



Pickens Revitalization Association
 205 East Main Street, Suite LL
 Pickens, SC 29671
www.historicpickens.com

**DON'T MISS THIS
 FREE, FUN, FAMILY EVENT!**

HISTORIC PICKENS
**FOUNDERS DAY
 MUSIC FESTIVAL**
"Pickin' In Pickens"

September 22, 2012 • 10:00 AM - 9:00 PM
On Main Street, Uptown Pickens

Eight Great Bands On Stage Entertaining All Day Long
 Hundreds Of Bluegrass, Old-Time, Country & Folk Musicians Jammin' Everywhere
 Vintage Vehicles
 Old-Time Games & Face Painting For The Kids
 Traditional Arts And Crafts, Food & Beverage Vendors
 Historic Tours
 Living History Demonstrations With Musket, Long Rifle And Cannon Firing
 Visit With & Take A Photo With Andrew Pickens
 Lost Craft Demonstrations
 Walk The Historic *Turtles On The Town* Tour
 Old Time Costume Photography And Other Events At The Pickens Museum
 Contra Dancing In The Evening
 Candlelight History Tour At Hagood Mill
 And Much, Much More
 Visit www.historicpickens.com

Visit our website, www.historicpickens.com to sign up for our E-Newsletter or to volunteer for the Pickens Revitalization Association.

August News www.historicpickens.com **2012**

a Main Street South Carolina Community

around town

Pickens Revitalization Association is dedicated to the preservation, enhancement, and sustainable growth of Pickens' historic downtown area.

What is PRA?

Pickens Revitalization Association was established in 2011 as a SC Main Street Community. PRA adopted the National Trusts four-point approach to manage our Main Street Program. This approach uses Organization, Promotion, Design, and Economic Restructuring to accomplish its mission. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

Organization establishes and builds partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, PRA can provide effective, ongoing management and advocacy for downtown. Through volunteer recruitment, establishing effective communication and membership/fundraising management PRA can incorporate a wide range of perspectives into its efforts.

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve confidence in the commercial district. Promotions communicate the commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors. The 'I Fan the Flame' community pride initiative and the fall Founders Day Music Festival are two tools that PRA uses to promote Pickens.

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the Pickens and what it has to offer. Design activities also include enhancing the districts physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, educating business and property owners about design quality, and long term planning

Economic restructuring strengthens Pickens' existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

Visit our website, www.historicpickens.com for more information on PRA and how to become involved in the effort to help strengthen downtown and sign- up to receive the monthly newsletter via e-mail. Don't forget to click on 'Pickens Matters!' to register for volunteer opportunities.

Committee Calendar

Design:
 Date/Time: First Thursday of each month at 6:00pm
 Location: City Hall Council Chambers

Promotion:
 Date/Time: Second Tuesday of each month at 6:00pm
 Location: Varies

Economic Restructuring:
 Date/Time: Second Wednesday of each month at 6:00pm
 Location: Upper Level Chamber of Commerce Building

Organization:
 Date/Time: TBD
 Location: PRA Office (tentative)

*If you are interested in becoming involved with PRA, please contact Kristen Henry at 897-9PRA (9772) or email pra.historicpickens@gmail.com

Visit us on the web
www.historicpickens.com

Jack Black Is Fifth Flame Award Recipient

Pickens, SC. Born in Pickens County in 1928, Jack has spent his lifetime in Pickens. Married 58 years to Della, they have lived in the same home for 56 years. A graduate of Pickens schools, Jack “played a little football in high school”. His two sons and grandchildren live in the area.

When Jack was 15, he became a Pickens volunteer fireman and served in that department for 52 years. Asked about his most memorable fire fight, he recalled when the Methodist church burnt, “Despite the size of the fire, I can remember it still being one of the coldest nights in my memory.” In addition to volunteer firefighting, he also served in the South Carolina National Guard for 40 years and as an elder at Pickens Presbyterian Church.

Retired now for just 3 years, Jack’s service to the city, county and state, over a 66 year period, has included working for the highway department for 14 years and many years as the Pickens Street & Sanitation Department superintendent. Elected to the City Council, he served in that capacity for 13 years and then spent 16 years as the Pickens County Court bailiff.

“I have many great memories,” he reminisced. “Perhaps the most memorable moment was when I met, then presidential candidate, George W. Bush on Main Street.” “It was great to see last month’s ‘fan’, Don Gravely. I was actually one of his first shaving customers back in the mid forties. After all these years, he still cuts my hair today.”

I Fan The Flame 2012 Platinum sponsors include the Historic City of Pickens and Great Oaks Dental. East Main Treasures and Pace & Reeves BP, Inc. are this year’s bronze sponsors.

The award program will be expanded, in the future, to recognize the many contributions of various academic, civil, religious and charitable organizations towards “fanning the flame” in Pickens.



“Our roots are here and I never wanted to live anywhere else. I love the people, the friendliness and the town itself”.

“What This Town Really Needs Is a _____”

Market Analysis Identifies Economic Opportunities for Downtown Pickens

Have you ever walked down Main Street and thought to yourself, “Wow, what this town really needs is a _____.”? Well, according to Tripp Muldrow of Arnett, Muldrow & Associates there are several ways to fill in this particular blank. During the final presentation of a Community Plan Charrette sponsored by the City of Pickens and Pickens Revitalization Association (PRA), Tripp presented his initial findings of a market analysis conducted the week prior to the Charrette.

While there were customers representing 63 unique zip codes from 10 states, 61% of the 1,146 participants were from right here in Pickens with Sunset and Six Mile as the secondary trade area. Using this data and information from other available sources, Tripp was able to identify key areas of opportunity for growth in Pickens.

Muldrow’s presentation concluded that Pickens is leaking, or losing money, to other communities to the tune of \$36.1 million dollars annually. These leakages are identified in Muldrow’s presentation as furniture and home furnishings, specialty clothing, sporting goods, office supplies, gifts and antiques, and full service dining. Although Pickens may not be able to support a “flag” hotel, Muldrow identified an opportunity for a self-catering inn.

If you think you can fill in the blank with your business idea, contact PRA to find out how we may be able to help you.

The Community Plan Charrette final presentation is available in its entirety at www.cityofpickens.com.

News from the City



Façade Improvement Grant Program

The City of Pickens Façade Improvement Committee is responsible for administering a “Façade Improvement Grant Program”, intended to stimulate improvements to the exterior of commercial buildings in the Overlay Districts, identified as City Center Overlay District and the Gateway Overlay District. The funding of this program is provided through the City and all activities relating to the funding of façade projects will be report to the City of Pickens, City Council. The City of Pickens Façade Improvement Grant Program (FIGP) provides financial assistance to commercial property owners and business owners in the City Center and Gateway Overlay Districts that qualify for façade improvements. The purpose of the Façade Improvement Program is to support the revitalization of the City’s Overlay Districts by stimulating private investments in high-quality improvements that enhance the appearance of buildings and properties and eliminate blight and non-conforming design standards. The grant allows for two \$5000 grants and requires a 50% (up to \$2500) match by the business/building owner. Applications are due no later than September 1, 2012. Applications are available at City Hall, PRA Office, and online at www.historicpickens.com.

Ann St/Hwy 178 Improvement Project

Ann St. /178 Project Status: Project is jointly funded by SCDOT and Pickens CTC (who is contributing \$1.4M). The proposed road improvements were designed by Transystems. A public hearing was held on 2/2/12. Right of Way acquisitions are scheduled for the first half of 2013 with construction beginning fall 2013. The current plans have Ann Street as a 4 Lane road, with new curb and gutter, sidewalks, and utility poles being moved back. The current grass strips will go away in an effort to get as close to four 12ft lanes as possible.

Jewel St/Hwy 183 Improvement Project

The Jewel Street/ Hwy 183 intersections are scheduled to have bids opened in October 2012 with construction beginning in early 2013. 183 will be relocated to come straight through the existing business there and Jewel Street will become a three lane because it is not wide enough to have 4 lanes put back. Once the project is nearing completion, a new welcome sign will be placed where the current one is

West Main Construction

There will be construction on W. Main Over the next few weeks as the electrical and decorative lights are installed. For any questions, please contact Streets Supervisor Michael Tate at 884-4094.

HISTORIC PICKENS



September 22, 2012 Downtown Historic Pickens What’s going on in PRA?

Design: July brought with it opportunity. The City of Pickens and PRA hosted a Charrette where a dream team of designers, architects, and marketing professionals who came to Pickens with the goal of creating a vision. This dream team developed a Charrette, or design plan, for the city and presented it to the public on July 19th at the Pickens County Museum. To see a version of the final presentation, please visit www.historicpickens.com or www.cityofpickens.com.

Promotion: The Cruise-In in June brought several thousand people to Pickens over the course of the series and the fall Founders Day Music Festival is sure to break records! Musicians and crafters from all over the Southeast will descend on Pickens in September to celebrate our heritage. Visit www.historicpickens.com/pickensmatters to volunteer for Founders Day or other promotions.

Economic Restructuring: With the Charrette completed and resources arriving soon, ER is ready to move forward and help promote our small businesses, as well as recruiting new businesses that will complement our existing market. If you would like to locate your business in Pickens, please contact us at pra.historicpickens@gmail.com

Organization: PRA is currently recruiting members for this committee and would love to hear from you. If you have an interest or experience in volunteer recruitment and management, website design, media relations, fundraising, or any associated field and would like to become part of the PRA, please contact Kristen Henry at 878-0105 or 897-9PRA (9772).