



Find yourself in good company®



WELCOME TO THE EMERALD CITY- The Gem of the East

Greenville is widely recognized as the thriving cultural, educational, economic, and medical hub of Eastern NC. Experience our vibrant art, live music, and culinary scene in the **Downtown Greenville** and **Dickinson Avenue Districts**. Enjoy world-class events at **East Carolina University** and the **Greenville Convention Center**. Wherever you find yourself in Greenville-Pitt County, you are sure to find yourself in good company!

Sam Jones BBQ: Michelin Bibb Gourmand 2025

Third-generation BBQ Pitmaster, Sam Jones founded Sam Jones BBQ in Winterville in 2015, and opened one in Downtown Raleigh in 2021, and will be opening a second Raleigh location inside the Morgan Street Food Hall by the end of 2026! The Sam Jones BBQ location in Downtown Raleigh earned a 2025 Michelin Bib Gourmand designation for its quality cuisine and value. Visit where the Jones Family BBQ Gospel tradition started in Pitt County at the original Sam Jones BBQ and "The Mothership" Skylight Inn in Ayden where Pete Jones whole hog, wood-cooked, slow and low, vinegar sauced style has been a legendary since 1947.



Chef Luke Owens:

Native Fine Diner & Nolita Trattoria

Chef Luke Owens of the new **Native Fine Diner** and **Nolita Trattoria** (both restaurants under Owen's Native Tongue Hospitality group) won **1st runner up Best Chef** and **Best Pastry Chef** during the 2023 **NC Restaurant & Lodging Association's Chef Showdown Competition** competing against other chefs from across the state. Both restaurants are Greenville faves and offer creative rotating seasonal food and cocktail menus featuring as much meat, produce, and items from local farms and makers as possible!



Don't miss the Downtown Greenville Mural Trail & First Friday ArtWalk!
Over 20 murals & public art pieces! Over 20 participating art, music & food venues!



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EAT + DRINK:

- NATIVE FINE DINER
- HOMAGE
- PIECE OF FRANCE BAKERY
- AMANTE TACOS + SPIRITS
- SIDE BAR DRINKERY + KITCHEN
- BACKSTAGE COFFEE
- MOOSIE'S CATERING CO.
- CAFE ECLECTIC

PHYSICAL MEDIA:

- ALLEY CAT RECORDS
- DAVID'S USED BOOKS
- EVER AFTER BOOKS

A Time For Science Greenville & Contentnea Creek

The Greenville campus focuses on STEM/STEAM exhibits and education, while the Contentnea Creek campus is located on 380 acres and provides astronomy, environmental, and outdoor recreation for all ages!



OPEN NOW!

**Hilton Garden Inn in
Downtown Greenville-**
8 stories, 101 rooms,
Meeting Space, and 1717
Rooftop Bar & Restaurant

Hit the Pitt County Brew & Cue Trail!

The Pitt County Brew & 'Cue Trail combines craft beer with **Eastern NC BBQ**: whole-hog, wood-cooked, and vinegar sauce! From legendary **Skylight Inn** in Ayden, **Sam Jones BBQ in Winterville**, and **B's BBQ** in Greenville, and from **Duck-Rabbit Craft Brewery** in Farmville to **Local Oak Brewing Company** in Winterville, and more! Grab an updated Passport and hit the trail to check out all the pit and pint stops! Relaunching in Fall of 2024 with new stops!



Outdoor Adventure Awaits on the Tar River!

Explore the beautiful **Inner Banks** on the **Tar River** as it flows east through piney woods and cypress swamps to the **Pamlico Sound** with a kayak or SUP board from **Knee Deep Adventures** or **Riverside Recreation**. Our two large nature parks- **River Park North** (324 acres) and the new **Wildwood Park** (360 acres) offer paddling, camping, hiking, fishing, birding, mountain biking and an onsite nature center. Both parks feature enclosed **Pamlico-Tar River Water Trail** campsites available to rent for overnight stays and adventures!



Experience the African American Cultural Trail

Learn about the history and contributions of Greenville's Black community to its growth and development. Take the journey and learn about the vibrant **Downtown** neighborhood before urban renewal, see the site where the first Black hospital stood, walk in the steps of the those who enjoyed the entertainment and social center of the African American community called "The Block" and enjoy the beauty of the **Sycamore Hill Gateway Plaza** where a group of 22 faithful individuals established Sycamore Hill Missionary Baptist Church in 1865 after holding meetings in a home on North Greene Street since 1860.



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