Downtown comes alive again



GEORGE GARDNER / Staff

Metropolitan Arts Council executive director Alan Ethridge, with Greenville City Manager Jim Bourey at right, announces the lineup for the upcoming music series.

Music events fine-tuned as new season kicks off

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Thursday and Friday nights are about to get a lot more fun. Next week, Downtown Alive and the Main Street Fridays (formerly Main Street Jazz) begin their season, kicking off the outdoor music season and the start of warmer weather.

This year, the city of Greenville takes over from Main Street Events, meaning not only a new logo but a new name — the Piedmont Natural Gas Downtown Alive and the BB&T Main Street Fridays. The former also changes locales this year, moving to the Hyatt Regency plaza deck.

YOU CAN GO

- **Piedmont Natural Gas Downtown Alive runs every Thursday from 5:30 – 8:30 p.m. March 18 – June. 24 and 5:30 – 9 p.m. July 1 – Aug. 26**
- **BB&T Main Street Fridays runs every Friday 5:30 - 9:30 p.m. March 19 – Sept. 24**

It's a positive move said Alan Ethridge, executive director of the Metropolitan Arts Council, whose organization receives proceeds from Downtown Alive's beer and wine sales, because it means more shade and more space.

"This is really a great partnership for us," Ethridge said at Thursday's event announcement, noting past years have raised as much as $30,000 for MAC.

The rest of the event details remain pretty much the same as previous years, with free live music every Thursday and Friday night. The free shows kicks off next week with the Will on Thursday and the Shoeless Joes Friday.

Both events define what Greenville has become, said City Manager Jim Bourey, a mix of culture, business and community and "a fun party."

For more information, go to www.greenvillesc.gov/PublicInfo_events/SpecialEvents.aspx