

Merchants Corner

Tips for Success!

Props & Display Tools

- Props must help to create and reinforce the theme of a display.
- You need a focal point. This is always the largest mass in the display.

Signs

- In-store department signs: You will influence a customer to move through your store if they are able to see a sign that suggests to them that you sell more than they see in front of them.
- Signs create and reinforce the theme of a display.
- Signs are silent salespersons: this works because signs can provide information on the merchandise and services.

Lighting

- Do you have the right lighting on your display?
- Lighting adds drama to your store and draws attention to your displays.
- Good lighting leads the consumer's eye to the focal point areas in your store.

an advantage in the customer service department.

"At big box liquor stores, for example, shoppers will buy on price, but at smaller stores the owner may know you and be able to give you recommendations; that customer service provides a higher value to the consumer," he says.

Matthews agrees saying small business owners are "masters of the customized, personalized and individualized value proposition."

He says, "You can't call up a big box store and ask them to stay open for just 10 more minutes, but nine times out of 10, a small business will wait for you to get there; that customization is incredibly valuable."

Yes, customer service can be valuable, but in today's struggling economy, why should consumers pay more at small businesses?

Matthews is quick to answer. "It's never a question of why spend more, it's a matter of why you are spending at all; there is nothing wrong with buying at a discount chain, but there are hidden costs such as the price of gas to drive down the beltway—think about that," he says.



The Avocado Tree 409 Johnson Street, Pickens, SC 29671	A	Nestfeathers 104 S. Catherine Street, Pickens, SC 29671	H
Bee Well Honey & Bee's Beans 205 Hampton Avenue, Pickens, SC 29671	B	Shabby & Chic 411 Johnson Street, Pickens, SC 29671	I
Bill Lester Gallery 131 West Main Street, Pickens, SC 29671	C	Stockade & Stuff Antiques 2932 Gentry Memorial Highway, Pickens, SC 29671	J
Burning Brick Tavern 201 East Main Street, Pickens, SC 29671	D	Town & Country Florist 307 East Main Street, Pickens, SC 29671	K
Court Street Gallery 107 Court Street, Pickens, SC 29671	E	Village Inn Restaurant 107 Catherine Street, Pickens, SC 29671	L
East Main Treasures 104 East Main Street, Pickens, SC 29671	F	Gatehouse Restaurant 116 Ann Street, Pickens, SC 29671	M
Escape Wellness Spa 247 Ann Street, Pickens, SC 29671	G		



around town

November

www.historicpickens.com

2012

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

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Shopping Local Can Save Us All

Think back to the last time you went on vacation. Chances are you didn't visit a big box store for leisure. Instead, I'm willing to bet you strolled down a quaint street and bopped into boutiques and cozy little cafes. I'm also willing to bet that while doing that, you felt relaxed and happy.

Now think about your own neighborhood with the corner store that sells the best ice cream on the planet and the owner who knows your kids by name. Again, I'm willing to bet that this business contributes to your happiness and quality of life.

It's not revolutionary to say that small businesses are the backbone of our economy and the biggest job creators; pundits on both sides of the aisle agree to those statements. But let's dig a little deeper.

"Small businesses have a cascading effect on cities and towns—each small business is part of

a total business network. When a big box moves in, a number of small businesses move out and you wind up seeing town centers gutted," says David Cadden, professor of management at Quinnipiac University in Hamden, Connecticut.

So what happens when town centers are 'gutted'?

"The impoverishment of a small business can lead to the impoverishment of an entire community; shuttered buildings cause everyone's property values to go down," he says.

In addition, owners of small businesses usually live locally, therefore your money is going right back into the community in which you live.

To be fair, big box stores do serve a purpose, and, yes, Costco's prices can be awfully tempting. But the next time you think about getting in your car to drive across town, consider the environment, advises Charles Matthews, professor and executive director of the Lindner College of Business Center for Entrepreneurship at the University of Cincinnati.

"I only put 3,000 miles on my car last year because I walk everywhere—the grocery store, drug store, movie theater, bakery; shopping at small businesses is a way to lessen my carbon footprint," he says.

Let's talk about price. According to Cadden, big box stores have one strategy: cost leadership. And while low prices can make for happy cash-strapped customers, small businesses have



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Pickens Revitalization Association

and The City of Pickens, SC

November
24th



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**CELEBRATE
DEC. 1ST ~ DEC. 24TH**

**ENJOY FREE
FAMILY FUN**

DECEMBER 1
6:00 PM
Tree Lighting Ceremony at Legacy Square ~ Christmas Caroling
Youth Christmas Art, Merchant Decorating & Ornament Design Award Presentations
Ball Barrel ~ Chance For Everyone To Win Prizes & Surprises From Pickens Merchants

DECEMBER 2
Helen Batson & Ladell Crenshaw Piano Concert ~ 3:00 & 6:00 PM ~ Pickens First Baptist Church
A Band of Shepherds ~ Youth Musical ~ 6:00 PM ~ Pickens View Wesleyan Church

DECEMBER 7
Hand Bell Concert By Grace Methodist Church @ Café Connections On Main Street ~ 6:00 PM

DECEMBER 8
Breakfast With Santa ~ 9:00 AM ~ Pickens Presbyterian Church
A Service of Remembrance ~ 4:30 PM ~ Dillard Funeral Home
Illumination Ceremony ~ 6:00 PM ~ Hillcrest Memorial Park

DECEMBER 9
The Light Has Come ~ Children's Choir & *The REAL Christmas Story* ~ Preschool Choir
6:00 PM ~ Pickens First Baptist Church Fellowship Hall
Silent Night, Holy Night ~ Adult Choir Cantata With The Combined Choirs of United Wesleyan, Pickens View and Easley First Wesleyan Churches ~ 6:00 PM At Pickens View Wesleyan Church

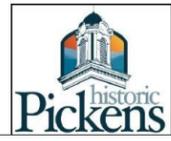
DECEMBER 15
Christmas Celebration ~ Hagood Mill ~ All Day
Christmas Carolers ~ 5:00 PM ~ Christmas Parade ~ 6:00 PM ~ Main Street
Hot Beverages, Cookies & Parade Awards Ceremony at Pickens Presbyterian Church

DECEMBER 21
Third Fridays ~ 6:00 ~ 9:00 PM ~ Uptown Merchant Specials & Celebration ~ Holiday Entertainment

DECEMBER 24
Christmas Eve Candlelight Service ~ Grace Methodist Ch. @ 6:00 PM; Pickens Presbyterian Ch. @ 11:00 PM

ALL MONTH LONG
Youth Christmas Art Contest ~ Entries & Winners Displayed at Participating Pickens Restaurants
Enjoy Special Merchant Holiday Decorations
Christmas Ornament Competition ~ Entries On Display at The Avocado Tree ~ Nov. 22nd - Dec. 22nd

Times And Events Subject To Change Without Notice


www.historicpickens.com

Merchants Meeting Set for November 13th at Michael's Restaurant

Greater Pickens Chamber of Commerce and Pickens Revitalization Association (PRA) have partnered to establish monthly merchants meetings. These meetings are intended to increase communication between the businesses and provide tools for economic success. Meetings will be scheduled the second Tuesday of each month, with the exception of December.

The second meeting will be held November 13th, 2012 at 8am at Michael's Restaurant located on East Main Street. All business owners/managers and commercial property owners are encouraged to attend. The agenda for the meeting will include a discussion on challenges facing Pickens Businesses and opportunities to offset those challenges. There will be a business card drawing for a free gift and breakfast will be available for purchase. Immediately following the informational session there will be an opportunity to discuss concerns, thoughts, and ideas that affect our local businesses.

Please contact Mike Parrott, Greater Pickens Chamber of Commerce at 878-3258, or Kristen Henry, Pickens Revitalization Association, 878-0105 for more information.

What's going on in PRA?

Design: The Façade Grant Improvement Committee split the pool of Façade Grant funds between four downtown businesses. Flowers by Virginia, Pickens Family Chiropractic, Michael's Restaurant, and Foothills Pawn all received a portion of the funding. Design meets at 6pm each first Tuesday of the month at City Hall in the Council Chambers. We encourage anyone interested in design, planning, architecture, or any related field to become involved.

Promotion: 'A Pickens Christmas' will feature art and decoration contests and joint events such as caroling and concerts. This year's Christmas Parade is scheduled for December 15th at 6pm and the theme is lights. Visit www.historicpickens.com to download your parade float application and get updates on holiday events and promotions. If you are interested in becoming involved with Christmas events, please contact our office. Promotion meets at 6pm each second Tuesday of the month. Locations vary. Please contact the PRA office to be added to the Promotions mailing list.

Economic Restructuring: ER in partnership with the Greater Pickens Chamber of Commerce will be hosting a merchants meeting on November 13, 2012 at 8am at Michael's Restaurant on Main Street. This month's topic 'Challenges facing Pickens Businesses'. Business and retail property owners and managers are encouraged to attend! Charrette resources have arrived and are available for viewing at www.historicpickens.com/charrette/. Economic Restructuring meets the second Wednesday of each month at 6pm in the Chamber of Commerce building.

Organization: PRA is currently recruiting for this committee. If you have experience in volunteer recruitment/management, website design, fundraising, or associated field please contact Kristen Henry at 878-0105.

They're Still Talking About it

First Founders Day Music Festival A Big Hit

September 2012- The first annual Founders Day Music Festival went off without a hitch on September 22, 2012. The event began at 10:00 am with New Dixie Storm taking the stage and food and craft vendors opening their booths. General Andrew Pickens made a special guest appearance and was available to answer questions about his life and take pictures with attendees.

Food vendors were on hand and included homemade ice cream, baked goods, and barbecue. Craft vendors and artists filled legacy square with demonstrations on spinning, stonework, blacksmithing and wood working. A display on antique cars, tractors, and Native American artifacts were crowd pleasers as were the Civil War encampment and primitive weapon display and demonstration at historic Bruce Field.

Founders Day is just one of the events facilitated by the Pickens Revitalization Association as a way to showcase the area. The event was designed by the PRA to share Pickens' rich history and musical roots with those who may not be familiar with the area. Attendance was estimated to be between 3000 and 5000 over the course of the free, all day event and included visitors to Pickens from as far away as Alabama and Tennessee.

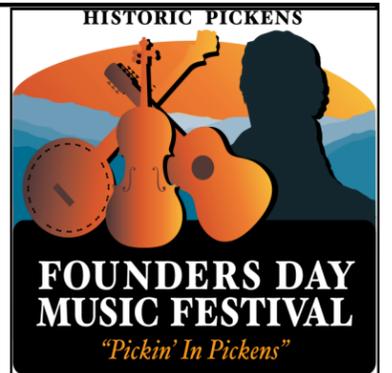
Blue Grass music was everywhere as 11 bands took to the stage throughout the day to entertain the crowd. Local favorites Sweet Potato Pie Kids, Pickens High School Blue Grass Band, and Slick Nickel entertained for family and friends and national favorites Shannon and Heather Slaughter and hometown boy Joey Bowers with his band, Deja Blue Grass Band, brought the house down with their classic sounds and good times. A monster "Jam" of "Will the Circle be Unbroken" was the highlight of the night as well over a hundred people participated with either an instrument or their voice. The evening ended with a community Contra Dance with music by Weasel Creek.

***I absolutely loved it!
It felt so good to see
the town alive and
everyone gathered
together having a
great time !***

-Amy Lark

The community as a whole benefits from events like Founders Day. Not only is there entertainment and free, family fun for everyone, local businesses benefit as well. One local business owner stated that his business did almost twice as much business as normal and almost as much business as during larger, longer established events.

The PRA and Founders Day Music Festival Committee have already begun planning the second annual Founders Day Music Festival. It's sure to be an even bigger hit! Please visit our Facebook page or website for updates on next year's Founders Day Music Festival!



***"Fantastic event today
with the Bluegrass
groups. Hope you make
this an annual event!!!!
Thanks for planning this
free entertainment."***

-Sara Trotter

