Fall for Greenville expanding this year

Changes include extended route, more food, entertainment and parking, organizers say

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For its 32nd year, Fall for Greenville has made changes to offer a "taste of our town" like no other.

Fall for Greenville board president Jeff Jacobs said surveys of festival-goers revealed two primary concerns: parking and crowds. The changes to this year's three days of food and festivities, which kick off Oct. 11, include planned solutions to both with a wider footprint and enhanced amenities.

The festival will this year extend along Main Street from North to Augusta streets, a distance of 0.8 miles.

And every side street along the way will play host to another element of the festival, from the newly expanded children's area at the intersection of Main and Broad to an array of stages playing live music all weekend long.

The expansion, Jacobs said, gives festival-goers a little more "elbow room" in which to enjoy more than 250 menu

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Bill Balsizer of Two Chefs along with other local chefs serve food samples during a Fall for Greenville press conference discussing the Oct. 11-13 food festival at Charleston Cooks! on Tuesday. HEIDI HEILBRUNN/STAFF

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items from 42 restaurants, 14 of which are newcomers to the festival this year.

Also new this year are increased parking and transportation offerings.

Free parking will be available at University Square with trolley transportation to the corner of Main and Augusta streets, at what Jacobs called the "West End Gateway."

A second free "park-and-ride" area will be available at the campus of CU-ICAR on Millenium Boulevard.

A Greenlink bus will provide shuttle service to and from the festival site, dropping off at the transit center on McBee Street. Shuttles will begin 30 minutes prior to the festival's start time and end 30 minutes after closing.

Jacobs said the festival annually attracts about 200,000 visitors from near and far and was in 2011 named among Southeastern Tourism Society's top 20 events.

"It's the largest free festival in the state of South Carolina," he said at a news conference Tuesday.

Angie Prosser, the city's director of public information and events, said the economic impact of the festival isn't specifically measured, but that there is an economic stimulus to the businesses of downtown during and after the event.

"Because these restaurants do well, then Greenville does well," she said.

Other announcements about the festival included a sponsorship from Clemson University that will label the main stage on Washington Street Orangeville. It will play host to the Grammy award-winning newgrass artist Sam Bush on the evening of Oct. 12.

More than 50 other artists will perform over the course of the weekend across five stages spread out over the festival area.

Lighthearted competitions will continue this year with a waiter's race featuring local media personalities, a bartenders' mix off, the US Foods Silver Spoon awards for best flavors, and a people's choice award that festival-goers get to choose themselves.

There also will be a wine tasting area, a beer garden, a beer school with sessions running all weekend and cooking demonstrations from Charleston Cooks!

Learn more about all the events at www.fallforgreenville.net, or download the app for Android or iPhone to have a map and schedule available at your fingertips.



Fall for Greenville board president Jeff Jacobs announced that this year's festival will expand its footprint, extending along Main Street from North to Augusta streets. STAFF / FILE