



# DOWNTOWN Greenville

*Visitor's Guide*







Starlight Cafe

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# Letter from the Director

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We are thrilled to extend our warmest greetings and invite you to explore the vibrant heart of our beautiful city. Downtown Greenville is a place where history, culture, and community converge, offering a plethora of experiences for everyone to enjoy. As you wander through our district, you will be captivated by the unique blend of old-world charm and modern energy. Admire the beautifully preserved historic buildings that stand as a testament to our rich heritage, while relishing the buzz of activity from the bustling shops, restaurants, and entertainment venues that line our sidewalks.

Food enthusiasts will delight in the diverse culinary scene that awaits them here. Whether you crave traditional Southern cuisine or have an appetite for international flavors, our local chefs and eateries will undoubtedly satisfy your cravings. With over 30 different restaurants in the district, there is truly something for everyone.

Art and culture thrive in Downtown Greenville, with an array of galleries, public art, and performance spaces beckoning you to immerse yourself in creativity. Lose yourself in a captivating art exhibition, walk among metal sculptures, or groove to the beat of live music that fills the air. Our downtown is a haven for artistic expression, sure to inspire and entertain.

For those seeking outdoor adventures, our picturesque park offers an oasis of tranquility amidst the urban landscape. Stroll along the greenway, rent a kayak and explore the river, or simply relax under the shade of a tree as you soak in the beauty of our natural surroundings. Nature lovers will find endless opportunities to connect with the great outdoors right here in Downtown Greenville.

As a community, we are committed to creating a welcoming and inclusive environment for all. We embrace diversity and celebrate the unique perspectives that each individual brings. Whether you are a longtime resident or a first-time visitor, we invite you to forge connections, make new friends, and be a part of the vibrant tapestry that is Downtown Greenville. So, come on in, and let Downtown Greenville enchant you. Discover hidden gems, engage in memorable experiences, and make lasting memories. The possibilities are endless, and the adventure awaits!

See you soon!



**Kyle Parker**  
*Executive Director*  
Downtown Greenville Partnership



*Learn more by visiting our website:*  
**[www.downtowngreenville.com](http://www.downtowngreenville.com)**





*Amante Tacos and Spirits*



*Nash Hot Chicken*



*Ford + Shep*

# Why visit Greenville NC?

## THE CHARM, CULTURE, AND CUISINE

Nestled in the heart of Eastern North Carolina, Greenville is an enchanting destination that offers visitors a taste of Southern hospitality, rich history, and diverse cultural experiences. A thriving college town, Greenville is home to East Carolina University (ECU), which infuses the city with youthful energy and creativity. So, whether you're a food lover, a history buff, or an art enthusiast, Greenville has something for everyone. In this article, we'll explore the top reasons why Greenville, NC, should be at the top of your travel bucket list.

### A Vibrant Food Scene

Greenville's culinary landscape is a delightful fusion of Southern comfort food and international flavors. Don't miss out on the famous shrimp and grits or hush puppies that define the region's cuisine. Greenville also hosts several food and drink festivals throughout the year.

### A Rich History

Greenville is steeped in history, and exploring its past is an essential part of any visit. Start at the Greenville Museum of Art, where you'll find a comprehensive collection of North Carolina pottery and a rotating selection of exhibitions.

### Outdoor Recreation

The city's lush parks, scenic riverfront, and comprehensive network of greenways offer a rich playground for outdoor aficionados. One such gem in the heart of the city is Wildwood Park, a serene escape in Greenville, North Carolina, renowned for its well-maintained trails and natural beauty. Perfect for picnics, hiking, or simply enjoying the great outdoors, Wildwood Park is an essential stop for nature lovers. For those interested in a more expansive experience, the 5.5-mile South Tar River Greenway provides an ideal setting for leisurely strolls or invigorating bike rides. Alternatively, River Park North is a nearby haven for activities like fishing, kayaking, and birdwatching.

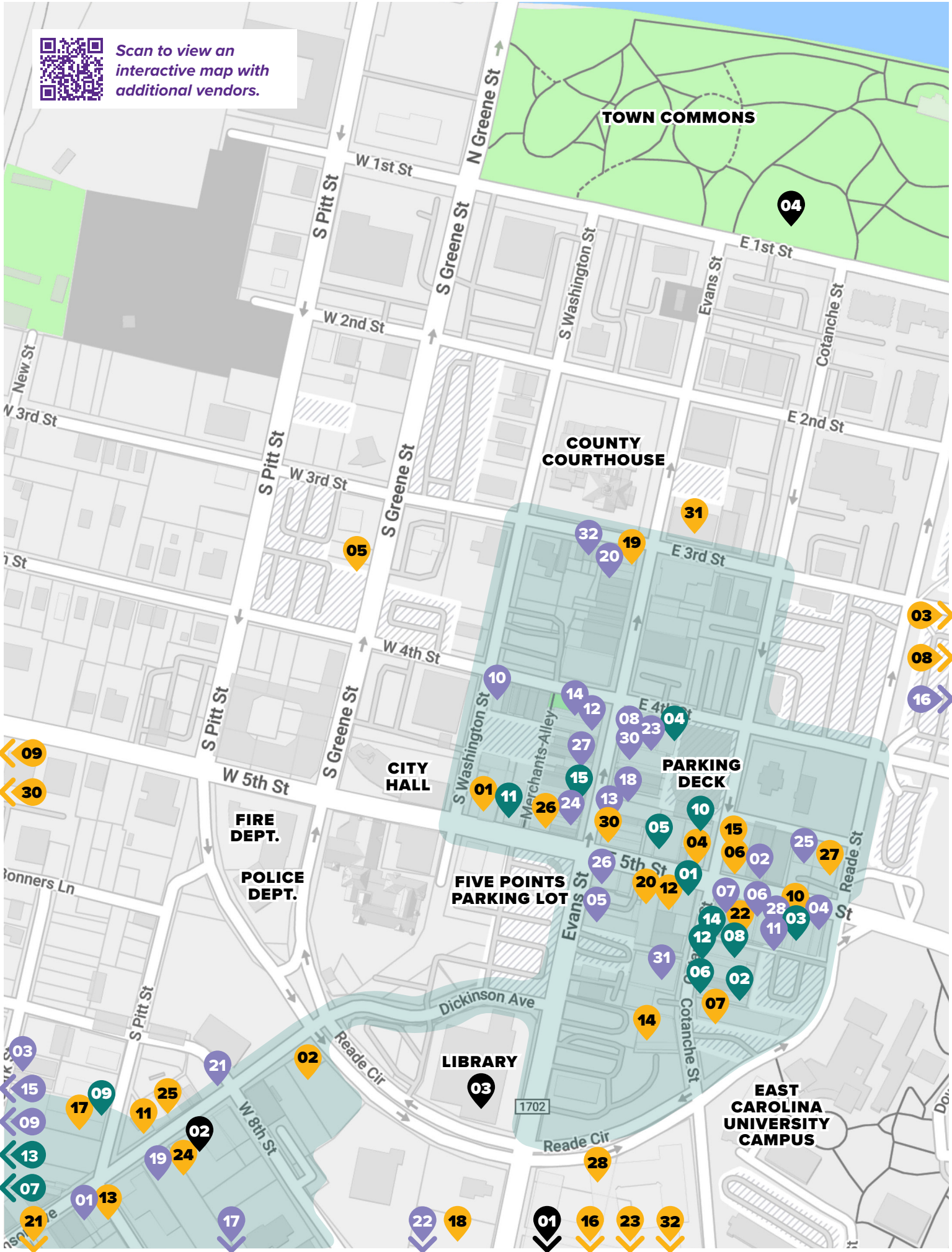
### A Hub for Arts and Culture

With its thriving arts scene, Greenville is the perfect destination for culture lovers. Catch a performance at the ECU's School of Theatre and Dance or attend a concert by the Greenville Choral Society. Art lovers can explore the numerous galleries and studios throughout the city, such as the Emerge Gallery and Art Center, which showcases the work of local and regional artists. The annual Greenville-Pitt County Arts Council's ArtWalk is a must-visit, featuring local art vendors, and unique experiences.

### Exceptional Shopping and Entertainment

Downtown Greenville is the city's bustling entertainment district, featuring unique shops, art galleries, and a range of dining options. Enjoy a night out on the town with live music at Nash or enjoy a local brew at Uptown Brewing.





# Restaurants

- |  |                                      |                              |
|--|--------------------------------------|------------------------------|
| 01. 5th Street Hardware Restaurant     | 13. Jack Brown's Beer & Burger Joint | 25. Smashed Waffles          |
| 02. Amante Tacos and Spirits           | 14. Jimmy Johns Sandwiches           | 26. Starlight Café           |
| 03. Angus Grill                        | 15. King's Deli                      | 27. Sup Dog's                |
| 04. Blackened Kraken                   | 16. Krispy Kreme                     | 28. The Bodega & Café        |
| 05. Backstage Coffee                   | 17. Luna Pizza Cafe                  | 29. The Breakfast Bar        |
| 06. Blackbeard Coffee Roasters         | 18. Marathon Greek Restaurant        | 30. The Scullery             |
| 07. Chico's Mexican Restaurant         | 19. Kat's Community Cafe             | 31. Uptown Nutrition         |
| 08. Christy's Euro Pub                 | 20. Nash Hot Chicken                 | 32. Yaba Mediterranean Grill |
| 09. Coffee + Spice                     | 21. Native Fine Diner                |                              |
| 10. Cucinella's Pizzeria & Italian Ice | 22. Omar's Mediterranean             |                              |
| 11. Ford+Shep                          | 23. Quarter's Bar and Grill          |                              |
| 12. Insomnia Cookies                   | 24. Side Bar - Drinkery + Kitchen    |                              |

# Shopping

- |                                       |                                       |  |
|---------------------------------------|---------------------------------------|--|
| 01. Aji International Market          | 13. Garry's Skin Grafix Tattoo        | 25. Stop Shop Convenience Store          |
| 02. AlleyCat Records                  | 14. Gawlik Stringed Instruments, Inc. | 26. The Holistic Co.                     |
| 03. Anger Management Rage Room        | 15. Greenville Bicycle Company        | 27. The Oasis Dispensary & Kava Bar      |
| 04. Backdoor Skateshop                | 16. Jarvis Street Bottle Shop         | 28. The Shave on 5th                     |
| 05. Beauty Brows and Gifts            | 17. Jefferson's Florist               | 29. The Sojourner Whole Earth Provisions |
| 06. Bella Maddison                    | 18. Meg's Boutique                    | 30. Truly Yours                          |
| 07. Cape Fear Tattoo                  | 19. MELT Fitness                      | 31. University Book Exchange             |
| 08. Carley Summers: Styling, & Photos | 20. Purple Blossom Yoga Studio        | 32. Wild Olive Boutique                  |
| 09. CrossFit Greenville               | 21. Sage Artistry                     |  |
| 10. Cryo252                           | 22. Sara Prescott Massage Therapy     |  |
| 11. CuttyStyles Hair Studio           | 23. Schrock's Hair Studio             |  |
| 12. Emerge Gallery/ Pitt County Arts  | 24. Smoke Hub                         |  |

# Nightlife

- |                                 |
|---------------------------------|
| 01. 5th St. Distillery & Annex  |
| 02. Club 519                    |
| 03. Crush Vodka Distillery      |
| 04. Dirty Dan's                 |
| 05. Grumpy's                    |
| 06. Mac Billiards               |
| 07. MPOURIUM                    |
| 08. Pantana Bob's               |
| 09. Pitt Street Brewing Company |
| 10. Rafter's Social Club        |
| 11. State Theatre               |
| 12. Still Life                  |
| 13. Stumpy's Hatchet House      |
| 14. The Loft by Still Life      |
| 15. Uptown Brewing Company      |

# Community

- |                                |
|--------------------------------|
| 01. Greenville Museum Of Art   |
| 02. NC Natural Sciences Museum |
| 03. Sheppard Memorial Library  |
| 04. Town Commons               |

## Downtown Greenville Social District

Social districts allow people to drink beer, wine, or cocktails as they walk through a defined area of Downtown Greenville. In Greenville, there are two social districts - the Downtown Social District and the Dickinson Avenue Social District.

Greenville's social districts operate Thursday through Saturday from 11:00 a.m. to 10:00 p.m.

Social District Boundaries



# Local Business Spotlights

## LOCAL FAVORITES & NEW ADDITIONS

Downtown Greenville, North Carolina, is a bustling hub of creativity, entrepreneurship, and community spirit. This vibrant area offers an array of local businesses that contribute to the city's unique charm and character. In this article, we will take you on a journey through the heart of Downtown Greenville and introduce you to some of the must-visit local establishments that cater to a variety of tastes and interests.

### Breakfast & Brunch

**The Scullery:** is a favorite among ECU students and Greenville residents alike. This cozy, locally-owned coffee shop and café serves up delicious homemade food and a wide variety of beverages. With an emphasis

on supporting local artists and musicians, The Scullery also hosts regular events and performances, making it a cultural hotspot in Downtown Greenville.

### Lunch & Dinner

**Luna Pizza:** known for its handcrafted pizzas and warm, inviting atmosphere. Specializing in both traditional and creative pie options, the pizzeria sources local ingredients to create flavors that resonate with the community. Whether you're a fan of classic Margherita or adventurous toppings, Luna Pizza has something for every palate.

**Jack Brown's Beer & Burger Joint** is a well-known chain restaurant celebrated for its laid-back atmosphere and eclectic

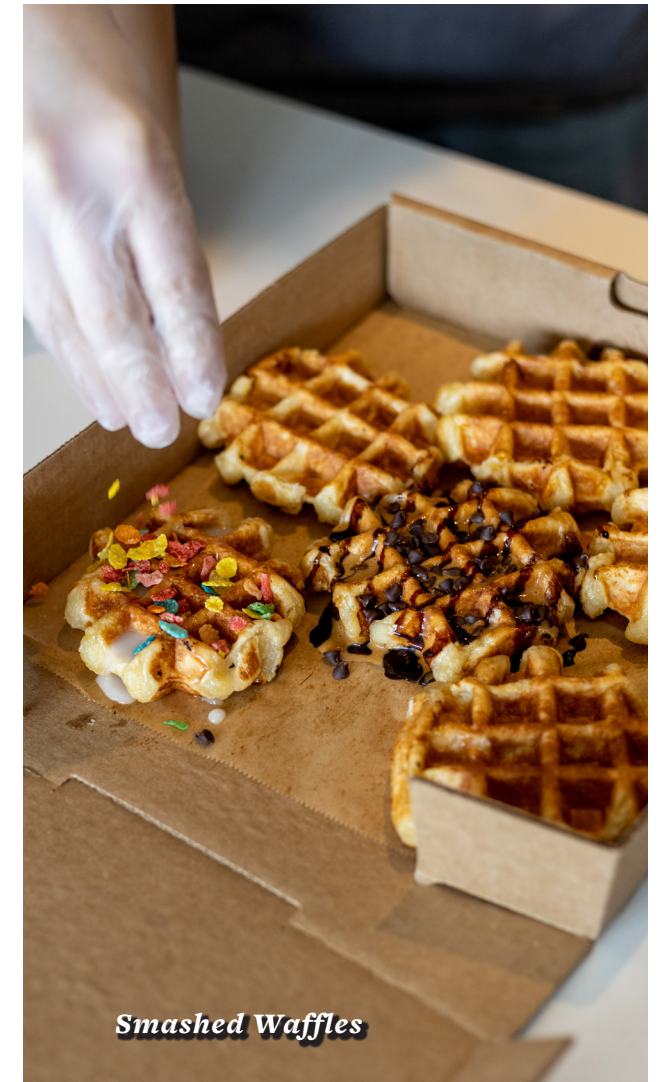
menu offerings. Specializing in gourmet burgers and an extensive selection of craft beers, this restaurant is a go-to spot for casual diners and beer enthusiasts alike. Jack Brown's Beer & Burger Joint promises to be flavorful, fun, and uniquely memorable.

### Sweets & Treats

**Smash Waffles:** is redefining the waffle experience with its innovative approach to the classic treat. Offering a range of unconventional toppings from Nutella to fruit, this eatery provides waffles that are perfect for any time of day. With a laid-back atmosphere and a menu that defies traditional mealtime boundaries, Smash Waffles has quickly become a must-visit spot for locals and visitors alike.



Sup Dogs



Smashed Waffles

## EXPLORING DOWNTOWN GREENVILLE

Downtown Greenville, North Carolina, is a vibrant town center with a lot to offer. From tasty food to unique shopping spots, there's something for everyone in the heart of the city. If you love good food, Downtown Greenville is the place to be. There are loads of cool restaurants and cafes serving up everything from local dishes to international

cuisine. Each eatery offers its own unique vibe and creative menu that caters to all types of food lovers. For those who love to shop, Downtown Greenville won't disappoint. You'll find unique stores filled with local and handmade goods. These range from clothes and accessories to cool crafts and stuff for your home. The shopping scene is as diverse as the

city itself, with something to fit every style and budget. But Downtown Greenville is more than just food and shopping. It's a place where you can immerse yourself in the local culture. The city is bursting with energy and creativity, which you can feel in its lively music scene, vibrant art galleries, and lively local events.



Luna Pizza



The Scullery





*Sidebar - Drinkery + Kitchen*



*Shroko's Hair Studio*



*Jack Browns*



*Jarvis Street Bottle Shop*



*Jefferson's Florist*



*Farmers and Makers Market*



# Downtown Nightlife

BARS, BREWERIES, & DINING

**G**reenville, North Carolina, is a charming city with a thriving nightlife scene that is home to an exciting fusion of festivals, nightclubs, and breweries. The Downtown Social District is a lively area where people can enjoy their drinks from local bars and restaurants while exploring the downtown area.

## *Local Bars: Good Food and Great Drinks*

Greenville's mix of casual and upscale dining options provide a great variety when searching for a place to eat. A few local favorites include:

**Ford + Shep:** With its focus on locally-sourced ingredients and a rotating menu, the restaurant excels in delivering meals that are both fresh and varied. Their urban garden provides herbs and produce for many of their popular dishes.

**Starlight Cafe:** This local eatery seamlessly combines Southern traditions with contemporary flair, all in a relaxed atmosphere. Dedicated to a farm-to-table philosophy the restaurant offers an enticing array of lunch and dinner options.

**The Blackened Kraken Bar & Grill:** This downtown establishment is renowned for its fresh seafood, live music, and diverse selection of craft beers and cocktails. Its comfortable setting makes it an excellent choice for a relaxed evening out.

**MPourium:** No exploration of Downtown Greenville can be considered complete without delving into the unique self-serve taproom experience at MPourium.

## *Nightclubs: Dance the Night Away*

Greenville's nightlife offers a range of nightclubs and dance venues to suit every taste. Some popular options are:

**The Loft:** This upscale 25+ adult rooftop lounge offers a sophisticated experience, featuring craft cocktails, coupled with fire tables, surrounded by cozy lounge seating. The Loft also consists of lush greenery, ambient lighting, and views of downtown Greenville.

**Still Life:** Elevate your nights in Greenville at Still Life nightclub. Still Life is renowned for its high-energy atmosphere, top-notch DJ's and state of the art lighting and sound system.

## *Breweries: Unwind with Local Brews*

Greenville's burgeoning craft beer scene has put the city on the map as a must-visit destination for beer enthusiasts. Here are some standout breweries to check out:

**Uptown Brewing Company:** This brewery offers a spacious taproom and a rotating selection of craft beers. Uptown Brewing Company's inviting atmosphere makes it an excellent spot to relax with friends.

**Pitt Street Brewing Company:** Housed in a historic former Coca-Cola bottling plant, Pitt Street Brewing Company offers a unique setting for enjoying quality brews. With a wide variety of beers on tap, there's something for everyone at this local favorite.

**Crush Vodka Distillery:** Crush is a Sup Dogs distillery and cocktail bar inspired by the famous Sup Crush drink, made popular by the downtown eatery. Crush Vodka will be distilled, bottled, and sold on site. Tours and tastings are available.



*MPourium*



*Ford + Shep*



*The Loft by Still Life*





*Still Life Nightclub*



*Uptown Brewing Company*



*Pitt Street Brewing Company*



*Crush Vodka Distillery*



*The Blackened Kraken*



*5th Street Hardware Restaurant*





# Concerts & Festivals

GREAT MUSIC | GOOD TIMES

Greenville, North Carolina, is known for its rich history, picturesque landscapes, and thriving sports scene. Greenville's music scene is incredibly diverse, providing opportunities for both

burgeoning local talents and acclaimed international artists. Smaller venues provide an intimate setting where music enthusiasts can connect with the city's homegrown talent, while large-scale festivals draw crowds from all over the

country, headlined by globally recognized artists. One of the most significant events is PirateFest, which notably featured country duo Maddie & Tae this year. The festival is a testament to Greenville's rich musical culture, showcasing a blend of genres

and performances that cater to a wide variety of musical tastes. The Downtown Greenville Partnership is pleased to present events like PirateFest and Freeboot Friday to the public at no cost.

## Concert Venues in Greenville

### The State Theatre

In the heart of Greenville stands the historic State Theatre, entertaining audiences for decades with a rich blend of music genres. This venue, notable for its splendid architecture and impressive acoustics, sets the stage for an intimate live music experience. Whether it's rock, country, jazz, or classical, the State Theatre is a go-to spot for every music enthusiast.

### ECU's Wright Auditorium

East Carolina University's Wright Auditorium is a distinguished concert venue in Greenville. As a prime performance space, it houses a variety of musical events throughout the year, including orchestral concerts, choral performances, and touring artists. The Wright Auditorium, with its stylish interior and top-notch acoustics, provides a memorable experience for performers and audiences alike.

## Music Festivals in Greenville

### Pirate Fest

Pirate Fest is an annual festival that embodies Greenville's spirited culture and rich history. Located in the city's vibrant Downtown district, this family-friendly event features live music, arts and crafts, food vendors, and activities honoring North Carolina's pirate heritage. This year, the festival's highlight is a performance by country music duo Maddie & Tae, ensuring Pirate Fest as an event not to be missed.

### DAAD (Dickinson Avenue After Dark)

DAAD, short for Dickinson Avenue After Dark, is a beer and music festival that significantly contributes to Greenville's lively atmosphere. The event is held twice per year, once in the Spring and again in the Fall. This event not only showcases local brews but also hosts a multitude of local musicians, enhancing its appeal for both beer enthusiasts and music lovers. The DAAD festival is a testament to the city's dynamic culture and thriving music scene.

### Freeboot Friday

Downtown Greenville hosts Freeboot Friday, a much-anticipated pregame street festival the evening before ECU home football games. Featuring an array of live music performances, this festival offers a great

opportunity to unwind and immerse in the city's musical diversity.

### Doggie Jams

The annual Doggie Jams festival is a vibrant event that brings together food, fun, and music. Featuring top-notch entertainment like DJ Diesel and the award-winning DJ duo Loud Luxury, the festival draws thousands of fans each year. Attendees can enjoy a variety of local food and drink vendors, including Sup Dogs' own signature Sup Crushes. It's a must-visit extravaganza for anyone looking to experience the best of Greenville's local scene.

### Xfearience

Every Halloween, Greenville's Still Life hosts the annual music festival Xfearience, featuring artists like Waka Flocka and Two Friends. The downtown event encourages costumes and donates a portion of its proceeds to the local charity Daughters for Dads.

### Greenville Grooves Music Festival

The Greenville Grooves Music Festival celebrates the city's eclectic musical talent. This annual summer event showcases a variety of genres, from blues and jazz to R&B and rock. With live music, food trucks, and local craft vendors, it offers a laid-back setting to enjoy the city's flourishing music scene.





*Doggie Jams*



*Maddie and Tae PirateFest*



*Freeboot Friday*



*Christmas Parade*



*XFearience Halloween Music Festival*



*Dickinson Avenue After Dark*



# DICKINSON AVENUE *After Dark*



October & March  
7:00 pm – 10:00 pm

DICKINSON AVE | GREENVILLE, NC



## **Freeboot Friday #1** AUGUST 30

5:30 pm – 8:30 pm  
@ FIVE POINTS PARKING LOT

## **Freeboot Friday #2** SEPTEMBER 13

5:30 pm – 8:30 pm  
@ FIVE POINTS PARKING LOT

## **Freeboot Friday #3** SEPTEMBER 27

5:30 pm – 8:30 pm  
@ FIVE POINTS PARKING LOT

## **Freeboot Friday #4** OCTOBER 25

5:30 pm – 8:30 pm  
@ FIVE POINTS PARKING LOT





**Families**  
*shop here*

**Tourists**  
*visit here*

**Students**  
*learn here*

