



# DOWNTOWN & DISTRICT DIRECTORIES



## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



## ABOUT THE CREATORS

**Leigh Young, AICP** is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

**Jay Schlinsog, CMSM** is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

**Ben Muldrow** is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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## PRODUCTION DETAILS

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# BEST PRACTICES MANUAL FOR CREATING A DIRECTORY FOR YOUR DISTRICT

A directory is an essential tool for any district, serving as a guide for residents and visitors to discover businesses and attractions. This manual outlines the best practices for creating a comprehensive, user-friendly, and effective directory.



## 1. Research and Data Collection

**Compile a List:** Gather information on all businesses, services, and attractions within the district.

**Verify Details:** Confirm the accuracy of business names, addresses, contact information, hours of operation, and services offered.

**Engage Stakeholders:** Work with local businesses to ensure their information is up-to-date and to gather their input on the directory's design and distribution.

## 2. Directory Structure

**Categorization:** Organize listings by category (e.g., dining, shopping, services) for easy navigation.

**Map Integration:** Include a detailed map highlighting the location of listed businesses.

**Indexing:** Provide an alphabetical index of businesses for quick reference.

## 3. Design and Layout

**Branding:** Ensure the directory reflects the Main Street district's branding for consistency in marketing materials.

**Readability:** Use clear, legible fonts and a layout that is easy to follow.

**Accessibility:** Consider the needs of all users, including those with visual impairments, by incorporating [accessible design principles](#).

## 4. Content Inclusion

**Essential Information:** Each listing should have the business name, address, phone number, website, social media links and a brief description.

**Visual Appeal:** Incorporate photos or illustrations to make the directory more engaging.

**Editorial Content:** Consider including content such as a welcome message, historical facts, or upcoming events.

## 5. Digital Presence

**Online Directory:** Create a digital version of the directory for access via the organization's website.

**Search Functionality:** Implement a search feature to allow users to find businesses quickly.

**Mobile Optimization:** Ensure the online directory is mobile-friendly via a website plugin, app version, or similar tool.

## 6. Printing and Distribution

**Quality Materials:** Use high-quality paper and printing techniques to ensure durability and a professional appearance.

**Strategic Distribution:** Place directories - along with table tents, window decals and other props inviting users to download the directory or app via a QR code - in key locations, like local businesses, visitor centers and hotels.

**Regular Updates:** Plan for periodic reprints to update listings and distribute new editions.



## 7. Marketing and Promotion

**Launch Event:** Consider an event to celebrate the release of the new directory and encourage businesses to promote it.

**Cross-Promotion:** Leverage social media, newsletters, and local media to raise awareness about the directory.

**Partner Engagement:** Involve community partners in the distribution and promotion of the directory.

## 8. Funding and Sponsorship

**Advertising:** Offer advertising space within the directory as a revenue source.

**Sponsorship:** Seek sponsors to help cover the costs in exchange for prominent recognition in the directory.

## 9. Feedback and Improvement

**User Feedback:** Collect feedback from users and businesses to inform improvements in future editions.

**Metrics:** Track distribution numbers and website visits to gauge usage and popularity.

## 10. Sustainability

**Environmental Considerations:** Use eco-friendly materials and consider a take-one-leave-one policy to minimize waste.

**Budgeting:** Allocate funds in the annual budget for the maintenance and updating of the directory.

A well-crafted downtown directory not only serves as a guide but also as an ambassador for the district, encapsulating its identity and vibrancy. By adhering to these best practices, your directory will be an invaluable resource, enhancing the visibility of local businesses and enriching the community experience.



# SAMPLE DIRECTORIES

## GO explore

### ARTS • ENTERTAINMENT



- E1 Blue Moon Gallery and Frame**  
24 E. Main St.  
(828) 565-2556  
bluemoongalleryandframe.com
- E2 Brevard Clay**  
64 E. Main St.  
(828) 884-2529  
brevardclay.com
- E3 Co-Ed Cinema**  
79 W. Main St.  
(828) 883-2200  
coedcinema.com
- E4 DFR Lounge (downstairs)**  
44 E. Main St.  
(828) 966-7619  
dfrlounge.com
- E5 Dragonfly Gallery**  
72 S. Broad St.  
(828) 969-5009  
rebeckakahrs.com
- E6 Fine Flowers Brevard**  
40 N. Caldwell St.  
828-290-9049  
fineflowersbrevard.com
- E7 Green Blinky Studio**  
46 W. Jordan St.  
greenblinkystudio.com
- E8 Hollingsworth Gallery**  
147 E. Main St., Unit 201  
(828) 884-4974  
mainstreetltd.com
- E9 Lezard Brevard**  
4 W. Main St. (upstairs)  
(828) 885-2149  
lezardbrevard.com
- E10 Number 7 Arts**  
2 W. Main St.  
(828) 883-2294  
number7arts.org
- E11 Red Wolf Gallery**  
8 E. Main St.  
(828) 862-8620  
redwolfgallerync.com
- E12 Sun Dragon Art & Fiber**  
35 S. Broad St.  
(828) 877-3550  
sundragonartandfiber.com
- E13 The Color Wheel Gallery**  
4 W. Main St., Suite 1-3  
(828) 399-9504
- E14 The Lucy Clark Gallery & Studio**  
61 W. Main St.  
(828) 884-5151  
lucyclarkgallery.com
- E15 Transylvania Heritage Museum**  
189 W. Main St.  
(828) 884-2347  
transylvaniaheritage.org
- E16 Veterans History Museum of the Carolinas**  
21 E. Main St.  
(828) 884-2141  
theveteransmuseum.org

Photo Courtesy of Trinity Brevard

## GO discover DOWNTOWN BREVARD

### MARK YOUR CALENDARS!

**WHITE SQUIRREL WEEKEND • MEMORIAL DAY WEEKEND**  
**ART IS IN THE AIR • SEPTEMBER**  
**HALLOWEENFEST • OCTOBER**  
**LIGHT UP THE NIGHT • DECEMBER**

Join Heart of Brevard for these signature events and more!  
Scan the QR code to see the full roster of our community events!



OPEN THE CAMERA ON YOUR PHONE AND SCAN THE QR CODE!

### COMMUNITY PARTNERS



Proudly Provided by **The UPS Store**  
Food Use Shipping Center



## SHOPPING & DINING Downtown Brevard

BREVARDNC.ORG • 828-884-3278




Bringing Downtown to Life

Facebook: @heartofbrevard

## GO dine

### DINING • DRINKS • EATERIES

- D1 Big Mike's**  
12 S. Gaston St.  
(828) 884-3663  
bigmikesnc.com
- D2 Blue Ridge Bakery**  
86 W. Main St.  
(828) 883-8444  
blueridgebakery.com
- D3 Bracken Mountain Bakery**  
42 S. Broad St.  
(828) 883-4034  
brackenmountainbakery.com
- D4 Brevard Brewing Company**  
63 E. Main St.  
(828) 885-2101  
brevard-brewing.com
- D5 Brevard Pizza Works**  
Carry-Out Only  
Brevardpizzaworks.com  
@brevardpizzaworks
- D6 Canto 34**  
114 W. Main St.  
(828) 883-3473  
@canto34
- D7 Cup & Saucer**  
36 E. Main St. Ste. A  
(828) 884-2877  
cupandsaucernc.com
- D8 C&S Mercantile**  
36 E. Main St. Ste. B  
(828) 884-2877  
cupandsaucernc.com/mercantile
- D9 Downtown Chocolates**  
30 Times Arcade Alley  
(828) 877-2378  
Downtown-Chocolates
- D10 Jordan Street Cafe**  
48 W. Jordan St.  
(828) 883-2558  
thejordanstreetcafe.com
- D11 Kilwins Brevard**  
52 W. Main St.  
(828) 966-5924  
kilwins.com/brevard
- D12 Love Eat Thai Kitchen**  
144 E. Main St.  
(828) 883-9259  
loveeatthai.com
- D13 Maya's Seafood Grill**  
55 E. Main St.  
(828) 883-3224  
Mayas-Grill
- D14 Mayberry's**  
30 W. Main St.  
(828) 862-8646  
mayberry.com
- D15 Papa L.E.W (downstairs)**  
30 E. Main St.  
(828) 877-9906  
papalewinbrevard.com
- D16 Plaza Garibaldi**  
76 E. Main St.  
(828) 884-2090  
plazagaribaldi-brevard.com
- D17 Quikote Fine Cuisine**  
43 S. Broad St., Ste. 101  
(828) 866-4554  
quikotebrevard.com
- D18 Quotations Coffee Cafe**  
147 E. Main St.  
(828) 883-8966  
quotationscafe.com
- D19 Rocky's Grill & Soda Shop**  
50 S. Broad St.  
(828) 877-5375  
rockysnc.com
- D20 Sully's Steamers**  
33 E. Main St.  
(828) 966-3378  
sullyssteamers.com
- D21 The Blind Mule**  
14 S. Gaston St.  
(828) 553-8780  
blindmulerestaurant.com
- D22 The Bohemian Restaurant**  
192 W. Main St.  
(828) 884-8402  
thebohemiancafe.com
- D23 The Falls Landing**  
18 E. Main St.  
(828) 884-2835  
thefallslanding.com
- D24 The Handlebar**  
66 E. Main St.  
(828) 862-6111  
earthmountainbicycle.com

## GO Shop

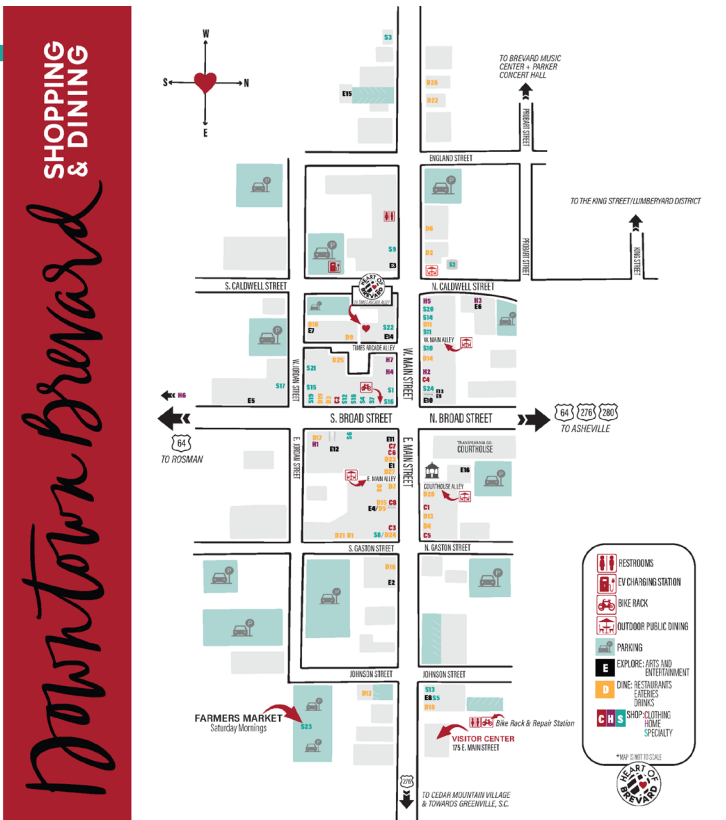
### CLOTHING • SHOES • ACCESSORIES

- D25 The Square Root**  
33 Times Arcade Alley  
(828) 884-6171  
squarerootrestaurant.com
- D26 Wild More!**  
204 W. Main St.  
(828) 883-4841  
wildmorerestaurant.com
- C1 Brevard Clothing Co.**  
41 E. Main St.  
(828) 553-4130  
Brevard-Clothing-Co
- C2 Children's Center Emporium**  
38 S. Broad St.  
(828) 877-5250  
childrenscenertnc.org/emporium
- C3 D.D. Bullwinkles Outdoors**  
50 E. Main St.  
(828) 862-4700  
ddbullwinkles.com
- C4 Lilly Ts Clothing**  
14 W. Main St.  
(828) 884-3444  
LillyTsClothing
- C5 Magnolia Vintage Co.**  
67 E. Main St.  
@magnolavintageco  
emagnolavintageco
- C6 Poplar & Ash**  
14 E. Main St.  
(828) 829-1942  
poplarandash.com
- C7 Rae + Ivy**  
12 E. Main St.  
(828) 577-2892  
shpraerandivy.com
- C8 Theophilus**  
44 E. Main St.  
(828) 884-2994  
theophilusnc.com

### SPECIALTY SHOPS • JEWELRY

- S1 A Blast from the Past**  
151 W. Main St.  
(828) 885-2590  
ablastfromthepastbrevard.com
- S2 Brevard Hemp**  
19 N. Caldwell St.  
(828) 884-8420  
brevardhemp.com
- S3 Brevard Yoga Center**  
219 W. Main St.  
(828) 699-9542  
brevardyogacenter.com
- D4 Broad Street Wines**  
30 S. Broad St.  
(828) 883-2101  
broadstreetwines.com
- S5 Camp Paccs**  
147 E. Main St., Unit 201  
1-800-248-CAMP  
campaccs.com
- S6 Crystal Mountain Gem Mine**  
21 S. Broad St.  
(828) 877-4700  
crystalmountaingemmine.com
- S7 Diamond Rush**  
24 S. Broad St.  
(828) 883-4312  
diamondrushjewelers.com
- S8 Earth Mountain Bicycle**  
66 E. Main St.  
(828) 882-5111  
earthmountainbicycle.com
- S9 Harris Ace Hardware**  
67 W. Main St.  
(828) 883-2103
- S10 Highland Books**  
36 W. Main St.  
(828) 884-2424  
highlandbooksnc.com
- S11 Hunters & Gatherers Market**  
200 E. Main St.  
(828) 548-0650  
transylvaniafarmersmarket.com
- S12 Local Color**  
35 W. Main St.  
(828) 384-0684  
LocalColorShop
- S13 Main Street Ltd.**  
147 E. Main St., Unit 201  
(828) 884-4974  
mainstreetltd.com
- S14 Natural Elements Bath and Body**  
60 W. Main St.  
1-866-884-0427  
naturalelements-brevard.com
- S15 Newfound Artisan**  
22 W. Jordan St.  
(828) 384-3300  
newfoundbrevard.com
- S16 O.P. Taylor's**  
16 S. Broad St.  
(828) 883-2309  
optaylors.com
- S17 Paper + Wood**  
25 W. Jordan St.  
(828) 966-9392  
paperwoodpaperthings.com
- S18 Penny Lane Exchange**  
32 S. Broad St.  
(828) 883-4645  
pennylanexchange.com
- S19 Rocky's Corner Market**  
48 S. Broad St.  
(828) 883-4577  
rockyscornermarket.com
- S20 Spice It To A Tea**  
64 W. Main St.  
(828) 606-0033  
spiceittoa.com
- S21 Starfangled Press**  
36 W. Jordan St.  
(828) 484-1264  
starfangledpress.com
- S22 The Brown Bean Coffee Roasters**  
57 W. Main St.  
(828) 883-2233  
thebrownbean.net
- S23 Transylvania Farmers Market**  
200 E. Main St.  
(828) 548-0650  
transylvaniafarmersmarket.com
- S24 White Squirrel Shoppe**  
8 W. Main St.  
(828) 877-2530  
whitesquirrelshoppe.com

## Downtown Brevard



TO ROSMAN (64)

TO BREWARD MUSIC CENTER / PARKER CONCERT HALL

TO THE HANGING STREET / LUMBERHARD DISTRICT

TO ASHEVILLE (64, 276, 280)

TO CEDAR MOUNTAIN VILLAGE & FARMERS GREENWILKES, S.C.

LEGEND:

- RESTROOMS
- CHANGING STATION
- BIKE RACK
- OUTDOOR PUBLIC DINING
- PARKING
- EXPLORE, ARTS AND ENTERTAINMENT
- DINE: RESTAURANTS, EATERIES, DRINKS
- SHOP: CLOTHING, HOME, SPECIALTY

HEART OF BREVARD

# SAMPLE DIRECTORIES

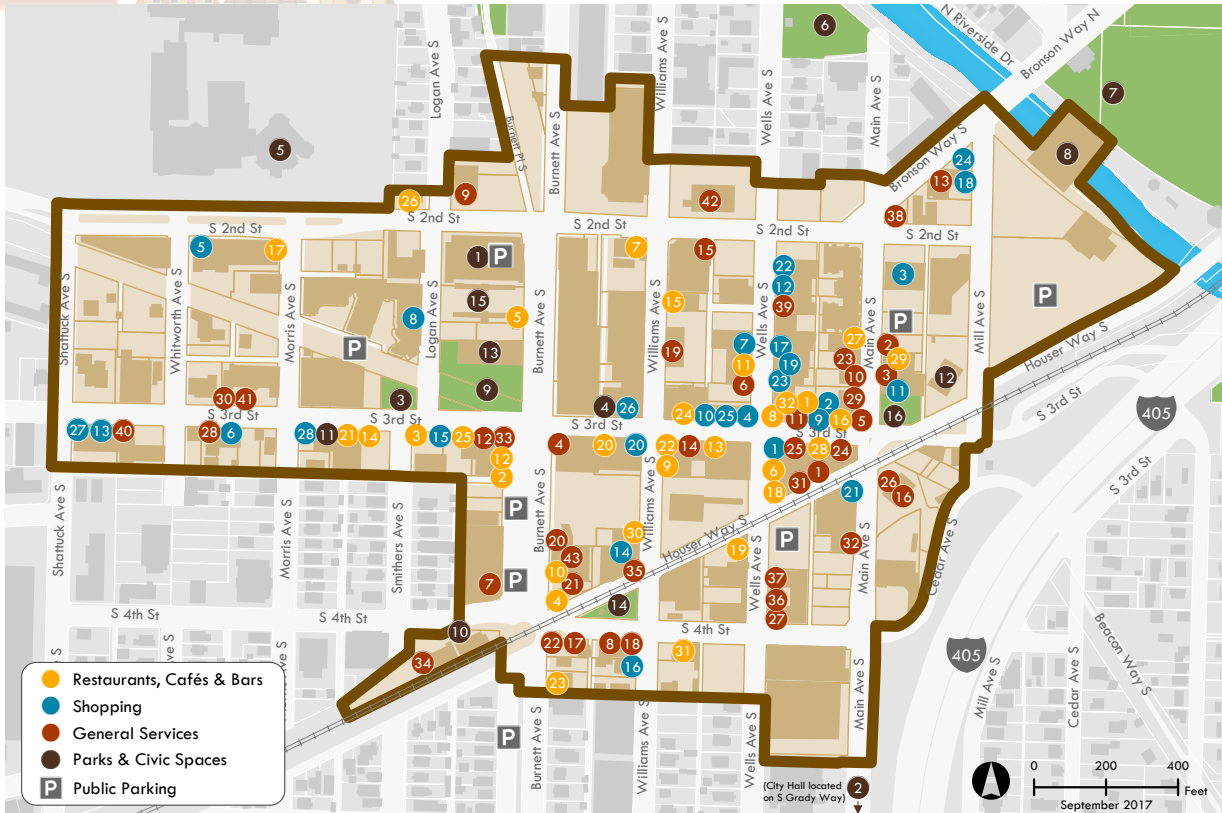
RENTON  
DOWNTOWN

SHOP

ARTS

DINE

## Downtown Directory



### Restaurants, Cafés & Bars

- |                                   |  |
|-----------------------------------|--|
| 1 8 Bit Arcade Bar                | 17 Luther's Table                          |
| 2 Blossom Vegetarian Restaurant   | 18 Marianna Ristorante                     |
| 3 Burger Town                     | 19 Melrose Grill                           |
| 4 Burnett's Pub                   | 20 Naan-N-Curry                            |
| 5 Cedar River Café                | 21 New Zen Japanese Restaurant             |
| 6 Cedar River Smokehouse          | 22 Pho 801/Yoggi Frozen Yogurt             |
| 7 Cheers Bar & Grill              | 23 Red House Beer & Wine Shoppe            |
| 8 Common Ground Coffee & Cupcakes | 24 Rubattino's Restaurant/Delancy's on 3rd |
| 9 El Burrito Loco                 | 25 Smoking Monkey Pizza                    |
| 10 Fit Bar Café                   | 26 Taqueira El Kiosko                      |
| 11 Four Generals Brewing          | 27 The Berliner Pub                        |
| 12 Ginger Teriyaki                | 28 The Local 907                           |
| 13 Hacienda Santa Fe Restaurant   | 29 The Tattoo Rose Coffee Shop             |
| 14 Heaven Sent Fried Chicken      | 30 Uncle Mo's Snappy Inn                   |
| 15 JP's Williams Ave Pub          | 31 Whistle Stop Ale House                  |
| 16 Liberty Café                   | 32 Yummy Juan's                            |

### Shopping

- |  |                                   |
|--|-----------------------------------|
| 1 4 Sisters Holistic Remedies                | 15 Little Quadoo Consignment      |
| 2 Anitques 4U                                | 16 Modern to Vintage Furniture    |
| 3 Ben's Loans                                | 17 Pinto's Gun Shop               |
| 4 Black Chow Antiques                        | 18 Poodie's Pet Palace            |
| 5 Chici Baby's Consignment & Style Boutique  | 19 R&D Thrift Store               |
| 6 Cugini Florist                             | 20 Seattle Auction House          |
| 7 D-Pad Retro Gaming & Collectibles          | 21 Sewing Machine Service Company |
| 8 Eye & Contact Lens Center/Bernie's Optical | 22 Sherwin-Williams Paint Store   |
| 9 Game Xplosion                              | 23 St Charles Place Antiques      |
| 10 Garland Jewelers                          | 24 Stereo Centro                  |
| 11 GHY Bikes                                 | 25 The Comic Hut                  |
| 12 Junkyard Bones                            | 26 Urban Sprouts                  |
| 13 L A Frames                                | 27 Viking Sewing & Vacuum         |
| 14 Lake Washington Windows & Doors           | 28 Why Too Grocery                |

### General Services

- |  |   |
|--|---|
| 1 Allstate Insurance                   | 23 Let It Ride Casinos                  |
| 2 Ancient's Arts Tattoo & Piercing     | 24 Linda's Barber Shop                  |
| 3 Azteca Boxing Club                   | 25 Linda's Barber Shop                  |
| 4 Bank of America                      | 26 Marshawon's Salon                    |
| 5 Bella Blue Hair Salon                | 27 Mr. Naturalz Salon                   |
| 6 Bianco & Co Salon Spa                | 28 Northwest Black Belt Academy         |
| 7 Brag Salon                           | 29 Obelisk Piercing & Fine Jewelry      |
| 8 CD Danza Salon & Spa                 | 30 Pearl Studio Event Design and Décor  |
| 9 Chase Bank                           | 31 Pro-Cuts by Sophia                   |
| 10 Chuan Tao Kung Fu                   | 32 Puhich Cleaners                      |
| 11 CK Nails and Spa                    | 33 Qualstar Credit Union                |
| 12 Custom Pressed Tees                 | 34 Rain City Catering                   |
| 13 Diamond Tattoo & Body Piercing      | 35 Renton License Agency                |
| 14 Eagle Home Mortgage                 | 36 Revive Bodyworks Day Spa             |
| 15 First Financial Northwest Bank      | 37 Salon 334                            |
| 16 Griffith/Rush Drake Insurance Group | 38 State Farm Insurance                 |
| 17 Hair We Are                         | 39 Sweet P Beauty                       |
| 18 Handsome Devil Ink                  | 40 The Renton Printery                  |
| 19 Hot Yoga Renton                     | 41 TND Event Rentals and Supplies       |
| 20 Image Salon                         | 42 US Bank                              |
| 21 Joann Nails & Spa                   | 43 Vigor Ground Fitness and Performance |
| 22 Julia's Oasis                       |   |

### Parks & Civic Spaces

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1 City Center Parking Garage  | 9 Piazza Park                   |
| 2 City Hall                   | 10 Renton Chamber of Commerce   |
| 3 Gateway Park                | 11 Renton Civic Theatre         |
| 4 Griot Gallery Art Center    | 12 Renton History Museum        |
| 5 IKEA Performing Arts Center | 13 Renton Pavilion Event Center |
| 6 Jones Park                  | 14 Tonkin Park                  |
| 7 Liberty Park                | 15 Transit Center               |
| 8 Library                     | 16 Veterans Memorial Park       |

For more information on Downtown, please visit [www.RentonDowntown.com](http://www.RentonDowntown.com)



# SAMPLE DIRECTORIES

## ABOUT THE ARTIST

Specialties: Art, Design, and "Wildcards." It's originally from New Jersey, and it's moved to Phoenix in 2010. The team specializes in wildcards, and the kind of fun and creativity from the beginning period.

## ABOUT THE COVER

Colorful market flowers (spring shades of grey) pass through down and summer (harder to play) out of style. In this piece, the illustrations—which require 12 artists or more—represent beauty, speed, adaptation, and resilience, akin to Downtown Phoenix. [phoenix.districtdirectories.com](http://phoenix.districtdirectories.com)



## Eat + Drink

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- Born & Raised • 4
- Coffee & Beverage • 7
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- Italian & Italian • 13
- Polish • 15
- Hollerstein • 15
- Mexican • 15
- Southwestern • 13
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## Welcome to Downtown Phoenix!

From award-winning restaurants to exciting sports events and concerts, Downtown Phoenix is the epicenter of fun things to do in the area. Come see for yourself—the door is open.

## 5 Downtown Phoenix Nightlife Options

Reaching for the Sun: Downtown's iconic Westward Ho by Douglas C. Thomas • 18



## Downtown Phoenix EAT + DRINK

- AMERICAN**
- Arizona Italian & Pasta Bar Hyatt Place 402-388-8888
  - 150 W. Adams St., Phoenix
  - Julius 602-596-7745
  - 134 W. Adams St., C-108
  - Arcana Wilderness DTRK 480-462-1836
  - 200 N. 2nd St., Arcana
  - Arrogant Butcher, The Cityscape 402-324-8502
  - 212 N. 2nd St., The Cityscape
  - Bar & Market Hyatt 402-523-3222
  - 120 N. 2nd St., Hyatt
  - Bar & Market Hyatt 402-523-3222
  - 120 N. 2nd St., Hyatt
  - Breakfast Club, The Cityscape 402-354-7294
  - 212 N. 2nd St., The Cityscape
  - Canary Breakfast & Beverage Downtown 402-262-5000
  - 140 N. 3rd St., Canary
  - Chick-Bit-Taylor Place 402-496-6715
  - 130 N. Taylor St., Chick-Bit
  - Compass Arizona Grill, The Hyatt 402-480-3164
  - 120 N. 2nd St., Hyatt
  - Conceal Social Catering 402-317-2160
  - 101 E. Camelback Rd., Conceal
  - Dog House Bar/Grill 402-607-5308
  - 101 E. Camelback Rd., Dog House
  - Dust Cutter-Restaurant/Hotel 402-533-0000
  - 506 Adams St., Dust Cutter
  - Espresso! Downtown 480-965-4230
  - 111 E. Washington St., Espresso!
  - Evil E. Taylor St., Evil E. 402-487-7575
  - 50 W. Taylor St., Evil E.
  - Henry's 402-525-2285
  - 101 E. Camelback Rd., Henry's
  - Hooked Arizona Center 402-495-4234
  - 101 E. Camelback Rd., Hooked
  - Hyatt Downtown Phoenix Convention Center 402-214-9888
  - 120 N. 2nd St., Hyatt
  - Hepp's Tasty Food 402-825-3000
  - 110 E. Washington St., Hepp's
  - Jack & Dora 402-429-3600
  - 133 N. Central Ave., Jack & Dora
  - Larkin and Leo Dells, The 480-409-8520
  - 200 W. Portland St., Larkin and Leo
  - Larry PDX, The Calavista 402-452-0752
  - 201 E. Camelback Rd., Larry PDX
  - Opposite: Chef Stephen Jones (The Ladies) on the Deck Photo: Kyle Hanner

- Lulu's Backlog Bar & Hotel Phoenix 402-258-0051
- 2 E. Jefferson St., Lulu's Backlog
- Melrose Sports Grill 402-253-0019
- 24 N. 2nd St., Melrose
- Melrose & Bar Found in Hotel 402-475-1000
- 1300 N. Central Ave., Melrose
- Metals Magazine Convention Center 402-534-6000
- 100 N. 3rd St., Metals Magazine
- Moose & The Chicken 402-472-7000
- 450 N. Central Ave., Moose
- Monday Espresso 402-475-2411
- 111 E. Washington St., Monday
- P&H Downtown 402-368-3052
- 132 E. Washington St., P&H
- Philly's Bar & Grill 402-254-7174
- 18 W. Adams St., Philly's
- Radii Beer Brewery 402-254-7174
- 25 E. Roosevelt St., Radii
- ASIAN
- Alibi Back Cityscape 402-314-4425
- 50 W. Jefferson St., Alibi
- Hansen Sushi 402-258-0031
- 115 W. Adams St., Hansen
- Kaizen PDX-Galaxy 402-432-0752
- 151 E. Camelback Rd., Kaizen
- Onsala Sushi & Noodle Bar-Arizona Center 402-254-1566
- 405 N. 3rd St., Onsala
- Philly Express-Taylor Place 402-258-8168
- 21 W. Adams St., Philly Express
- Ramen Kogane 402-475-0683
- 115 W. Adams St., Ramen
- Sake Haus 480-239-7314
- 120 E. Washington St., Sake Haus
- Thai Basil Signature 402-759-8757
- 13 W. Adams St., Thai Basil
- Trappist South Cityscape 402-258-8168
- 21 E. Jefferson St., Trappist
- 20 W. Adams St., Trappist
- Yugin Grill-Cityscape 402-252-9444
- 11 E. Washington St., Yugin
- Zoe Thai Cafe 480-420-8424
- 151 E. Camelback Rd., Zoe Thai
- BAR'S & NIGHTLIFE
- 800 Brands & Bowling Cityscape 402-358-7480
- 100 W. Washington St., Brands & Bowling
- Bar Baco Heritage Square 402-528-5699
- 609 E. Adams St., Bar Baco

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- Bacon 402 N. 1st Ave., barbacon.com
- Bour Street 1103 W. Washington St., bourstreet.com
- Bitter & Twisted Cocktail Parlour 402-340-1924
- 110 W. Jefferson St., Bitter & Twisted
- Copper Blues Rock Pub & Kitchen-Cityscape 402-710-5005
- 50 W. Jefferson St., Copper Blues
- Crescent Ballroom 402-716-2222
- 100 N. 2nd Ave., Crescent
- Flour 15-Billion Garden Inn 402-343-0006
- 15 E. Monroe St., Flour
- Garden Bar 402-482-7094
- 102 N. 4th Ave., Garden Bar
- Generalissimo Kitchen & Restaurant 480-492-2285
- 100 N. 1st Ave., Generalissimo
- Greenwood Brewery 402-475-8577
- 122 E. Roosevelt St., Greenwood
- Lark & Leo Dells-Fun/Country 402-409-8520
- 110 E. Washington St., Lark & Leo
- Little Backyard Outfitters 402-975-8154
- 817 N. 2nd St., Little Backyard
- Melrose's Alley Renaissance Hotel 402-353-0000
- 50 E. Adams St., Melrose's

- Moose & The Chicken 402-454-1998
- 122 E. Washington St., Moose
- Moose's Million Garden Inn 402-343-0006
- 133 E. Washington St., Moose
- Philly's Bourbon Room-Cityscape 402-407-5010
- 110 W. Jefferson St., Philly's
- Pigskin Cocktails 402-258-8168
- 21 E. Jefferson St., Pigskin
- Skiad Live-Cityscape 480-715-8100
- 50 W. Jefferson St., Skiad
- Value Bar 402-368-3121
- 130 N. Central Ave., Value Bar
- Yellow Bar 402-459-1441
- 406 W. Van Buren St., Yellow Bar
- Whipping Post 402-739-9915
- 201 E. Washington St., Whipping Post
- COFFEE & SWEETS
- Brew Coffee-Renaissance/Cafe 423-239-0950
- 405 N. 1st Ave., Brew Coffee
- Blue Doves 110 North 402-888-8777
- 110 N. 1st Ave., Blue Doves
- Blue Doves Arizona Center 402-888-8555
- 101 E. Camelback Rd., Blue Doves



## 5 DOWNTOWN PHOENIX NIGHTLIFE OPTIONS

BY MER NORWOOD

**Bitter & Twisted Cocktail Parlour**  
110 W. Jefferson St.  
402-340-1924

Recognized as one of the best bars in America by the likes of the Food Network, Huffington Post, Fox and the Travelers, the Bitter & Twisted cocktail parlour speaks for itself.

How did it all start? Years ago, Bitter & Twisted was the first in the entire state to implement the idea of cocktails that focus on "bar" and "bottle" and were created by the restaurant's chef and owner, and creator of the restaurant. "We were the first to make this idea come to life, and we became an institution."

For an elevated cocktail with a fun twist, try the "Bear Whisky," which contains whiskey shaken with gingerbread, rum, vanilla maple and peppermint honey syrup. Bonus: It was once in a little honey bottle.

**Little Rituals**  
123 E. Camel Ave., 4th Floor  
402-495-3600

Located on the fourth floor of Marriott's Residence Inn and Courtyard, Little Rituals is no longer Downtown Phoenix's "littles." As the name says, it's a bar with a twist. Don't be intimidated by the name, because Little Rituals is both for the cocktail connoisseur or someone just trying to get into cocktails," according to Bob Simon, co-owner of Little Rituals.

If you want to go on a beverage that's unique and artsy, but still accessible, order the "Big City Nights."

## DOWNTOWN NIGHTLIFE OPTIONS

**Copper Blues Rock Pub & Kitchen**  
50 W. Jefferson St.  
480-710-5005

which was dreamed up by Simon's partner, Aaron Dehn. The drink featured an eclectic selection of the Phoenix's finest local beer as good as the best. "It was only as good as the last cocktail," says Simon.

The venue embraces the local music scene on a nightly basis. But Fox and the Travelers, the Black Moods, and many other big names have graced the stage. Stay for a cocktail or just to enjoy one of 64 beers on tap.

**Pigskin's Downtown**  
11 E. Washington St., Ste. 128  
402-475-4416

Do you know there's a hidden speakeasy with a living party wall and raw oyster bar in Downtown Phoenix? Honestly, what more could you ever need?

**Philly's Bourbon Room**  
21 E. Jefferson St.  
402-258-8168

Do you like the bourbon, the eye of specialty whiskey? Philly's Bourbon Room has it all. Located right in the heart of Downtown Phoenix, this whiskey-centric bar and restaurant is a new star concept in the State 4th Avenue District. Brewery located just west of the Downtown Core, and featured in an exclusive State 4th Avenue. Both concepts are locally owned by members of the Rana family.

About the author: Founder of the Phoenix-based food blog [ThePhoenixFoodie.com](http://ThePhoenixFoodie.com), she's forward to show you as the fly on the wall of exciting Phoenix food and drink. Follow her @mer\_norwood on Twitter.

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## What does it take to compete for the title of "most interesting building in Phoenix?"

Height matters. So does sex, appeal and longevity. A spiritual presence is also helpful. Don't forget celluloid fame and technological innovations. Reshaping the city with your construction debris is an unexpected bonus.

One building has all of these features and more: **The Westward Ho.**

The growth of tourism in Phoenix after World War I was the impetus for this week hotel. The Pacific Hotel Company of Los Angeles planned a 36-story hotel called the "Westward Ho" just north of Downtown Phoenix at Central Avenue and Fenwick Street. Construction began in 1925, but the company went broke before completing the building.

Phoenix investor George L. Johnson took over the project and named it the Hotel Westward Ho in 1928. The hotel was the tallest building in Phoenix for 32 years.

As a first-class hotel, charging \$2 per night at a time when most Phoenix hotel rooms cost a quarter, the Westward Ho was a glamorous hotel for Hollywood celebrities, powerful politicians, wealthy visitors, and ordinary folk celebrating special occasions.

The hotel's legendary moments include an alleged night party thrown by Marilyn Monroe.

The tower remains an incredible city sightpost and is often mistaken for the one shown in the opening of Alfred Hitchcock's 1960 movie, Psycho.

The hotel used to have a secret tunnel that led underground to a parking garage. Legend has it that Al Capone's car was abandoned in a secret underground tunnel.

The Maltese cross-shaped building is a unique sight in the Westward Ho. It was built in 1925, but the tower was not completed until 1927. Shortly afterward, the building incorporated as low-income apartments.

**WELCOME SENATOR KENNEDY!**

**EVERYONE IS INVITED!**

**2.00 PM - 8.00 AM**

**CELEBRATE THE ANNIVERSARY!**

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## Take a Self-Guided Walking Tour of Downtown Phoenix

Take in the sights, sounds and a little bit of history on your tour of downtown destinations. Visit [dtpnx.org/walkingtour](http://dtpnx.org/walkingtour) for more info about the public art and buildings on this tour. To inquire about personalized tours, visit the DTPHX Ambassadors located at E. Washington St., Ste. 220, or call 602-495-1500.

1. **Cityscape Phoenix (DHW)**  
Shopping, dining and entertainment.
2. **Lulu's Backlog Bar & Hotel (2020)**  
Historic building with ground-floor bars and restaurant.
3. **Hanover Cooper Court/Hotel**  
Historic building with ground-floor bars and restaurant.
4. **Philly's Bourbon Room (2020)**  
Historic building with ground-floor bars and restaurant.
5. **Onsala Sushi & Noodle Bar (1960)**  
Historic building with ground-floor bars and restaurant.
6. **Onsala Sushi & Noodle Bar (1960)**  
Historic building with ground-floor bars and restaurant.
7. **Hotel San Carlos (1920)**  
Historic building with ground-floor bars and restaurant.
8. **Hotel San Carlos (1920)**  
Historic building with ground-floor bars and restaurant.
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13. **Hotel San Carlos (1920)**  
Historic building with ground-floor bars and restaurant.
14. **Hotel San Carlos (1920)**  
Historic building with ground-floor bars and restaurant.
15. **Heritage Square (1920)**  
Historic building with ground-floor bars and restaurant.
16. **Arizona Seneca Center (1907)**  
Historic building with ground-floor bars and restaurant.
17. **Chase Field (1960)**  
Home of the Arizona Diamondbacks.
18. **Four Seasons Hotel (1960)**  
Home of the Phoenix Suns, Mercury and Arizona Rapids.
19. **Four Seasons Hotel (1960)**  
Home of the Phoenix Suns, Mercury and Arizona Rapids.
20. **Four Seasons Hotel (1960)**  
Home of the Phoenix Suns, Mercury and Arizona Rapids.

