



Greenville Forward Staff pose for a photo. From left to right: Executive Director Russell Stall, Communications Director Kate Hofer, Program Director Brock Koonce.

What if Greenville...?

BY NICHOLE LIVENGOD

PHOTOGRAPHS BY ROXY KORANDA OF ORANGECOAT

What if Greenville had a traffic engineer to increase the flow of traffic and sync lights?

What if Greenville had express bus service to places like Charleston, Asheville and Charlotte?

What if Greenville had a homecoming?

What if Greenville cleaned up the Poinsett Highway Corridor?

What if Greenville developed affordable single occupancy highrise housing for young adults?

These are just a sample of the ideas people are posting on Whatifgreenville.com. The website is co-produced by Greenville Forward and OrangeCoat founder Adam Gautsch and is a virtual water cooler for the people of Greenville County to discuss ideas – some big and some not so big – that can bring change to the community.

Gautsch discovered giveaminute.info, a site created by New York based media design firm Local Projects for CEOs for Cities' U.S. Initiative. He was intrigued by the way big cities like Chicago, Memphis, New York and San Jose were using the web-based program to allow people to submit solutions for improving something in their community like transit or city parks.

He wanted to create something similar for Greenville, so he teamed up with Greenville Forward. The two created a simple website where people could submit their ideas and then invited everyone to come up with their best idea and come to Main Street Real Estate Gallery on August 16th for their launch party.

1000+ different ideas have been posted on the What if Greenville site so far. The site had 10,000 page visits in the first week and 18,000 in the first month.

"There's a lot about greenspace and inclusion and acceptance of every community that is here. There's a lot about parking, economic development, and a lot of looking at different corridors that come through the city. It's run the gamut of people wanting better ways to get around Greenville County better," says Gautsch.

The team hopes "What If..." will become a brand for sharing good ideas in the community. It is a community driven project. "The site is only the ideas that are on it," says Gautsch.

Greenville Forward has reached out to influencers and leaders in the area who are willing to take on some of the most viable ideas and make something happen. They call this group their Champions. Ideas are falling on the desks of mayors, business owners, nonprofit leaders and economic development directors around Greenville County.

"There is a lot of need for something like this. People have a lot of great ideas and

Right: Kate Hofler welcomes Greenville Forward Board Member and Captain Terence Brooks of the Greenville County Sheriff's Office. Admission to the event was "one good idea" for Greenville that participants posted on name badges.



