



# around town

[www.historicpickens.com](http://www.historicpickens.com)

OCTOBER 2016

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



## 2016 STAGE SCHEDULE

3:00pm – **OPENING CEREMONY**

3:15pm – **SWEET POTATO PIE KIDS**

4:00pm – **ETSU BLUEGRASS PRIDE BAND**

4:45pm – **NGU BLUEGRASS BAND**

5:30pm – **OLD TIME MEDICINE SHOW**

6:15pm – **NEW DIXIE STORM**

7:00pm – **DEJABLUE GRASS**

8:00pm – **VOLUME FIVE**

9:00pm – **BIG JAM**

### BOARD OF DIRECTORS

Patrick Lark  
President  
City Council

Carlton Holley  
Vice President  
City Council

Faye Padgett  
Secretary  
Nestfeathers

Megan Thomas - Dockery  
Treasurer  
Thomas Realty

Norm Rentz  
Cannon Memorial Hospital

Mike Parrott  
Member-At-Large

Amanda Dow  
Duke Energy

Ken Roper  
Roper Law Firm

Travis Swaynham  
Swaynham Construction

Wilson Perkins  
Executive Director

### OFFICE

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

Saturday, October 1<sup>st</sup> • Pickens Amphitheater



## Easley & Pickens Doodle Trail

\* To see the full report from Eat Smart Move More SC, please visit: [http://eatsmartmovemore.org/pdf/Economic\\_Impact\\_Report\\_2016.pdf](http://eatsmartmovemore.org/pdf/Economic_Impact_Report_2016.pdf)

### Changes Made

In 2015, the cities of Easley and Pickens installed a 7.5-mile multi-use trail, following the old Pickens Railway. This wide, paved trail is mostly flat and allows walking, running, biking, rollerblading, and pets. The trail connects the two cities, running from downtown Pickens to the edge of Easley. Future expansions will bring the trail fully into the downtown areas of Easley and Pickens and will improve the trailheads and parking areas.<sup>4,5</sup>

### Cost & Funding

Each city contributed about \$1.5 million for trail construction and share continued maintenance costs of the completed project. Funding sources include the City of Easley's annual budget, the City of Pickens' hospitality tax, a \$250,000 matching Appalachian Regional Commission grant, and a \$100,000 Recreational Trails Program grant.<sup>4,5</sup>

### Economic Benefits

The Doodle Trail has been widely praised by the communities it serves. Large numbers of people use the trail, especially during good weather, as it provides a safe place for families to exercise, away from traffic.<sup>4,5</sup>

### At a Glance



#### City of Easley Profile

- Population: 20,765
- Demographics: 81% white, 11% African American, 6% Hispanic/Latino, 3% other
- Median Household Income: \$40,453<sup>1</sup>

#### City of Pickens Profile

- Population: 3,149
- Demographics: 79% white, 15% African American, 3% Hispanic/Latino, 2% other
- Median Household Income: \$32,809<sup>2</sup>

#### Fun Facts

Until 2013, a rail line ran between the cities of Pickens and Easley; however, the train could not be turned around and therefore ran backwards when returning from Easley to Pickens, earning its nickname the "Doodle Line."<sup>3</sup>

#### Overview

Easley and Pickens jointly built a 7.5-mile paved, multi-use rail trail. Completed in 2015, the trail cost \$3 million to build. Future expansions are planned, including improved trail heads, extensions into the downtown areas, and a Doodle Park. Because of the project, both cities have seen business growth due to increased tourism. Pickens' hospitality tax revenues grew 12 percent in 2015, and property values near the trail have also risen.



A view of the Doodle Trail, a rail trail that runs between Easley and Pickens.

Photo courtesy of ESMMS

# LOCAL NEWS



The trailhead at the start of the Doodle Trail in Easley.

Photo courtesy of ESMMS

Although the Doodle Trail currently ends one mile outside of downtown Easley, the city has experienced some economic growth, including the opening of an ice cream shop and a biking and running outfitters store frequented by trail users. Cindy Maxey, owner of Upcountry Outdoors, said her business owes its existence to the Doodle Trail; without it Easley would not have been able to support this undertaking.<sup>6</sup> Pickens, too, is home to an outfitters store and a bike rental shop that benefit from the trail's proximity.<sup>5</sup>

Restaurants in downtown Pickens have also seen an increase in trail-related business. As a result, the city installed bike racks downtown where riders coming from the trail can store bikes while they visit local restaurants. Pickens' hospitality tax rose 12 percent in the past year, partially due to increased visitors from the Doodle Trail. Property values and property tax revenues are also on the rise. There is also anecdotal evidence to show that real estate has benefited from numerous and rapid home sales.<sup>5</sup>

*"Our bike shop would not have opened if it had not been for the trail. The Doodle Trail in Easley supports our business."*

**Cindy Maxey**

Owner, Upcountry Outdoors LLC

*"Our residents needed to be active and healthy, and we also wanted to bring people into Pickens to visit our community. We just needed a place to do all that. Now the Doodle Trail meets all of our needs."*

**David Owens**

Mayor, City of Pickens

# FEATURED PROMOTIONS and EVENTS



Pickens  
Revitalization  
Association  
presents the

## FOUNDERS DAY MUSIC FESTIVAL

### FEATURING

DEJABLUE GRASS | SWEET POTATO  
PIE KIDS | NEW DIXIE STORM |  
VOLUME FIVE | EAST TENNESSEE  
STATE UNIVERSITY BLUEGRASS  
PRIDE BAND | NORTH GREENVILLE  
UNIVERSITY BLUEGRASS BAND |  
OLD TIME MEDICINE SHOW

**10.01.16 | 3PM - 10PM**  
**Pickens  
Amphitheater**

# FEATURED PROMOTIONS and EVENTS

## GREATER PICKENS CHAMBER OF COMMERCE 25TH ANNUAL GOLF TOURNAMENT

OCTOBER 7, 2016

9 AM SHOTGUN START  
PICKENS COUNTRY CLUB



\*\*WIN A ROUND OF GOLF FOR 4  
AT THE RESERVE AT LAKE KEOWEE!\*\*

Visit [www.PickensChamberofCommerce.com](http://www.PickensChamberofCommerce.com) to Register



### Ride to the Rock

Ride to the Rock, presented by the Pickens Rotary Club, was held on Saturday, September 24th with 133 riders! Thank you Pickens Rotary for such a great event in our community!

*Pickens Rotary Club members & Ride to the Rock participants, from left: Nath Briley, Doc Giddings and Wilson Perkins*

RIDE TO THE  
ROCK

# FEATURED PROMOTIONS and EVENTS



## Friends of Pickens County Guardian ad Litem

Cordially invites you to  
Our 3rd annual

## Clusters for Kids Oyster Roast

All Proceeds to benefit the Friends of  
Pickens County Guardian ad Litem and the  
neglected and abused children of Pickens  
County

**Ticket Price: \$50 per person in advance**  
**\$90 per couple in advance**  
**\$75 per person at the door**

*The event will include oysters and dinner buffet, along  
with beer and wine, music, silent auction, and more!*

**Saturday, October 22, 2016**  
**5:00 p.m. to 9:00 p.m.**

Arran Farm – Home of Daniel & Janice Lee  
820 Lenhardt Road, Easley, SC 29640

For tickets or more information, please contact:  
864-506-0737 or [chair@friendspcgal.org](mailto:chair@friendspcgal.org)

*501(c)3 Charitable Organization*

*Supporting Pickens County's Neglected and Abused Children since 2002*

*"That no child in Pickens County goes without the love, care, and necessities to have a  
safe, happy, and healthy childhood while a part of the Guardian ad Litem program."*

Friends of Pickens County Guardian ad Litem - Post Office Box 1692  
Easley, South Carolina 29641  
[www.friendspcgal.org](http://www.friendspcgal.org)



# FEATURED PROMOTIONS and EVENTS

## Save The Date!! Trick or Treat on Main 2016!



**Saturday, October 29th  
6-8pm  
Main Street-Pickens**



If your church, business, or organization would like to participate, please contact Cannon Memorial Community Relations Department at 864.898.1334.



celebrate **SMALL  
BUSINESS  
SATURDAY**  
Historic Pickens

**SATURDAY,  
NOVEMBER 26<sup>TH</sup>**

For a map of businesses please visit  
[www.historicpickens.com](http://www.historicpickens.com)



# CALENDAR OF EVENTS

## OCTOBER

**1st**

***Founders Day Music Festival***

3pm-10pm; 114 W. Main Street

**7th**

***Greater Pickens Chamber of Commerce  
25th Annual Golf Tournament***

9am; Pickens Country Club

**15th**

***Storytelling Festival***

10am - 4pm; Hagood Mill, Pickens

visit [www.visitpickenscounty.com](http://www.visitpickenscounty.com) for more info

**22nd**

***Cluster for Kids Oyster Roast  
benefitting Pickens County Guardian Ad Litem***

5pm - 9pm; 820 Lenhardt Road, Easley

**29th**

***Trick or Treat on Main  
presented by Cannon Memorial Hospital***

6pm - 8pm; Main Street, Pickens

## NOVEMBER

**19th**

***Native American Celebration***

10am - 4pm; Hagood Mill, Pickens

visit [www.visitpickenscounty.com](http://www.visitpickenscounty.com) for more info

**26th**

***Small Business Saturday  
Shop Small, Shop Local, Shop Historic Pickens***

All Day; Pickens

## DECEMBER

**9th**

***City of Pickens Christmas Parade***

7pm; Main Street, Pickens

**17th**

***Ed Harrison Memorial Celtic Christmas***

10am - 4pm; Hagood Mill, Pickens

visit [www.visitpickenscounty.com](http://www.visitpickenscounty.com) for more info

## THANKS MEMBERS!

Alexander Law Firm

Brock's

Corner Drug Store

Pizza Inn

Cannon Memorial Hospital

City of Pickens

Great Oaks Dental

Pace & Reeves

Pickens Senior Center

Edward Jones

Lindsay Oil Company

State Farm

Pickens Dental Associates

Stockade Antiques

American Legion

TD Bank

Town & Country Florist

Pickens Savings & Loan

Nestfeathers

Shabby & Chic

Behavioral Health Services

Flowers By Virginia

GateHouse Restaurant

Mark Kaiser

East Main Treasures

Foothills Gun and Pawn

Roper Law Firm

9 Round

Pruitt Health

Blue Ridge Electric Coop

TTI/OWT, Inc.

Durham Greene

Oh Joy!

Pickens Federal Credit Union

Pickens Rotary Club

Domino's

South State Bank

Cornell-Dubilier

Buddy & Cisco's Bistro

Enrapt, LLC

Pickens Azalea Festival

Southern App. Outdoors

Appalachian Ale House

Morris on Main

Bee Well Honey

Martha's Marvelous Munchies