



around town

www.historicpickens.com

JULY 2014

Celebrate in Historic Pickens

Join us for



**Friday, July 4th • 3pm - 10pm •
Music at 7pm • W. Main Street
• Food, Music, Rides, Fireworks
and Fun • \$10 Unlimited Rides
Wristbands • featuring the Katlin
Owen Band and Friends**



**Free Music featuring the Katlin
Owen Band with an Open Cruise-In**

**Saturday, July 5th
5:30pm - 10pm • Music at 7pm**

W. Main Street, Pickens



www.cityofpickens.com
www.historicpickens.com



The City of Pickens and Pickens Revitalization Association invite you downtown to Historic Pickens to celebrate the holiday weekend. Kick off your weekend right with the **Fourth of July Celebration** in Historic Pickens on July 4th from 3pm to 10pm. Enjoy free live music on the Pickens Amphitheater stage featuring the *Katlin Owen Band and Friends*, delicious food by various vendors and the Pickens Fire Department, carnival rides (a \$10 wristband gets you unlimited rides for the afternoon!), and fireworks to complete the evening!

Want more fun? Come back downtown on Saturday, July 5th for our third **Cruise-In and Music on Main** event of the summer! It's an Open Cruise-In, so bring out those golf carts and trucks or whatever you drive and join us for more free live music featuring the *Katlin Owen Band*, food and fun. Vehicle registration begins at 5:30pm and music starts at 7pm.

Don't miss this weekend full of fun! See you downtown in Historic Pickens!

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

BOARD OF DIRECTORS

Patrick Lark
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City Council

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Allison Fowler
Executive Director

OFFICE

222 W. Main Street
Suite A
Pickens, SC 29671
864.878.0105
9am - 4pm
Monday - Friday



NEW BUSINESSES IN PICKENS

9Round, a kickboxing gym, celebrated their Grand Opening in Pickens on July 1st. One of the fastest growing fitness kickboxing franchises in the nation, 9Round offers clients a one of a kind kickboxing fitness class that can be done in just 30 minutes. Owners Michelle Money and Graydon Lockard (a sister and brother duo) can't wait to get their business up and running and start having fitness fun with the people of Pickens.

9ROUND™

30 MIN KICKBOX FITNESS

"We are a brother and sister team who have always wanted to have a career we're passionate about so we took our love of fitness and helping others and turned them into the career of our dreams," said Money and Lockard. "Owning a 9Round franchise allows us to combine what we love into what we do and we couldn't be happier. Let our family become a part of yours 9Rounds at a time!"

Please visit www.9round.com or find them on Facebook at 9RoundPickens to find out more information and join in the fun today!



MIKOSHI

Mikoshi Japanese Steakhouse celebrated their Grand Opening in Pickens on July 2nd. Mikoshi strives to bring their customers the exquisite taste of Japanese food at an affordable price. Owners Mingxing Ni and Fang Ni are excited to offer a casual Japanese dining experience in Pickens.

Mikoshi Japanese Steakhouse had a Grand Opening and Ribbon Cutting Celebration on Wednesday, July 2nd at 10:45am at 209 Hampton Avenue in Pickens.

Mikoshi offers freshly made hibachi and teriyaki meals along with sushi made to order. Come in and dine with them or call ahead and they'll have your order ready for pick-up. Their hours are Tuesday to Sunday from 11am to 9:30pm. For more information and to see their menu, visit Mikoshi online at www.orientalfoodsc.com.



PRA/CHAMBER OPEN HOUSE



On Tuesday, June 24th Pickens Revitalization Association and the Greater Pickens Chamber of Commerce held an Open House and Business After-Hours event. The event was held at the newly renovated PRA and Chamber office at 222 W. Main Street in Pickens and graciously hosted by One With the Ride.



One With the Ride is Lake Keowee's Original Paddle Board Shop. They have the largest selection of paddle boards for sale or rent on Lake Keowee and Lake Jocassee. One With the Ride offers SUP Yoga, Guided Paddle Board Tours, Intro to SUP Classes, Sunset SUP Excursions, Womens' Paddle Board Groups, and Paddle Board Fitness Classes on both Lake Keowee and Lake Jocassee. Check out their surf shop and rent some paddle boards or kayaks. One With the Ride is located at 2640 Crowe Creek Road in Sunset, minutes from Lake Keowee, Lake Jocassee, Seneca, Six Mile, Sunset, Salem and Clemson. You can also visit them at www.onewiththeride.com.

Thank you to all who came out last Tuesday evening to celebrate our new office space with us. It was a night of great food and networking!



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

Pickens Revitalization Association needs your help to be successful in Pickens! Contact us today for a Volunteer Application. Below are some ways you can get involved:

Volunteer with Pickens Revitalization Association



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.

Organization Committee: *Pickens Revitalization Association Board of Directors*

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 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 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 Group, demographics, Available Properties Database, Vacant Buildings Poster Series, etc.*

BUSINESS *and* MARKETING TIPS

Throughout the course of the year, Pickens Revitalization Association will be providing business and marketing tips to local businesses, both potential new businesses and our existing businesses here in town. This month's tips are from the Small Business Administration, and you can find the original article here: <http://www.sba.gov/content/advertising-basics>

Getting Ready to Advertise: Drawing a Blueprint for your Advertising Plan

- 1 Design the Framework:** What is the purpose of your advertising program? Start by defining your company's long-range goals, then map out how marketing can help attain them. Focus on advertising routes complementary to your marketing efforts. Set measurable goals so you can evaluate the success of your advertising campaign. For example, do you want to increase overall sales by 20 percent this year? Boost sales to existing customers by 10 percent during each of the next three years? Appeal to younger or older buyers? Sell off old products to free resources for new ones? How much can you afford to invest? Keep in mind that whatever amount you allocate will never seem like enough. Even giants such as Proctor & Gamble and Pepsi always feel they could augment their advertising budgets. Given your income, expenses, and sales projections, simple addition and subtraction can help you determine how much you can afford to invest. Some companies spend a full 10 percent of their gross income on advertising, others just 1 percent. Research and experiment to see what works best for your business.
- 2 Fill in the Details:** What are the features and benefits of your product or service? When determining features, think of automobile brochures that list engine, body and performance specifications. Next, and more difficult, determine the benefits those features provide to your customers. How does your product or service actually help them? For example, a powerful engine helps a driver accelerate quickly to get onto busy freeways. Who is your audience? Create a profile of your best customer. Be as specific as possible, as this will be the focus of your ads and media choices. Who is your competition? It's important to identify your competitors and their strengths and weaknesses. Knowing what your competition offers that you lack - and vice versa - helps you show prospects how your product or service is special and why they should do business with you instead of someone else. Knowing your competition will also help you find a niche in the marketplace.
- 3 Arm Yourself with Information:** What do you know about your industry, market and audience? There are many sources of information to help you keep in touch with industry, market and buying trends without conducting expensive market research. Examples include U.S. Government materials from the Census Bureau and Department of Commerce. Public, business or university libraries are also a good option, as are industry associations, trade publications, and professional organizations. You can quickly and easily learn more about your customers by simply asking them about themselves, their buying preferences, and media habits.
- 4 Build Your Action Plan - Evaluating Media Choices:** Your next step is to select the advertising vehicles you will use to carry your message and establish an advertising schedule. In most cases, knowing your audience will help you choose the media that will deliver your sales message most effectively. Use as many of the above tools as are appropriate and affordable. You can stretch your media budget by taking advantage of co-op advertising programs offered by manufacturers. Although programs vary, generally the manufacturer will pay for a portion of media space, time costs or mailer production charges up to a fixed amount per year. The total amount contributed is usually based on the quantity of merchandise you purchase. When developing your advertising schedule, be sure to take advantage of any special editorial or promotional coverage planned in the media you select. Newspapers, for example, often run special sections featuring real estate, investing, home and garden improvement, and tax advice. Magazines also often focus on specific themes in each issue.
- 5 Using Other Promotional Avenues:** Advertising extends beyond the media described above. Other options include imprinting your company name and graphic identity on pens, paper, clocks, calendars and other giveaway items for your customers. Put your message on billboards, inside buses and subways, on vehicle and building signs, on point-of-sale displays and on shopping bags. You might co-sponsor events with nonprofit organizations and advertise your participation, attend or display at consumer or business trade shows, create tie-in promotions with allied businesses, distribute newsletters, conduct seminars, undertake contests or sweepstakes, send advertising flyers along with billing statements, use telemarketing to generate leads for salespeople, or develop sales kits with brochures, product samples, and application ideas. The number of promotional tools used to deliver your message and repeat your name is limited only by your imagination and your budget.

FEATURED PROMOTIONS *and* EVENTS

DODDLE RAIL TRAIL

5K Run/Walk



JULY 26, 2014
Pickens, South Carolina

Join us for a racing adventure in
HISTORIC PICKENS

7am • Legacy Square, Pickens

Registration: \$25

Go-GreenEvents.com/Doodletrail5k

Packet Pick-Up: Legacy Square, Pickens

July 25th, 5pm - 7pm

July 26th, 5:30am - 6:30am



It doesn't matter if you run, jog, walk, crawl or push a stroller you are welcome to participate! Chip timing will be used with a horn start. Age group awards will be given. This event is rain or shine. No refunds.



The Doodle Rail Trail represents an opportunity to carry on the memory of the historic railroad and preserve the vital connection that was forged between Easley and Pickens over 120 years ago.

The 5K represents the first fundraiser to make this project a reality. It will take both communities working together to see this project come to fruition!

More Information:

www.historicpickens.com/calendar-of-events/doodle-trail-5k

FEATURED PROMOTIONS *and* EVENTS



 **MAY 3rd**
**CLASSIC and
CUSTOM CARS**
with the **Southern Crescent Band**

 **JUNE 7th**
JEEPS *with the*
Derrick Dorsey Band

 **JULY 5th**
OPEN CRUISE-IN
with the **Katlin Owen Band**

 **AUGUST 2nd**
MOTORCYCLES *with the*
Folsom Prison Gang

West Main Street, Historic Pickens
Vehicle Registration starting at 5:30pm (from Garvin Street)
Entertainment starting at 7pm
Special Awards plus other Surprises



Please visit www.historicpickens.com for more info!

CALENDAR OF EVENTS

JULY

4th

4th of July Celebration

Food, Rides, Music and Fireworks
3pm - 10pm; Historic Pickens



5th*

Cruise-In and Music on Main (Open)

Katlin Owen Band

7pm - 10pm; Pickens Amphitheater

12th

The Hired Help

7pm - 10pm; Pickens Amphitheater

19th

Itchy and the Chiggers

7pm - 10pm; Pickens Amphitheater

26th

Youth Talent Show

7pm - 10pm; Pickens Amphitheater

26th

Doodle Trail 5K

7am; Legacy Square

AUGUST

2nd*

Cruise-In and Music on Main (Motorcycles)

The Folsom Prison Gang

7pm - 10pm; Pickens Amphitheater

9th

Sound As Music

7pm - 10pm; Pickens Amphitheater

16th

Jamie Wright Review

7pm - 10pm; Pickens Amphitheater

23rd

City Street Band

7pm - 10pm; Pickens Amphitheater

SEPTEMBER

13th

Ride to the Rock

Founders Day Music Festival

11am - 8pm; Historic Pickens

* **Cruise-In and Music on Main Event**

SHOP HISTORIC PICKENS

MEMBERSHIP

A huge thanks to our current members!

- | | |
|---------------------------|----------------------------|
| Alexander Law Firm | Brocks |
| Corner Drug Store | Pizza Inn |
| Cannon Memorial Hospital | City of Pickens |
| Great Oaks Dental | Pace and Reeves |
| Pickens Senior Center | Edward Jones |
| Lindsay Oil Company | State Farm |
| Pickens Dental Associates | Stockade 'n Stuff Antiques |
| American Legion | Pickens Savings and Loan |
| TD Bank | Town and Country Florist |
| Nestfeathers | Behavioral Health Services |
| Shabby and Chic | Hiott Printing Company |
| Gravelly's Law Firm | GateHouse Restaurant |
| Mark Kaiser | East Main Treasures |
| Foothills Gun and Pawn | Chuck Dooley |
| 9 Round | |

