Living and Learning Communities are an integral part of the university experience, providing students with the opportunity to live in a residence hall that promotes diversity, embraces excellence, encourages insightful faculty-student interaction and works to develop a strong sense of community. University Housing offers 18 unique Living Learning Community options available to all students living on campus. Students can apply for one of these communities based off of their academic or personal interests. Visit www.housing.sc.edu/alc.html for more information.
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ABOUT THE DESIGNER

This guide is designed in partnership with a student at the School of Journalism and Mass Communications. Michaela Baker is a visual communications major who works with the webmaster of the College of Information and Communications. The Irmo, S.C., native has a passion for design, photography and typography.

ABOUT THE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

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Welcome to the University of South Carolina's historic campus! Located in the capital city, our globally recognized research university is home to more than 34,000 students who are preparing to step into tomorrow's leadership roles.

Patricia and I moved from Amherst, Mass., to Columbia in 1998 when I accepted a position as dean of the Arnold School of Public Health. We were delighted to discover that Columbia was experiencing an exciting urban renaissance. And believe me, as a willing partner in this great transformation, I can happily say that it continues to be a very exciting and rewarding time.

As I begin my 10th year as USC’s president and my 20th as a South Carolinian, I take pleasure in our beautiful city; the Congaree Vista has transformed from drab warehouses into a colorful district for living, shopping and dining. Our award-winning museums offer everything from art to science to regional history. The Riverbanks Zoo and Garden, with 2,000 animals and a gorgeous botanical garden, is a family favorite, and First Thursdays on Main finds artisans and locals mingling late into the evening as businesses remain open.

I believe it is our students who infuse the city with enthusiasm and energy. Since 1801, the university has played a significant role in the growth of the Midlands. Today, it has an annual impact of $5.5 billion on the economy and supports more than 60,000 jobs statewide. Top international research scientists are drawn to campus just as budding entrepreneurs are drawn to Innovista.

Our No. 1-ranked Darla Moore School of Business, designed by renowned architect Rafael Vinoly, is the largest LEED Platinum building in the state and offers green rooftop terraces, natural light and an open, flexible design. And just in time for its 150th anniversary, our School of Law has a majestic new home — complete with a Dale Chihuly chandelier — that anchors Columbia’s legal corridor. I may be biased, but I believe our School of Law and the Moore School should both be a “must see” on any Columbia tour.

The mighty Gamecocks have enjoyed an enthusiastic fan base in Columbia for years. Gamecock Park, a 50-acre tailgating facility on Bluff Road, is the perfect place to meet and cheer on the marching band, cheerleaders and football team as they stride down The Garnet Way into Williams-Brice Stadium. An SEC favorite, Gamecock football has a substantial financial impact on the Midlands, bringing in more than $6.26 million per game. Fans and visitors alike enjoy Southern hospitality at local restaurants and hotels and a lively nightlife in Five Points after each game.

USC’s Colonial Life Arena is also a hot spot for sports and music fans alike. This year, attendance at both the women’s and men’s basketball games reached an all-time high as our women’s team won the 2017 National Championship and our men finished in the Final Four. The CLA has also hosted sold-out concerts for the Red Hot Chili Peppers, Paul McCartney, Taylor Swift, Bruce Springsteen, USC alumnus Darius Rucker, Rascal Flatts and more.

Whether you are here to tour our campus, cheer on one of our premiere sports teams, visit the McKissick exhibits or enjoy some Southern cooking, you’ll soon discover, as Patricia and I did, that Columbia is a city full of life, joy and imagination. It’s no surprise that it’s been named one of the best college towns in the nation. Enjoy your visit!
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FOREVER TO THEE
Symbols and traditions at the University of South Carolina
Our customs and traditions make us who we are. They shape our characters, fuel our passions, inform our decisions and support us on whatever path we choose. On the following pages, you will find the history and practice of some of Carolina’s most storied pastimes. Many of these traditions were already well-known generations ago. All of them are still a part of the fabric of life at Carolina.
THE ALMA MATER

Written in 1911 by university English professor George A. Wauchope, the alma mater is sung at many important university events. The words, listed to the right, are set to the music of Jonathan E. Spilman’s “Flow Gently, Sweet Afton” in the key of A flat, the original lyrics of which were written by Robert Burns. Wauchope’s contribution to the university’s history would not have existed were it not for an entry in the March 1911 issue of The Gamecock, USC’s student newspaper. The story reported that the university’s faculty would give a $50 prize to whoever could create the alma mater. The university actually put out the offer two years prior to the story’s publication but had trouble getting entries, hence their outreach through The Gamecock.

All of the contest entries were compiled into a songbook that made its way to the university’s chapel for use in services. Wauchope’s contribution was not immediately chosen as the alma mater, but it quickly stood out as a student favorite. After a few years of use in the chapel, the song was declared the official alma mater.

Each of the alma mater’s stanzas ends with the phrase “Here’s a health, Carolina, forever to thee!” When this phrase is sung, it is a tradition to raise one’s right hand in the air, with fingers cupped, as though raising a toast to the university.

WE HAIL THEE, CAROLINA

We hail thee, Carolina, and sing thy high praise;  
With loyal devotion, rememb’ring the days,  
When proudly we sought thee, thy children to be;  
Here’s a health, Carolina, forever to thee!

Since pilgrims of learning, we entered thy walls,  
And found dearest comrades in thy classic halls;  
We’ve honored and loved thee, as sons faithfully;  
Here’s a health, Carolina, forever to thee!

Generations of sons have rejoiced to proclaim  
Thy watchword of service, thy beauty and fame  
For ages to come shall their rallying cry be;  
Here’s a health, Carolina, forever to thee!

Fair shrine of high honor and truth, thou shalt still  
Blaze forth as a beacon, thy mission fulfill;  
And be crowned by all hearts in a new jubilee;  
Here’s a health, Carolina, forever to thee!
THE CAROLINIAN CREED

Established in 1990, the Carolinian Creed is the University of South Carolina’s mantra for student values. It serves as the basis for what the university expects out of each student.

The creed first took shape in the late 1980s, when Dennis Pruitt, the university’s vice provost and vice president for student affairs, took interest in the idea of a “social honor code.”

In spring 1989, Pruitt assembled a commission of students and faculty and staff members and instructed them to compose what would eventually become the Carolinian Creed.

The group decided the eventual product should accomplish three critical goals: account for what characterizes relationships in the campus community, summarize what kind of character is expected by the institution, and recommend how such standards should be communicated to students.

THE CAROLINIAN CREED

The community of scholars at the University of South Carolina is dedicated to personal and academic excellence.

Choosing to join the community obligates each member to a code of civilized behavior.

As a Carolinian ...
I will practice personal and academic integrity;
I will respect the dignity of all persons;
I will respect the rights and property of others;
I will discourage bigotry, while striving to learn from differences in people, ideas and opinions;
I will demonstrate concern for others, their feelings, and their need for conditions which support their work and development.

Allegiance to these ideals requires each Carolinian to refrain from and discourage behaviors which threaten the freedom and respect every individual deserves.
RING CEREMONY

A college ring represents the connection a student will always have with their alma mater. To honor the significance of a student getting a ring, the Ring Ceremony was started in the late 1990s by the Garnet Circle Student Alumni Council, and they continue to host the event each semester. Once held in Rutledge Chapel on the historic Horseshoe, the event has become so popular that it is now held outside on the Horseshoe itself, in the heart of the original USC campus. The Ring Ceremony ensures that students are presented with their rings in a manner appropriate to the significance of the ring, which has come to represent not just a rite of passage, but the shared values and traditions that are the spirit of Carolina. The ring is haloed by the university's motto, “Emollit Mores Nec Sinit Esse Feros,” which is attributed to the Roman poet Ovid. In English, it means “Learning humanizes character and does not permit it to be cruel.”
HORSESHOE BRICKS

The brick pathways on the Horseshoe date back to 1931, when students and faculty members decided to lay sidewalks to prevent having to walk muddy paths on rainy days. The project received donations of money, bricks and the assistance of brick masons. Today you’ll notice a blend of old and new bricks intermingled throughout. In an effort by My Carolina Alumni Association to restore the walkways, it has become a tradition to purchase bricks in honor of family members or as a graduation gift to leave a permanent legacy at Carolina. You can buy your own brick or give one as a gift.
LOGO AND SCHOOL COLORS

The colors of garnet and black became associated with Carolina's football and baseball teams soon after they were established in the 1890s. The university's primary athletic logo is a gamecock inside a garnet and black block letter “C.” The official garnet of the University of South Carolina is designated as Pantone 202C.

THE GAMECOCK’S ORIGIN

The university’s Gamecock moniker was born in 1902 when an article in The (Columbia, S.C.) State newspaper that recounted a riot between Clemson and Carolina students dubbed the Carolina students “The Gamecocks.” The name is an homage to Thomas Sumter, a Revolutionary War hero who served as brigadier general in the South Carolina militia. During the war, British generals called Sumter “The Carolina Gamecock.” He earned the name because he fought with extreme ferocity in spite of his small stature. Sumter, American strategist Daniel Morgan and American guerrilla fighter Francis Marion served as inspiration for the character of Benjamin Martin in the 2000 movie “The Patriot,” portrayed by Mel Gibson.

The University of South Carolina is the only Division I/FBS university with the Gamecock mascot. Another writer at The State, Dan Lackey, once wrote that “the newcomer quickly learns that the Fighting Gamecock is the official registered trademark emblem of the University of South Carolina, and he senses that this bird is of grave interest as a symbol that ties thousands to an annual rite in a quest for national sports glory.”

MEET COCKY

After adopting the Gamecock moniker, a physical mascot was needed. Enter John Nelson, a university biology professor who donned the suit that became better known as “The Rooster.” Nelson first dressed up at home football games in 1971. The Rooster became “Big Spur” in 1974, and Big Spur became “Cocky” at the 1980 homecoming football game. Cocky was originally described as “short, fat and undignified,” but that perception changed after Cocky won several national awards for Mascot of the Year from both the Universal Cheerleaders Association and the National Cheerleaders Association, as well as the 2003 Capital One Mascot Challenge.

Cocky attends most university events, but he saves his best entrance for football games. As the team prepares to enter the stadium, Cocky is wheeled onto the field inside a curtained platform that erupts with smoke. The curtains drop and reveal Cocky, dancing and strutting inside a metal framework. He is often joined by Sir Big Spur, the university’s live mascot.
SATURDAY IN SOUTH CAROLINA
GAME DAY

COCKABOOSSES
A trip to a Carolina football game wouldn’t be complete without at least walking by the now-famous Cockaboose Railroad.

In 1989, a local businessman and his wife had finally had enough of the unattractive, unused railroad tracks that sit just a field goal away from the stadium. So in 1990, nearly two dozen railroad cabooses were converted into one of the most unique tailgate experiences in the country.

Each Cockaboose has running water, cable television, air conditioning and heating, a rooftop seating area and a small living room. And they are usually decked out with top-of-the-line finishings. The Cockabooses have become so popular that more have sprung up just a bit further from the stadium, and they routinely sell for more than $200,000.

GAMECOCK WALK
A new game-day tradition began before the 2008 football season’s home opener with the introduction of the Gamecock Walk. A few hours before each home game, the entire team gathers in Gamecock Park (located on the former Farmers Market site) and walks to the stadium in a procession surrounded by thousands of Gamecock faithful. After the team finishes their walk, USC’s Marching Band parades the full length of what is known as The Garnet Way, ending with a high-energy pep rally featuring the spirit squads. Steve Spurrier began the tradition, saying, “I think our players need to know the importance of playing football for the University of South Carolina. And our fans are the ones who have demonstrated how important it is.”

THE CAROLINA BAND
Carolina’s marching band, the “Mighty Sound of the Southeast,” has been entertaining Gamecock fans since 1921. It's certainly grown over the years, though. Now boasting 391 members, the Carolina Band is the largest and most visible student organization on campus.

The full band performs before, during and after all home football games and is an integral part of the team’s entrance to “Also sprach Zarathustra,” popularized as the theme from “2001: A Space Odyssey.” The Carolina band travels to other great stadiums in the SEC, as well as all postseason games, such as the SEC Championship Game and bowl games, in addition to making special appearances at other events.
“2001: A SPACE ODYSSEY”

In the mid-1980s, head football coach Joe Morrison was looking for a way to build excitement before each home game. A new tradition was born when his team started running onto the field just before kickoff to the sounds of “Also sprach Zarathustra,” made popular as the theme song to Stanley Kubrick’s 1968 film, “2001: A Space Odyssey.”

The spectacle quickly became one of the most anticipated and electrifying pregame entries in all of college football. The Sporting News has even called it the best entrance in the nation.

A few minutes before kickoff, the Gamecocks leave the locker room and assemble in the tunnel in the southwest corner of Williams-Brice Stadium. When the first notes from the composition begin to build over the sound system, fans roar with anticipation. Cheering builds to a fevered pitch until the song’s intro climaxes and the team hits the field running, whipping more than 80,000 fans into a frenzy. It’s an event you have to experience to truly appreciate.

THE FIGHT SONG

The Gamecock fight song is set to the music of “Step to the Rear,” a song from the 1967 musical “How Now, Dow Jones.” The music was composed by Academy Award-winner Elmer Bernstein, and the original lyrics were written by Carolyn Leigh. Former Carolina football coach and athletic director Paul Deitzel (1966-1974) chose the song and wrote the new lyrics, listed to the left.

“SANDSTORM”

In October 2006, “Sandstorm” was played at Williams-Brice Stadium for the first time as the audio/video crew was looking for a new song to pump up the crowd. Boy, did it work. As the song built, the fans, especially those in the student section, began jumping in unison to the beat. The infectious song was a hit that day and has been a staple at all home games ever since. At the time, the song by Finnish producer and DJ Darude wasn’t well-known around the university. Now it only takes a second for a South Carolina fan to name the tune. Today the tradition has evolved to a sea of more than 80,000+ fans waving a rally towel to “Sandstorm”
If you haven’t heard yet, it’s high time you found out: the University of South Carolina’s biggest rival is Clemson University. The rivalry dates back well over 100 years, and it’s the cause of much fanfare year-round, which rises to a climax the week of the annual football game between the two schools. Several traditions have arisen from the rivalry.

Tiger Burn is one of the university’s oldest traditions. Tiger Burn is a fun event that springs from a very serious incident.

In 1902, the Carolina football team defeated a highly favored Clemson team 12-6. At the time, and for decades to come, the game was called Big Thursday and was just one of many events during the week the S.C. State Fair was in town. After the big win, Carolina fans and players carried around a drawing of a gamecock crowing over a beaten tiger. Not too happy about it, Clemson students warned the Carolina students not to carry the banner in the big parade down Main St. the next day, or there would be consequences.

Naturally, the USC students ignored them. And when the Clemson students saw it at the parade, their 300-member cadet corps (Clemson was a military school at the time), armed with rifles and bayonets, decided to march on campus and take the drawing away. About 40 USC students hunkered down behind the Horseshoe wall on Sumter St., themselves armed with bricks, sticks, rocks and a few knives and pistols.

Fortunately, police and faculty members intervened, and cooler heads prevailed. It was agreed that the drawing would be burned between the two student bodies while they cheered against each other.

Out of this almost dire situation, a fun celebration and long-standing tradition was born at both schools. In Columbia, that tradition is now known as Tiger Burn. Each year, a gigantic tiger is built by students, then burned at a pep rally the week of the big game.
GET INVOLVED
by serving the community

COCKY’S READING EXPRESS
For the past decade, Cocky’s Reading Express has served as the university’s statewide literacy outreach program. The express takes USC students and Cocky around the state to visit elementary schools and makes reaching students in under served public schools its priority, reading to kids and helping them understand the importance of lifelong reading. The program, primarily serving 4K through second grade, has visited every county in the state and given away nearly 116,000 books to South Carolina children in its 10 years.

BLOOD DRIVE
In the time leading up to the schools’ yearly battle on the football field, Carolina and Clemson fans donate blood to the American Red Cross by way of the Carolina-Clemson Blood Drive. Sponsored by the Greek Programming Board, the endeavor has produced more than 80,000 units of blood since its inception in 1985. The timing of the event is a large part of its significance, as it always occurs near the holiday season, when blood supplies historically run low. It’s also just one more way for Carolina and Clemson to compete, as the schools tally their contributions to see which fan base is the most generous.

DANCE MARATHON
This student-led philanthropy’s motto is “For love, for hope, for the kids.” Dance Marathon raises funds and awareness for Palmetto Health Children’s Hospital, our local Children’s Miracle Network Hospital. It is an annual 24-hour, no-sitting, no-sleeping event where we celebrate our For The Kids philosophy. Since 1999, Dance Marathon has raised nearly $2 million for the kids at the Palmetto Health Children’s Hospital.
Published by the USC Visitor Center

Special thanks to our advertising sponsors and those listed here who have contributed to this inaugural edition of the guide.

The traditions part of this issue is brought to you in part by the University of South Carolina, in partnership with My Carolina Alumni Association and the offices of Trademark and Licensing, Student Government and Student Media.

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FESTIVALS
in Columbia

ST. PATRICK’S DAY FESTIVAL
For more than 30 years, Columbia residents have come together mid-March sporting their favorite green attire for one of the nation’s largest St. Patrick’s Day Festivals. An all-day affair, the festival begins with the Get to the Green road race and continues as the St. Patrick’s Day Parade makes its way through Five Points. Guests can continue celebrating all afternoon with more than 20 live bands dispersed around Five Points. Luckily, festivalgoers don’t have to travel far in search of a snack, as local food vendors accompany each stage. Guests can graze and groove into the evening as they celebrate their proud heritage, or are just Irish for the day.

INDIE GRITS FESTIVAL
Columbia’s own Nickelodeon Theatre, or “The Nick,” sheds light on alternative and often overlooked work every April at the Indie Grits Festival. The multiday festival presents and honors feature films, short films, live music, and presentations and discussions all focused on independent media. Listen to special guests and gurus in the business while perusing the food trucks and drink specials for some of the best progressive cultural exposure in the Southeast.

GREEK FESTIVAL
Each September, the city of Columbia comes together and gets to “Be Greek for a Week!” The four-day annual Greek Festival celebrates Greek culture, history and heritage at Holy Trinity Greek Orthodox Cathedral. Come experience true Greek culture while listening to live music. The festival also offers a variety of traditional Greek food, pastries and drinks. Shops allow guests to take a part of Greece back home with them: on-site vendors offer artwork, apparel, jewelry and more every year. The best part? Entrance to the festival is free.

ABOUT THE AUTHOR
Maddie Christ is a senior at the University of South Carolina studying public relations and business administration. Originally from Basking Ridge, N.J., Maddie has enjoyed her time here in the South and hopes to stay here after graduation. At USC Maddie is involved in Greek Life, as well as University Ambassadors. For the Visitor Guide, Maddie compiled local festivals and dining choices for visitors of Columbia. Her passion for writing began in elementary school, and the opportunity to write for the Visitor Guide was one that combined her love of writing and USC pride all in one.
Nothing brings people together quite like a satisfying meal. Columbia has no shortage of restaurant choices. Locals and USC students can catch up with friends and family over a delicious meal and enjoy an even better atmosphere. The University Ambassador team has handpicked their favorite spots, from breakfast to dessert, from airy back porch restaurants to cozy, dimly light taverns and everything in between. Wherever you choose to dine, you will not leave disappointed.

**BREAKFAST AND BRUNCH**

**CAFÉ STRUDEL**  
Famous for their hangover hash browns and Sunday brunch, Café Strudel is a local favorite.

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**DESSERT**

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Kaminsky’s entices visitors into its cozy atmosphere with a rotating selection of delectable desserts made in-house daily, in addition to milkshakes, specialty coffees and cold beverage creations.

**NONNAH’S**  
Nonnah’s offers an expansive menu, complete with a full-service bar, cappuccinos and desserts that are to die for.

**SWEET CREAM COMPANY**  
Sweet Cream Company specializes in unique ice cream flavors made with all-natural ingredients. Located in the thriving Main Street district, Sweet Cream Company is the perfect Saturday afternoon destination.

**COFFEE**

**COOL BEANS**  
Cool Beans is the perfect place to take a break from classes with your friends or enjoy a cup of coffee while studying.

**DINNER**

**BLUE MARLIN**  
Blue Marlin features signature dishes that include a blend of African, West Indian and Caribbean flavors. They also feature many dishes with Cajun and Creole influences, as well as influences from the South Carolina Lowcountry. Their featured dish is the award-winning Blue Marlin shrimp and grits.

**COLA’S**  
A “casual” fine dining bar and restaurant that specializes in seafood, steaks and other ethnic options, Cola’s is a great place to take the family without leaving the heart of downtown Columbia.

**UNCLE MADDOX’S PIZZA**  
Students favor this made-to-order pizza shop for their meal deal and proximity to campus.

**GROUCHO’S**  
Groucho’s began in Columbia, S.C., and has now spread to multiple states. Columbia locals love their famous 45 sauce.
Welcome to the Neighborhood...

American farm-to-table cuisine meets rich southern hospitality at 1801 Grille. The tavern-inspired, chef-driven menu offers plenty of comfort foods and shareables in a charming, rustic ambiance filled with USC memorabilia. Friends, colleagues, sports fans, college students and families will find it to be a lively gathering spot for catching the latest USC sporting events, celebrating a special occasion, or simply enjoying a delicious meal. Located on the edge of campus, across from the Colonial Life Arena, 1801 Grille is Columbia’s favorite neighborhood hangout!

EAT LOCAL

In addition to great eats around Columbia, check out our local fares.

SODA CITY MARKET
Every Saturday, dozens of local vendors line the 1400 and 1500 blocks of Main Street to put on the city’s favorite farmer’s market. Soda City Market features goods from farmers, artists, local retailers and more.

HEALTHY CAROLINA FARMERS MARKET
The Healthy Carolina Farmers Market, located on Greene Street near the Russell House, in the heart of campus, is a convenient way for USC students, faculty and staff members, and community members to shop for fresh, healthy, locally grown produce and sustainable products.
MAIN STREET

Columbia's Main Street boasts architectural styles — spanning three centuries — that speak to the tastes, interests and aspirations of persons living and working in South Carolina.

The architectural evolution of this central commercial corridor reads like an epic novel. War, politics, the ebb and flow of public and private money — all have left their mark on each block. While fire reduced the entirety of Main Street from Gervais to Upper Street (Elmwood Avenue) to ashes in 1865, waning and waxing interests in the corridor’s future also erased many architecturally significant structures.
Fortunately, adaptive reuse of historic structures has begun to promote new businesses, reestablish residences and inform in-fill construction, resulting in successful revitalization of one of Columbia's most important thoroughfares.

**THE VISTA**

Historically a residential, light-industrial, mercantile and transportation district, the Congaree Vista comprises almost 800 acres. Bounded by the Congaree River to the west and Assembly Street to the east, this portion of South Carolina's capital city features a mixture of historically significant buildings with architecturally sympathetic redevelopment and infill projects. The product of considerable capital investment beginning in the 1970s, the Vista today features loft, apartment and townhouse residences, restaurants and bars, art galleries, specialty shops and offices. Officially referred to as the West Gervais Street Historic District, the Congaree Vista is listed in the National Register of Historic Places and is protected as an architectural conservation district by the City of Columbia.

**FIVE POINTS**

From its inception in the 1920s, Columbia's Five Points district has proved a popular destination for locals and visitors in search of services, food, drink and socializing.

The historic village of Five Points, formed by the intersection of Devine, Harden, Santee and Saluda streets, is prized for its eclectic blend of restaurants, specialty retail stores and businesses. Nestled within a valley surrounded by the University Hill, Shandon, Wales Garden and Lower Waverly neighborhoods, today's Five Points is the beneficiary of recent upgrades geared toward ensuring the vitality of what many describe as a funky, eclectic district.

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Historic Columbia provides guided walking tours of many of the downtown Columbia districts and the many historic homes that grace our capital city.

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