



around town

www.historicpickens.com

NOVEMBER 2013

Pickens Selected for Project to Build On-line “Entrepreneur Friendly Toolkit” for Communities

The Appalachian Council of Governments’ Department of Planning and Economic Development recently received a \$55,000 federal grant from the Appalachian Regional Commission to build an on-line “Entrepreneur Friendly Toolkit.” The City of Pickens has been chosen as one of the pilot communities for the project.

“Understanding that small business is still America’s #1 employer, the Entrepreneur Friendly Toolkit will help communities organize themselves around the goal of creating environments that are both welcoming and supportive of entrepreneurs,” said David Shellhorse, Economic Development Services Manager for Appalachian Council of Governments. “When considering possible communities who could help our organization develop this tool, Pickens and its exciting new Pickens Revitalization Association was the first community to come to mind. The PRA shows a commitment to entrepreneurship that will serve as a positive example for the entire region.”

“We are thrilled to be a part of this pilot program, as it will help us develop tools and resources for our local businesses to grow and thrive here in Pickens,” said Allison Fowler, PRA’s Executive Director. “By design, the process to develop the Toolkit will help us organize a plan for supporting local entrepreneurs and small businesses.”

The process will take Pickens through eight steps, including: (1) Resource Assessment, (2) Centralized Information, (3) Training Programs, (4) Networks, (5) Business Sustainability, (6) Local Regulations (zoning, permitting, licensing, etc.), (7) Business-Government Communication, and (8) Public Recognition of Entrepreneurs.

“The great thing about the toolkit is that once all the information is in, we can click print and have a detailed action plan in our hands, which will be called City of Pickens Entrepreneur Friendly Action Plan, said Fowler. “But the project doesn’t end there, because the Appalachian Council of Governments will be alongside us in developing the deliverables of the Action Plan, one of which we hope to be a Small Business Resource Fair here in Pickens.”

Once complete, Pickens will be able to post the completed Action Plan on the Toolkit website, where it can be updated and shared with other communities in the region. Development of the Toolkit will begin in October and should last approximately twelve months. The City of Pickens will begin pulling together a Task Force including the PRA Director, City Administrator, Business License Official, representatives from the Chamber of Commerce Board, City Council, SBDC or SCORE, and local businesses.

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

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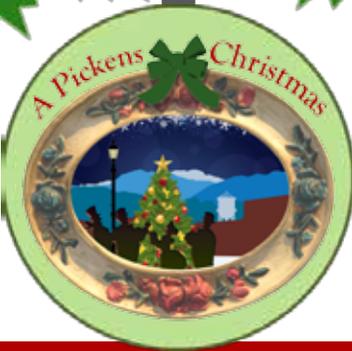
OFFICE

111 Court Street
Pickens, SC 29671
864.878.0105

9am - 4pm
Tuesday - Thursday



FEATURED PROMOTIONS *and* EVENTS



Children's Programs

Christmas Presentation
December 1st, 6pm
Pickens View Wesleyan Church

Stranger in the Manger
December 8th, 8:30am
Grace United Methodist Church

The Christmas Vision
December 8th, 6pm
Pickens First Baptist Church

Visions of Christmas
December 8th, 6pm
Secona Baptist Church

Hanging of the Greens

December 1st, 10:30am
Grace United Methodist Church

December 1st, 6pm
Secona Baptist Church

December 1st, 6pm
Pickens View Wesleyan Church

CELEBRATE CHRISTMAS IN HISTORIC PICKENS!



Services

A Service of Remembrance
December 14th, 6pm
Dillard Funeral Home

Community Christmas Worship Service
December 22nd, 10:45am
East Pickens Baptist Church

Family Christmas Service
December 22nd, 11am
Pickens View Wesleyan Church

Christmas Communion Service
December 22nd, 6pm
Pickens View Wesleyan Church

Special Events

Winter Warmth Clothing Drive
December 7th, 8am - 11am
Pickens Recreation Center
sponsored by Pickens Ministerial Association

Breakfast with Santa
December 14th, 9am - 11am
Pickens Presbyterian Church - \$6 (2 and Under Free)

Illumination of Luminaries
December 14th, 6pm
Hillcrest Memorial Park

Merry Christmas Pickens 2013
December 16th, 3:30pm
Pickens First Baptist Church

3rd Fridays
December 20th, 6pm - 9pm
Downtown Pickens

Services

Christmas Eve Service
December 24th, 5pm
Pickens First Baptist Church

Christmas Pageant Candlelight Service
December 24th, 5:30pm
Pickens Presbyterian Church

Candlelight Christmas Eve Communion
December 24th, 6pm
Grace United Methodist Church

Christmas Eve Candlelight and Communion Service
December 24th, 11pm
Pickens Presbyterian Church

Special Events

Tree Lighting Ceremony
November 26th, 5pm
Blue Ridge Electric Coop

Small Business Saturday
November 30th, All Day
Participating Businesses Listed on PRA Website

City of Pickens Christmas Tree Lighting
November 30th, 6pm
Legacy Square

City of Pickens Christmas Parade
December 13th, 7pm
Downtown Pickens

Festival of Trees
December 2nd - 28th
World of Energy

Cantatas

The Heart of Christmas
December 15th, 10:30am
Grace United Methodist Church

Tapestry of Lights
December 15th, 11am
Pickens Presbyterian Church

Emmanuel - God With Us
December 22nd, 10:30am
Secona Baptist Church

The First Noel
December 8th, 6pm
Combined Choirs of Pickens View, United and Easley First Wesleyan Churches
Pickens View Wesleyan Church

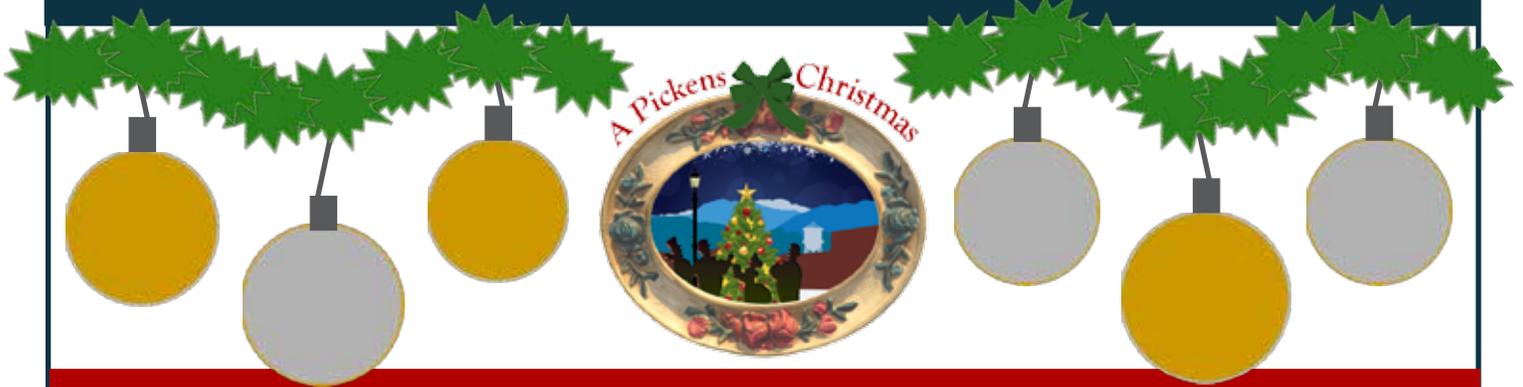
all times and events subject to change without notice



www.historicpickens.com



FEATURED PROMOTIONS *and* EVENTS



MERCHANT CHRISTMAS DECORATING CONTEST

Pickens Merchants! This is your opportunity to showcase your business this holiday season. Decorate your storefront, store window or interior in the spirit of the season.

Christmas Lights is this year's traditional theme!

Pickens Revitalization Association will present a first, second and third place award. Judging will take place on December 3rd by three Pickens residents.

Winners will be announced and awards presented after the City of Pickens Christmas Parade by the City Christmas Tree on December 13th.

Publicity will include newspaper articles announcing the contest and winners. The winners will each receive an award and a free ad in the Pickens County Courier, encouraging residents to *Shop Historic Pickens* this holiday season.

If you wish to enter the contest, call 864.878.0105 or email pra.historicpickens@gmail.com by November 20th.

Judges' decisions are final.



www.historicpickens.com



GIFT OF PICKENS



Pickens Revitalization Association is committed to continuing and expanding our very own Shop Local Initiative, *Gift of Pickens*. In its first year, the *Gift of Pickens* program provided more than **\$7,000** to be spent at local businesses in Pickens! For those of you who participated in last year's program, a sincere thank you for helping us make it a success. And it is due to that success that we continue with the program this year. We want our local businesses in Pickens to thrive and hope you will join us!

The *Gift of Pickens* program is an economic development tool designed to stimulate local shopping. A few of the reasons Pickens would like to continue a shop local initiative include:

- » *to support the community by keeping local dollars in the area*
- » *to support locally-owned businesses*
- » *to increase investments in the community by locally-owned businesses*
- » *to encourage local prosperity by improving the local economy*

As a designated supporter of *Gift of Pickens* your business would commit to accepting *Gift of Pickens* certificates, as cash, through April 30, 2014. You would then submit redeemed *Gift of Pickens* certificates to Pickens City Hall for reimbursement. We are planning for a number of businesses and organizations to purchase the certificates for their employees as a holiday gift. In addition, *Gift of Pickens* certificates will be available for sale at City Hall, Pickens Revitalization Association, and Greater Pickens Chamber of Commerce. Here are a few ways your business and PRA can work together to help this program be even more successful:

- » **Discounts:** Offer a % discount to customers who use *Gift of Pickens*. This will stimulate interest in *Gift of Pickens* by providing a value added benefit to purchasing the *Gift of Pickens* and will also offer the customer an incentive to spend their *Gift of Pickens* certificate in your business.
- » **Word of Mouth:** Let everyone know (especially your customers!) that you support local shopping, the Pickens community, and PRA.
- » **Advertising:** Submit your business logo for FREE advertisement through the PRA website, and in our newsletter, in conjunction with the *Gift of Pickens*.

Your business would be identified in various media sources as a supporter of the program and a window decal outlining that you accept *Gift of Pickens* would be provided to you as an additional marketing tool. There is no cost to the business to participate in the program. The redemption policy is included in this information packet for your review. If you have any questions about the *Gift of Pickens* program or being a sponsor, please contact PRA at 864.878.0105 or pra.historicpickens@gmail.com. Together, let's support our local businesses to make Pickens an even better place to live, work and play! Give the gift that stays in Pickens!

SHOP LOCAL. SHOP HISTORIC PICKENS.



Celebrate Small Business Month!

Shop Local. Shop Historic Pickens.

Help us support our local businesses in Pickens by shopping small. Each week through the end of the year we will feature a few businesses here in Pickens in the newspaper, on our website and on our Facebook page. Find out what is available here in town and complete your holiday shopping in Pickens!

And don't forget that Saturday, November 30th is Small Business Saturday.

Top Ten Reasons to Shop Local:

1. ***Protect Local Character and Prosperity:*** Your community is unlike any other city in the world. By choosing to support locally owned businesses, you help maintain your town's diversity and distinctive flavor.
2. ***Community Well-Being:*** Locally owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.
3. ***Local Decision Making:*** Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.
4. ***Keeping Dollars in the Local Economy:*** Your dollars spent in locally owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.
5. ***Jobs and Wages:*** Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits.
6. ***Entrepreneurship:*** Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.
7. ***Public Benefits and Costs:*** Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.
8. ***Environmental Sustainability:*** Local stores help to sustain vibrant, compact, walkable town centers – which in turn are essential to reducing sprawl, automobile use, habitat loss and air and water pollution.
9. ***Competition:*** A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.
10. ***Product Diversity:*** A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

WE FAN THE FLAME



Photo: Pickens Mayor David Owens presents the award to Senior Pastor Jamie Duncan and members of East Pickens Baptist Church.

“Flame” Award Presented to East Pickens Baptist Church

Pickens, SC. For their tireless efforts to reach out to the community, East Pickens Baptist Church was recently presented the latest *We Fan the Flame* award. It is best known for the church sponsored *Pickens Celebrates the Fourth* annual event and, most recently, for its Food Pantry Ministry.

It was fifteen years ago, on July 4, 1998, that East Pickens initiated the annual 4th of July event. *Pickens Celebrates the Fourth* was established as a community celebration to allow families to enjoy time together as they celebrate Independence Day. Originally, the event was held at the Pickens YMCA property. In 2007, the event was moved to its current home on Main Street in downtown Pickens.

The annual July event offers free concessions, carnival games and face painting for children as well as free entertainment by bands. The culmination of each celebration is a free spectacular fireworks display sponsored by the City of Pickens. Local business partners have also provided sponsorship to assist with the event cost. “This family-oriented event not only serves as community outreach, but is also a reminder of the liberty and freedom that we enjoy in our nation as well as the freedom Christ offers to all who receive Him,” said Senior Pastor Jamie Duncan.

East Pickens Baptist Church was established in 1908 on Woodrow Street in downtown Pickens. The church was built by Pickens Mill for its workers. It relocated in 2003 to its present location on Gentry Memorial Highway. East Pickens also has a strong presence in supporting the community by offering a monthly Food Pantry Ministry to needy families. On the third Sunday of every month, about 75 church volunteers pack boxes of food which are given to approximately 120 families who are in need of assistance. Families who come for help on those Sundays participate in the worship service, share in small group Bible studies and enjoy fellowship with members. Such endeavors help East Pickens members establish lasting relationships with others in the community. For more information about this ministry, and East Pickens Baptist Church, please visit www.eastpickens.org.

We Fan The Flame recognizes group contributions that make Pickens a better place to live. It is presented by the Pickens Revitalization Association and the city of Pickens. The award program is open to any civic, school, charitable, religious, cultural, non-profit, business, senior youth, association or similar organization. Entries should be submitted to the PRA by the 15th of each month and will be considered throughout the year. Entry forms are available at www.historicpickens.com.

RIBBON CUTTING



Martha’s Marvelous Munchies Bakery held its grand opening and ribbon cutting this past Friday, November 8th. After a 25 year career in medical technology, Martha Ellenburg took her passion for baking and turned it into a full-time business. Martha has been baking for a number of years for a loyal group of customers that come together at the Pickens Flea Market every Wednesday.

Martha would like to thank the many people that have helped make this day possible, from her husband Benny to her local customers. The bakery is located at 511 W. Main Street in Pickens and is open Wednesday thru Friday from 6am-6pm and Saturday from 6am-2pm.

Photo: Clark Purbaugh, Martha Ellenburg, Benny Ellenburg, Mayor David Owens, City Administrator Katherine Hendricks, Jessica Morris, and Bruce Evilsizor.

PUBLIC WORKSHOP



DOODLE RAIL TRAIL FEASIBILITY STUDY PUBLIC WORKSHOP

WHEN Thursday,
November 14, 2013
5:30 PM to 7:30 PM

WHERE Pickens YMCA
2223 Gentry Memorial Hwy
Pickens, SC 29671

CONTACT
Easley City Hall (864) 855-7900
Pickens City Hall (864) 878-6421

Please join the City of Easley and the City of Pickens for a public workshop focusing on the Doodle Rail Trail Feasibility Study. The workshop will be held in the Multi-purpose Room at the YMCA in Pickens. The consultant team led by Alta/Greenways will be available to share information, answer questions, and receive public input for the project. The public is welcome to attend and participate. Please come and share your ideas and vision for the Doodle Rail Trail!



CALENDAR OF EVENTS • BUSINESS INVENTORY

NOVEMBER

14th

Doodle Rail Trail Feasibility Study Public Workshop
5:30pm - 7:30pm
YMCA of Pickens, Hwy. 8

15th

3rd Fridays
6pm - 9pm, Historic Pickens



Jewelry-Making Demo with Joy "Spirit Hawk" Evans
6pm, Court Street Gallery

26th

Blue Ridge Electric Coop Tree Lighting Ceremony
5pm

30th

Small Business Saturday
shop local. shop historic pickens.



City of Pickens Christmas Tree Lighting Ceremony
6pm, Legacy Square



DECEMBER

13th

City of Pickens "Christmas Lights" Christmas Parade
7pm

20th

3rd Fridays
6pm - 9pm



**for a full list of holiday events in Pickens, please refer to "A Pickens Christmas" on Page 2*

Pickens Merchants, we need your help!

Pickens Revitalization Association is undertaking a Downtown Business Inventory in an effort to better serve our local businesses. Gathering this information will allow us to develop a database of our downtown businesses, including information such as owner, hours of operation, square footage, etc.

Over the next few weeks you may receive a phone call or personal visit from one of our volunteers asking you a few questions about your business. We would greatly appreciate your cooperation so that we can better promote our existing businesses here in Pickens!

In addition, we would love for you to share how Pickens Revitalization Association can help you as a small business. What kind of workshops would be beneficial for you? What is the best time of day to hold these workshops? What kind of joint merchant promotions would you like to see in Pickens?

We welcome any and all ideas for how to keep our local businesses thriving here in Pickens! Please contact Pickens Revitalization Association today via phone 864.878.0105 or email pra.historicpickens@gmail.com and share your ideas with us.

THANKS MEMBERS!

Alexander Law Firm

Pizza Inn

Great Oaks Dental

Edward Jones

Pickens Dental Associates

Pickens Savings & Loan

Behavioral Health Services

Nestfeathers

Shabby & Chic

Brocks

Cannon Memorial Hospital

Pace & Reeves

Lindsay Oil Company

Main Street Pizzeria

American Legion

TD Bank

Hiott Printing Company

Mark Kaiser

Corner Drug Store

City of Pickens

Pickens Senior Center

State Farm

Stockade 'n Stuff Antiques

Town & Country Florist

Court Street Gallery

Gravelly's Law Firm

GateHouse Restaurant

Interested in Membership? Contact the PRA at 864.878.0105 or www.historicpickens.com