstein • Pratt-Thomas Walker • Seamon Whiteside • The Furman Co. • Thomas & Hutton