



connections

FOR SUSTAINABILITY

Linking Greenville's Neighborhoods to Jobs and Open Space

City of Greenville, South Carolina

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Sustainability Spotlight

Triple Bottom Line

by Jaclin DuRant

We use the term "sustainability" often, but what does it really mean? In business and development, sustainability is commonly referred to as the triple bottom line, or sometimes the 3 "P's." The three P words are People, Planet, and Pocketbook, and what this means is that to be truly sustainable, we must consider how the things that we do affect people, the environment, and our finances.

For many years, people thought that sustainability and business shouldn't mix, but that myth is being put to rest as green businesses show that the triple bottom line can be profitable. Energy efficiency, recycling, reuse, water conservation, alternative transportation incentives, and employee health and wellness programs aren't just good for the environment. These programs save money and benefit people as well.

At the root of the word sustainable is sustain, which means long lasting. The triple bottom line is good for all of us. If we can find ways to benefit people without taking more from the natural world than it can easily replace, and all of this is profitable, we will be able to grow and develop while making sure that future generations have a healthy environment with clean air, clean water, and plenty of natural resources.

West Side Fall Fair

It's a TREEmendous Day in the City!

Talent Show

West Side Plan Update

November 2, 11am-2pm

Join us for a fun-filled Saturday with activities for the whole family!

Author: C. Michael Forsyth | Local History Show-and-Tell
Tree Planting Demonstration | Children's Activities | Food and Fun

Kroc Center
424 Westfield Street
connections.greenvillesc.gov
864.467.4570

West Side Fall Fair

YOU are invited to the **West Side Fall Fair**, Saturday, November 2, from 11:00 am to 2:00 pm at the Kroc Center. Free crafts, prizes, food, education, and entertainment await you and your family and friends! Don't miss out on the fun!



Do you recognize this Downtown Main Street?

SHOW-AND-TELL

West Side History

Local history is celebrated at the **West Side Fall Fair** ! Do you have a story to tell about the *good old days* in West Greenville, Southernside, or the West End? If so, we'd like to hear about it! All stories welcome, as long as they're true (or at least mostly true)! If you have a photo or memento related to the story, bring that as well to help bring the story home to your audience. We have a room reserved for this Show-and-Tell, and want to document the rich local history of the west side. Please join us, and help tell the *true* story of the west side!

The West Side's Got Talent!



West Side Talent Show

You may have heard that America's got talent, but we want to show you that the west side is where the *real* talent is! We have a line-up of fabulous local singers, musicians, and dancers of all ages ready to show you their moves on the Kroc Center stage! A local celebrity MC and panel of judges top off



Thank You!

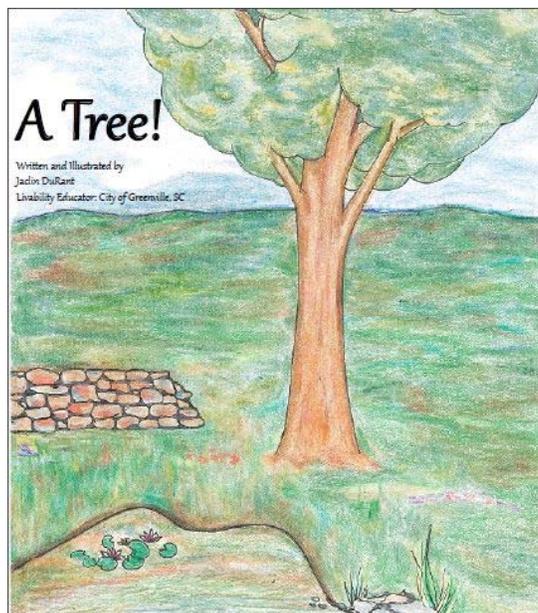
Special Thanks to the following organizations that have provided prizes and support for the West Side Fall Fair (*in no particular order*):

The Kroc Center
 Urban League of the Upstate
 Greenville Tech
 Abor Day foundation
 TD Banks
 Trees Greenville
 Upstate Master Gardeners
 Clemson University
 City of Greenville
 107.3 JAMZ
 C. Michael Forsyth, local author
 Southernside Neighborhood in Action
 West Greenville Neighborhood Assoc.
 West End Neighborhood Association
 Charles Henderson, local artist
 Shoeless Joe Jackson Museum
 Don Koonce (Textile Crescent history)
 Children's Museum of the Upstate
 Metropolitan Arts Council
 Naked Pasta (in the Village)
 TTR Bike Rentals
 Pedal Chic
 Amanda Henry's Popcorn
 Mobi-Rec
 AJ Whittenberg Elementary
 Bethel Bible Baptist
 Boys and Girls Club
 Safe Routes to School
 SC Forestry Commission
 MC Tone Hollywood
 International Dance Academy

Thanks to everyone who handed out a flier or mentioned the Fair to a friend.
 Thanks to all of our participants and to everyone involved in the Connections for Sustainability project.

the mix, and prizes will be awarded for the top performers. Come cheer for your favorite performer at the **West Side Fall Fair Talent Show!**

See you at the Fair!



Click the tree for a free downloadable story and coloring book.

TREEmendous Day Celebration

It's a TREEmendous Day in Greenville on Saturday, November 2! With help from a \$20,000 grant from TD Banks, we're celebrating the many beautiful, environmental, and cost saving benefits trees provide. As part of the grant, 100 trees will be planted along Hudson Street in front of AJ Whittenberg elementary on Arbor Day, April 27. Volunteers will be welcome to participate in making this road a more attractive and safe place for pedestrians and trees!

This TREEmendous celebration is at the **West Side Fall Fair**, and will include tree-related crafts, and free non-invasive baby trees to plant in your yard. We will give you all the information you need to provide these trees the care they need to grow into beautiful full-grown trees do you can make every day TREEmendous Day!

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West Side Connections,
Winter Edition

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