



Pickens Revitalization Association

A Main Street South Carolina Community

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Volunteer Opportunities

For the longest time, we all waited for a white knight to ride into town and fix the problem. But the Main Street people made us realize that the only way to get it done right was to do it ourselves."

Russell Thomas, mayor of Americus, Georgia

As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

In an effort to maintain and improve economic opportunities in Pickens, city and community leaders worked together along with the National Trust for Historic Preservation to form a Main Street community, thus creating the Pickens Revitalization Association (PRA). A non-profit organization, Pickens Revitalization Association was formed as a unique preservation-based economic development tool that enables the community to focus on business and community development. Pickens Revitalization Association is dedicated to the enhancement and preservation of sustainable growth in Pickens' historic downtown area. The goal of Pickens Revitalization Association is to work with the City of Pickens to ensure a sustainable future. As such, Pickens is uniquely positioned to strengthen its existing assets, while also diversifying its economic base by bringing in new businesses.

The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumer needs. Main Street empowers residents with the knowledge, skills, tools and organizational structure necessary to revitalize downtowns, neighborhood commercial districts and cities/towns into vibrant centers of commerce and community. Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.



Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for the downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Pickens Revitalization Association Board of Directors



Promotion

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Promotions Committee: Cruise-In and Music on Main, Attractions at the Amphitheater, 4th of July Celebration, 3rd Fridays, Founders Day Music Festival, A Pickens Christmas, Shop Historic Pickens



Design

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

Design Committee: banners, façade improvement grant program, storefront displays, design workshops, children's art displays, historic walking tour, etc.



Business Development

Economic restructuring strengthens your community's 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.

Business Development Committee: business retention and recruitment, Shop Historic Pickens, Small Business Resource Fair, Main Street Challenge, incentives, Merchant's Committee, demographics, Available Properties Database, Vacant Buildings Poster Series, etc.