



around town

www.historicpickens.com

JUNE 2014

City of Pickens Downtown Wi-Fi Cloud Improved

Over the past few months, the City of Pickens and Globalvision Inc. have worked closely together to improve our wireless coverage in the downtown area. The “wi-fi cloud” was installed in early 2012 with the goal of providing street level wireless access at no charge to patrons and visitors. The Mayor and Council believe this is a valuable service to citizens and visitors and is becoming an expected standard on Main Streets across the country. It not only provides access for those who may not have the service at their home, but also encourages businesses to come that benefit from sidewalk cafes such as restaurants.

The wireless radios are installed at the locations indicated on the map and receive signal from an antenna on our water tower behind Main Street. Just recently, radios were added at Legacy Square, Case Interior Design, and the amphitheater for an increased coverage area. Through a partnership with the Forestry Commission, we share their tower on Glassy Mountain for the signal. We greatly appreciate their contribution towards making this a reality and partnering to make downtown Pickens more business and visitor friendly.

City representatives met on site with Globalvision to discuss how we could provide better free wireless internet in downtown Pickens. At the recommendation of Globalvision, several of the existing radios were upgraded to handle more devices at one time. In addition, radios were added to three areas to help cover “dead zones” or where signal was weak. This map shows the targeted coverage area for users that are on the sidewalks. It is important to understand the signal is “line of sight” only. The radios must be in the line of site of the water tower and then the user must be in the line of sight of the radios. The service is not intended to be inside of buildings. Instead, the wireless service is to encourage sidewalk cafes and provide a service to visitors and citizens in public gathering areas used during large events such as the amphitheater and Legacy Square.

In the past seven days alone, there have been over 1,400 unique devices connected to the wireless. City officials are proud that the service is valuable and is being utilized by the public. We also want to thank the businesses shown on this map for making this project happen. They are valuable partners in this project and have allowed the radios to be installed on their private property. Thank you to Michaels/ Burning Brick Tavern, Case Interior Design/ East Main Treasures, Garren’s Café, Carquest Auto Parts, and the Village Inn for your continued partnership and service to Pickens.



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

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OFFICE

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



SHOP HISTORIC PICKENS

*Shop Local.
Eat Local.
Spend Local.
Enjoy Local.*

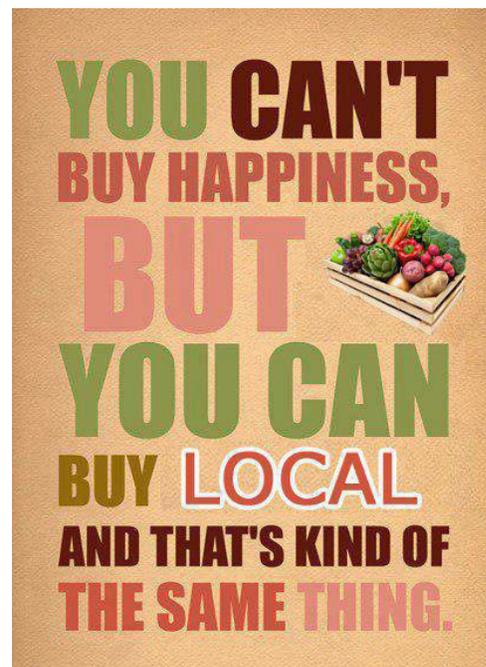


**SHOP
SMALL**



WHEN YOU VISIT AN INDEPENDENT LOCAL BUSINESS...

- » you keep more money in your local economy
- » you celebrate the uniqueness of your community
- » you support local jobs
- » you help the environment
- » you encourage community
- » you conserve your tax dollars
- » you benefit from our expertise
- » you invest in entrepreneurship
- » you make this community a destination



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 Susan Solovic at Constant Contact, and you can find the original article here: <http://blogs.constantcontact.com/fresh-insights/market-your-small-business/>

10 Ways to Market your Small Business on a Shoestring Budget

- 1 Craft an Elevator Pitch:** You should be marketing all the time — wherever you are. Therefore, you need a compelling elevator pitch. Research shows the average attention span of an adult is about 6 to 8 seconds. That's all the time you have to grab someone's attention. If you successfully engage them, then you only have a little over a minute to really sell them on your product or service. Invest the time to craft a killer elevator pitch. The return on your investment will pay huge dividends in terms of creating business opportunities.
- 2 Leverage your Community:** You don't have to think big when it comes to your marketing efforts. Think locally. What's going on in your community? Sponsor a Little League team or a 5k charity walk/run. Print bookmarks and leave them at the local library. Get to know your ideal customer and think about how and where they spend their time. Then search for opportunities to get in front of your customer with your marketing message.
- 3 Collaborate:** Put together a group of synergistic, non-competitive businesses in your area and agree to cross-promote. You can use coupons, fliers, reciprocal website links, bundled promotions or social media platforms. (Okay, I had to add a little bit of social media to the mix.) By collaborating with each other, you can expand your customer base because you'll be reaching new people.
- 4 Network:** I'm a huge fan of networking. I don't think there is any better way to build a business than to get out there, shake some hands, and get to know people. Networking requires a time commitment and it doesn't provide instant gratification, but a strong network is one of the greatest assets any business person can have.
- 5 Give a Speech:** A lot of people hate public speaking. However, there are many organizations looking for qualified, subject-matter experts who can present to their groups. Take a deep breath and volunteer. You don't have to be a pro as long as the information you share is helpful to the audience. And the upside — the more you do it the easier it gets. Plus, it positions you as a credible authority in your field.
- 6 Create Buzz:** I started my corporate career in the field of public relations and the business has changed significantly because of technology. Today, a small business owner can accomplish a lot without hiring a professional firm. Subscribe to Help a Reporter Out www.helpareporter.com. You can respond to reporters' queries that are looking for story ideas and resources. Some are small media opportunities, but others are major media outlets that use this service too.
- 7 Ask for Referrals:** Don't be shy about asking for customer referrals. The majority of people say they are willing to provide a referral if asked, but very few take the initiative to do it on their own. Referrals make it easier to get in the door with new customers. If you aren't asking for them, you are missing opportunities.
- 8 Build Relationships:** It is a lot less expensive to keep a customer than it is to get a new one. That's why establishing strong relationships with your customer base is crucial. One of the ways you can do that is by launching an email campaign. Make your communications informative and helpful — something your customers will look forward to receiving. Social media campaigns are another way to keep the communication channel open (and there I go again.)
- 9 Offer Coupons:** Coupons are a good way for many businesses to attract new customers. Research shows that people will go out of their way to use a coupon, proving that this method is successful in expanding your customer base. Coupons can also generate return visits. For example, if you give a customer a coupon for a discount to use on future business, there's a high probability they'll be back.
- 10 Give it Away:** If someone has the opportunity to experience your product or service, chances are they will want to purchase more. Don't be afraid to give someone a free trial or a sample. In today's economy, people are more comfortable purchasing something they have been able to experience first.

PRA HAS MOVED

Pickens Revitalization Association has officially moved into our new home! We have joined offices with one of our best partners in Pickens, the Greater Pickens Chamber of Commerce. We all feel that this will be a great asset to both of our organizations, and bring all business and visitor information to one location. Please come visit us!

**222 West Main Street, Suite A
Pickens, SC 29671**



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	

CHAMBER MEMBER OF THE MONTH

June's Pickens Chamber of Commerce Member of the Month is East Main Treasures.



Established in 1994, Case Interior Design Group, Inc. is a full-service residential and commercial interior design firm located in the historic Pickens Bank building ca1906. The showroom for Case Interior Design - East Main Treasures - is located downstairs while the upstairs houses the interior design center and offices. Located at 104 E. Main Street in Pickens, East Main Treasures offers home accessories, unique furniture pieces and gifts of all kinds.

CELEBRATE THE FOURTH IN PICKENS



www.historicpickens.com

Food, Music, Rides, Fireworks and Fun!

3pm - 10pm

Live Music at 7pm in the Pickens Amphitheater with Katlin Owen Band and Friends

**Ride Wristbands:
\$10 for Unlimited Rides**

FEATURED PROMOTIONS *and* EVENTS

FREE!

FREE!

Attractions at the **AMPHITHEATER** HISTORIC PICKENS

SUMMER 2014

april

may

june

july

august

16th SWU Jazz Band

3rd Southern Crescent Band*

7th Derrick Dorsey Band*

4th 4th of July Celebration

2nd The Folsom Prison Gang*

19th Azalea Festival

10th The Hired Help

14th Michael Vick Trip

5th Katlin Owen Band*

9th Michael Vick Trip

26th Derrick Dorsey Band

17th Itchy and the Chiggers

21st Sweet Potato Pie Kids

12th The Hired Help

16th Jamie Wright Review

* Cruise-In and Music on Main Event

24th Jamie Wright Review

19th Itchy and the Chiggers

23rd City Street Band



31st King and McCloud Band

28th Sweet Potato Pie Kids

26th Youth Talent Show



Join us this summer at the
Pickens Amphitheater!



7pm - 10pm • 114 W. Main Street
FREE Music Events All Summer Long!



For more information, please contact the City of Pickens at 864.878.6421 or www.cityofpickens.com
or Pickens Revitalization Association at 864.878.0105 or www.historicpickens.com

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

JUNE

7th*

**Cruise-In and Music on Main (Jeeps)
Derrick Dorsey Band**

7pm - 10pm; Pickens Amphitheater

14th

Michael Vick Trip

7pm - 10pm; Pickens Amphitheater

21st

Sweet Potato Pie Kids

7pm - 10pm; Pickens Amphitheater

24th

PRA/Chamber After-Hours and Open House

hosted by One with the Ride

5:30pm - 7pm; 222 W. Main Street, Pickens

28th

Sweet Potato Pie Kids

7pm - 10pm; Pickens Amphitheater

AUGUST

2nd*

**Cruise-In and Music on Main (Motorcycles)
The Folsom Prison Gang**

7pm - 10pm; Pickens Amphitheater

9th

Michael Vick Trip

7pm - 10pm; Pickens Amphitheater

16th

Jamie Wright Review

7pm - 10pm; Pickens Amphitheater

23rd

City Street Band

7pm - 10pm; Pickens Amphitheater

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

SEPTEMBER

13th

Ride to the Rock

Founders Day Music Festival

11am - 8pm; Historic Pickens

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

