



## Welcome

Crystal Hendrickson, Pinnacle Partnership &  
TATT Board Member

## Guest Speaker

Rivers Hughes, Hughes Investments  
Zach Prince, Greenville Triumph

## Resource Update

Marie McDonald, Girls on the Run

## Adjournment

Crystal Hendrickson



Join us for our next TATT Chat on  
October 8 from 10:00 - 11:00 AM on Zoom!

TEN AT THE TOP • TATT Chat

# GE Vernova Park

*at BridgeWay Station*

Building the Upstate's first stadium-anchored town center.



BRIDGEWAY  
STATION



GREENVILLE  
TRIUMPH



Mauldin  
SOUTH CAROLINA



HUGHES  
INVESTMENTS

**Rivers Hughes** Hughes Investments, Inc.

Thursday, September 10, 2026





# Start with the where.



## Mauldin, South Carolina

On I-385, about 10 miles south of downtown Greenville — the fast-growing south end of the Upstate.



## BridgeWay Station

The Upstate's first "New Town Center": an Italianate, mixed-use urban village from Hughes Investments. Phase I with 15 retail concepts, 190 units, 200k+ SF office space, numerous outdoor amenities



## GE Vernova Park

The district's newest anchor — a soccer-specific, multi-use stadium that opened June 3, 2026.



BridgeWay Station – Open Air Pavilion & Main Plaza

THE VISION

# From “the city without a downtown” to a place people gather.

Mauldin grew fast but never had a true downtown.

BridgeWay Station was conceived as the fix — one walkable place to **live, work, dine, shop and be entertained.**

The stadium is the gathering anchor: the reason a region drives in, and the front door that activates the restaurants, shops and plazas around it.

*“The opening of GE Vernova Park is a defining moment for that vision — the power of community and of partnerships.”*

— Phil Hughes, President & CEO, Hughes Investments (opening night)



Opening day in the BridgeWay plaza — June 3, 2026.



# An intentionally intimate, multi-use venue.

**4,300**

fixed seats

**6,300**

gameday capacity

**FIFA-grade**

artificial turf

**2 clubs**

men's + women's pro

- Premium seating + suites, with concessions by Levy Restaurants
- One of the largest videoboards in the Upstate
- Italianate architecture — columns, towers, archways — to match the district
- Home of Greenville Triumph SC (USL League One) + Greenville Liberty SC (USL W League)
- Built for more than soccer: youth & college sports, concerts, festivals, marching-band, community events



Architect: Johnston Design Group · GC: Edifice Construction.

# Financed as a true Public-Private Partnership.



## Hughes Investments

Land + master developer.  
Wove the stadium into BridgeWay so it lifts the whole district.



## Greenville Pro Soccer

Team owner-operator and private capital (chairman Wallace Cheves); \$13.5M+.



## Mauldin + State of SC

Public participation & infrastructure — \$4M (City of Mauldin) and \$10M (State of SC).



## GE Vernova

Multi-year naming rights (Wasserman-brokered); 650 jobs + \$160M into its Upstate plant.

*Reported public + private contributions stack toward the build; total development cost **≈ \$29 million**. Public dollars de-risk infrastructure; private dollars and naming rights carry the venue.*

# Right-sizing the box to the market.

## INITIAL CONCEPT

- 10,000-seat multi-purpose stadium
- Estimated \$100–125M
- An earlier 8,100-seat version was rejected by County Council in 2022
- Subsequent fundraising for large concept faced challenges
- Site sat unused for ~2 years



## WHAT WE DELIVERED

- 4,300 seats / 6,300 capacity — intimate by design
- Matched to the current fanbase, not a vanity number
- Phased delivery; full build-out completes 2027
- Lower capital, faster to open, easier to fill & activate regularly

*“Right in line with what the Greenville Triumph fanbase and the Upstate community needs currently.”*  
— Rivers Hughes

# What it took: the hard parts.



## Political & funding path

First concept rejected by the County; revived in 2024 via a development agreement.



## Parking & traffic

Absorbing gameday surges inside a dense, walkable district — worked jointly with the City & surrounding properties.



## Build while open

Phasing vertical construction while BridgeWay, Triumph keep moving; west side + suites into 2027.



## Integration, not isolation

Weaving a stadium into a town center instead of a sea of surface parking.



Stadium under construction at BridgeWay — October 2025.



## TIMELINE

# How we got here.



2024



Oct 2025



Feb 2026



Jun 2026



Opening night

# Opening night proved the thesis.

## Record

largest crowd in club history

1 : 0

win over Forward Madison FC

## Sold out

every seat + standing room full

**Fans filled the plaza and the streets — not just the bowl.** That spillover into BridgeWay's restaurants, shops and green space is the entire point: the stadium is the front door, the district is the destination.

*Tied to the Triumph's "Summer of Soccer" + World Cup watch parties at BridgeWay Station.*



Sold-out opening night — June 3, 2026.

# Why it matters: a demand engine for the district.



**~2,000 jobs**

Projected across BridgeWay Station  
& Mauldin area at full build-out



**~\$2.5M / yr**

Estimated tax revenue to Mauldin at  
completion



**~2M SF**

Eventual mixed-use build-out the  
stadium helps absorb

On top of the district baseline, the stadium adds recurring draws — **pro soccer dates plus concerts, festivals and tournaments** — that pull regional visitors into adjacent retail, dining and hotel. GE Vernova's own **650 jobs + \$160M** Upstate commitment compounds the halo, and Mauldin gains a civic identity it never had.



# What the Upstate's newest anchor teaches.



A sports anchor becomes a placemaking + retail-demand engine — if it's woven into a walkable district, not isolated.



Right-size to the market. The intimate venue was the smart venue.



A public-private structure is what makes a venue like this financeable.



Patience and political alignment carried it across a multi-year path.



Design continuity — Italianate to match BridgeWay — makes the stadium feel native.

## Thank you.

*Any Q&A welcomed.*

### Rivers Hughes

Hughes Investments, Inc.

c: (864) 640-0269

[rivers@hughesinvestments.com](mailto:rivers@hughesinvestments.com)





**Ten at the Top – Community  
Resource Update**  
Sept 10, 2026



# Who We Are

## Mission

We inspire girls to be **joyful, healthy, and confident** using a fun, experience-based curriculum which creatively integrates running.

## Vision

We envision a world where every girl **knows and activates her limitless potential** and is free to boldly pursue her dreams.







## Girls learn skills to help them build healthy relationships



Resolve  
Conflicts



Help  
Others



Intentional Decision-  
Making

**97%** of  
participants said  
they learned  
essential life skills



Source: GOTR: A Longitudinal Study of Program Impact Maureen R. Weiss, Ph.D., University of Minnesota



## Program Offerings



Grades 3-5  
Program offered  
before or after school



Grades 6-8  
program offered  
before or after school



## Participants feel a sense of connection

**98%** of participants felt included and like they belonged

Over **98%** of participants agreed that their teammates supported them, and their coaches cared about them

Source: 2024 Girls on the Run National End-of-Season Survey



Girls who were least active  
at the start  
increased physical activity  
by more than

40%



Source: GOTR: A Longitudinal Study of Program Impact Maureen R. Weiss, Ph.D., University of Minnesota

## Program Specifics



- ★ 10 weeks in duration
- ★ After school
- ★ Two practices per week
- ★ Practice is 75-90 minutes in duration
- ★ Team size: 8-20 girls
- ★ Teams are led by trained volunteer coaches
- ★ Community Impact Project
- ★ End of Season Celebratory 5K

## How To Get Involved

1. Volunteer with us! We need help with our **Fall 2026 Celebratory 5K at Bridgeway Station Nov. 14, 2026!**
2. Schools & Community Centers can complete a [site application](#) to host a team!
3. Coach Recruitment
  - Each site needs at least 2-3 coaches per team. Here is the link to the [coach applications](#).
4. Girl Recruitment
  - GOTR provides flyers, digital marketing resources, and more!

