



around town

www.historicpickens.com

FEBRUARY 2014

2014 Pickens Small Business Resource Fair Announced for February 24th

Pickens Revitalization Association has announced the date for the 2014 Pickens Small Business Resource Fair. This fair comes about as part of the Entrepreneur-Friendly Toolkit process Pickens was chosen for in late 2013. The Appalachian Council of Governments received a federal grant from the Appalachian Regional Commission to build an on-line "Entrepreneur Friendly Toolkit" and Pickens was chosen as a pilot community for the project.

The Small Business Resource Fair is scheduled for Monday, February 24th from 12pm to 1:30pm at 113 West Main Street in Pickens. The Fair will include presenters on the following topics as they relate to small business start-up and operation: finance, planning, real estate, legal and risk management, marketing and more. All of the presenters will be available after the event to answer questions and distribute contact information. There will also be several handouts made available to attendees on small business topics.

PRA is committed to improving the business climate in Pickens in every way we can, and we need all the help we can get from our local businesses and those knowledgeable in the business environment," said Allison Fowler, PRA Executive Director. "Holding a Small Business Resource Fair allows us to pull all those knowledgeable people together in one place to make it more convenient and accessible for our business owners and entrepreneurs." "Businesses should know we are here to ensure they have assistance and feel welcomed, rather than overwhelmed by the legalities of business ownership," said Patrick Lark, PRA President.

In addition to hearing from presenters, attendees will be able to register for a FREE façade rendering, a FREE business sign design, a FREE business logo design, and a FREE seat in the Small Business Development Center and Tri-County Technical College's Entrepreneur Course, NxLevel, set to begin on March 4th. NxLevel for Entrepreneurs (also known as the "Existing Business Course") is a multi-session course that gives entrepreneurs the professional knowledge and management skills they need to grow an existing business. Participants will learn to identify feasible opportunities for profitable and sustainable growth, and move forward through planning based on proven market research, financial management and project management techniques.

"The City's goal is to be as entrepreneur friendly as possible, and the Pickens Small Business Resource Fair represents a very important step," said David Shellhorse, Economic Development Services Manager for Appalachian Council of Governments. Area business support professionals and successful small business owners will share both wisdom and practical advice with aspiring entrepreneurs. What an outstanding opportunity!"

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

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OFFICE

111 Court Street
Pickens, SC 29671
864.878.0105
9am - 4pm

Tuesday - Thursday



SHOP HISTORIC PICKENS

Top Ten Reasons to Shop Local:

- 1** *Protect Local Character and Prosperity:* Your community is unlike any other city in the world. By choosing to support locally owned businesses, you help maintain your town's diversity and distinctive flavor.
- 2** *Community Well-Being:* Locally owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.
- 3** *Local Decision Making:* Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.
- 4** *Keeping Dollars in the Local Economy:* Your dollars spent in locally owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.
- 5** *Jobs and Wages:* Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits.
- 6** *Entrepreneurship:* Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.
- 7** *Public Benefits and Costs:* Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.
- 8** *Environmental Sustainability:* Local stores help to sustain vibrant, compact, walkable town centers, which in turn are essential to reducing sprawl, automobile use, habitat loss and air and water pollution.
- 9** *Competition:* A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.
- 10** *Product Diversity:* A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.



AVAILABLE PROPERTIES

Pickens Revitalization Association and the City of Pickens are working on an Available Properties Database for all vacant, for lease and for sale properties in City limits.

This database will be published on both the PRA and City websites, and also available in paper form when requested. We hope this database will be of assistance to those looking to open a business in the area.

If you wish to submit a property for listing on our database, please fill out an Available Properties form, available at www.historicpickens.com/available-properties/ and email it to pra.historicpickens@gmail.com with any photos of the property.

BUSINESS INVENTORY

Pickens Merchants, we need your help!

Pickens Revitalization Association is undertaking a Downtown Business Inventory in an effort to better serve our local businesses. Gathering this information will allow us to develop a database of our downtown businesses, including information such as owner, hours of operation, square footage, etc. We would greatly appreciate your assistance so that we can better promote our existing businesses here in Pickens!

In addition, we would love for you to share how Pickens Revitalization Association can help you as a small business. What kind of workshops would be beneficial for you? What is the best time of day to hold these workshops? What kind of joint merchant promotions would you like to see in Pickens?

We welcome any and all ideas for how to keep our local businesses thriving here in Pickens! Please contact PRA today via phone 864.878.0105 or email pra.historicpickens@gmail.com and share your ideas with us.

SPONSORSHIP OPPORTUNITIES

Pickens Revitalization Association needs partners in order to develop and manage successful promotional events. The quality and amount of events we host each year depends upon community support and partnership with Pickens Revitalization Association and the City of Pickens. We invite you to partner with us to make Pickens an even better place to live, work and play!

Sponsorship of PRA and our events will provide you with the opportunity to:

- » Strategically generate visibility for your business
- » Invest in the community through quality programming
- » Associate your business with a successful community development initiative
- » Support our mission of revitalizing downtown Pickens

Please do not hesitate to contact PRA with any questions about the events, sponsorship or our programs. To check out the full sponsorship package, please visit: <http://historicpickens.com/wp-content/uploads/2013/12/2014-Sponsorship-Advertising-Package.pdf>

GIFT OF PICKENS

Give the gift that stays in Pickens!

In its first year, the *Gift of Pickens* program provided more than \$7,000 to be spent at local businesses in Pickens! We want our local businesses in Pickens to thrive and hope you will join us! The *Gift of Pickens* program is an economic development tool designed to stimulate local shopping. Together, let's support our local businesses to make Pickens an even better place to live, work and play!



Get yours today at PRA!

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 campaign has come about in an effort to better serve our businesses here in Pickens. All tips and information provided in this column are from *501 Killer Marketing Tactics To Increase Sales, Maximize Profits and Stomp Your Competition* by Tom Feltenstein. A full digital copy of the book is available here: <http://www.authenticeducation.com.au/gifts/501-Killer-Marketing-Tactics.pdf>.

Fourteen Steps Before Launching Any Promotional Tactic

- 1** *Determine Objectives:* You need to determine which goals you want to achieve first, second and so on, and which are most easily and effectively executed.
- 2** *Be Specific:* If your objective is to get new customers to try you out, what is a reasonable goal? If your objective is to increase your average sale, what is a reasonable increase based on your current pricing? If your objective is employee morale, how much can you reduce employee turnover by running this promotion?
- 3** *Be Realistic:* Success is rarely achieved in one fell swoop. Each incremental improvement builds on the last. Set your goals high enough to make a difference and low enough to have the best chance of success.
- 4** *Set Your Strategy:* Once you've established your objectives and selected some tactics, you must decide how to make those tactics successful. What can you afford, and how can you maximize your results?
- 5** *Consider Various Aspects:* Consider such aspects as timing; frequency; capitalizing on local events; seasonal population variations; competitive challenges that call for extra effort; variable costs of materials; labor, and real estate; and other factors that are unique to your situation.
- 6** *Create A Plan:* Create a carefully thought-out plan for each promotion, and make sure that each promotion is slotted into its proper place in your long-term objectives.
- 7** *Zero In On Your Target:* Ideally, the group or groups that are predominant in your neighborhood should be most attracted to your concept. Review your tactical options and pick those that would most appeal to that audience and would be most appropriate.
- 8** *Calculate Your Payout:* Almost every promotional tactic that is intended to increase sales should have a reasonable measurable result and produce a profit. You should know how many new customers you need in order to cover the costs of your promotion. Remember, if you can measure it, you can manage it.
- 9** *Check The Calendar:* Leave time for creating, producing, and implementing each new element. Make a promotion calendar showing each phase, and pad the time to allow for the inevitable changes and delays.
- 10** *Refine Your Products & Services:* Be sure that the product or service you offer is right for your target customers. Keep track of what's most popular, what's producing the most sales, and what's producing the largest profit margin.
- 11** *Polish The Brass:* Go a step beyond your regular maintenance procedures for the entire space.
- 12** *Check the Logistics:* Execute your tactics with minimum difficulty by making sure you have the technical know-how, the space, and the resources to handle the promotion without disrupting customer service or staff efficiency.
- 13** *Cheerlead:* Hold a team meeting of all your employees and explain the objectives, the rationale, the implementation, and the fun of your upcoming promotion.
- 14** *Plan Your Analysis:* Successful promotional activity is a learning process. Review every aspect of your promotion, and gather the information you need to make your next promotion even more effective.

FEATURED PROMOTIONS *and* EVENTS



2014 Small Business Resource Fair *Where New Opportunities Begin*

REGISTER TO WIN:

a **FREE** facade rendering

a **FREE** business sign design

a **FREE** business logo design

a **FREE** seat in SBDC/TCTC

Entrepreneur Course,
NxLevel

MONDAY

February 24, 2014

12pm - 1:30pm

113 W. Main Street
Pickens, SC 29671

hear from various experts in their fields on starting and running a small business

learn tips to be successful in the tough economy

for more information:

864.878.0105

www.historicpickens.com

FEATURED PROMOTIONS *and* EVENTS

The Greater Clemson Blues Festival will take place from April 13th through 19th, 2014. One of the locations this year is the new Pickens Amphitheater where the Southern Wesleyan University Jazz Band will perform on Wednesday, April 16th beginning at 7:30 p.m. Admission to the jazz event is free. Please visit www.clemsonbluesfest.org for complete details and scheduling for the week-long event.

CLEMSON BLUES FESTIVAL 2014 POSTER DESIGN CONTEST

PRIZE: \$250.00 cash prize for the winning entry.

ELIGIBILITY: Competition is open to the general public.

ENTRY FEE: \$10 entry fee for EACH entry. There is no limit on the number of entries.

DEADLINE: All entries must be submitted by **5 p.m. on Monday, March 31st**. See delivery details below.

SPECIFICATIONS

THEME: This year's theme is "Blues Guitar". Artists are not limited to the theme.

SIZE: 11" x 17"

CONTENTS: In addition to the art, poster text must include "Clemson Bluesfest 2014", the dates of the event "April 13th-19th", and the website "clemsonbluesfest.org".

COLOR: Artist's choice. Anything from one color to full color accepted.

FORMAT: Original 11" x 17" art in any medium, including computer generated art. Computer generated art must be a high resolution (300 dpi) jpeg or pdf. For computer generated art please provide a disc and an 11" x 17" printout.

DELIVERY OF ARTWORK

ENTRY FORMS: Entries must be accompanied by a completed entry form. Please attach a completed form (below) to the back of each entry and enclose a check for the full amount due.

DELIVERY: Mail or hand deliver original art, or CDs with printouts, to Donna Patterson at **Park Sterling Bank, 528 Old Greenville Highway, Clemson 29631**. Bank hours are M-F, 8:30 a.m. to 5:00 p.m. Please mark "Attn: Clemson Bluesfest Poster" clearly on the package. Artists will be responsible for retrieval of original artwork within 5 working days after the event.

Original artwork will remain the property of the artist. However, Clemson Blues Festival will retain the right to reproduce the artwork for sale to the general public. Proceeds from the sales will go to local charities.

QUESTIONS: Call 864-653-9252. Or email latourpam@bellsouth.net



ENTRY FORM (Please Print)

A COMPLETED ENTRY FORM MUST BE ATTACHED TO THE BACK OF EACH ENTRY. *Artist may copy this form.*

DEADLINE: 5 p.m. on Monday, March 31st. *See delivery details above.*

NAME: _____

PHONE: _____

EMAIL: _____

ENTRY FEE: Number of entries _____ **Amount enclosed \$** _____

\$10 entry fee for EACH entry.

*Make checks payable to: **Clemson Blues Festival.***

I understand that the original artwork will remain the property of the artist, and that Clemson Blues Festival will retain the right to reproduce the artwork for sale to the general public.

ARTIST'S SIGNATURE: _____

FEATURED PROMOTIONS *and* EVENTS

Greater Pickens Chamber of Commerce
and
Pickens Revitalization Association



invite you to the

2014 *Annual* BANQUET

February 21, 2014

Social Hour at 7pm

Dinner at 8pm

Join us for a night of fun and jazz entertainment as our two organizations come together to recognize businesses and individuals in the community.

The Lighthouse Restaurant

1290 Doug Hollow Road

Seneca, SC 29672

The banquet cost is \$35.00 per person OR you may wish to be a table sponsor at one of the levels listed below:

Platinum - 16 banquet guests: \$600.00
Gold - 8 banquet guests: \$320.00

Silver - 4 banquet guests: \$200.00
Bronze - 1 banquet guest: \$60.00

All table sponsors will receive special recognition at the banquet and in the event program.

Reservations for the banquet are due by **February 13, 2014** at the Chamber office. Checks should be made payable to the Pickens Chamber of Commerce and mailed to: PO Box 153, Pickens, South Carolina 29671

Name of Business or Organization

Sponsorship Level

Address

Individual Name and Number of Guests

For more information or to make a reservation, please contact Mike Parrott at 864.878.3258.
You can also visit our websites: www.pickenschamber.net or www.historicpickens.net

CALENDAR OF EVENTS

FEBRUARY

21st

2014 Annual Banquet

hosted by Pickens Revitalization Association & Pickens Chamber of Commerce

7pm Social Hour; 8pm Dinner

The Lighthouse Restaurant

24th

Pickens Small Business Resource Fair

12pm - 1:30pm

113 W. Main Street, Pickens (more info on page 5)

APRIL

16th

Greater Clemson Blues Festival (April 13-19)

Southern Wesleyan University Jazz Band

7:30pm

Pickens Amphitheater

18th - 19th

30th Annual Pickens Azalea Festival

Downtown Pickens

for more info, please visit: www.pickensazaleafestival.org

PRA 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
Main Street Pizzeria
Stockade 'n Stuff Antiques
American Legion
Pickens Savings and Loan
TD Bank
Town & Country Florist
Nestfeathers
Behavioral Health Services
Shabby and Chic
Hiott Printing Company
Gravely's Law Firm
GateHouse Restaurant
Mark Kaiser
East Main Treasures

The PRA Membership Plan offers good value, affordability and helps support our young organization whose purpose is to grow Pickens in positive ways. Now, more than ever before, it makes good business sense for every Pickens business to become a member of the PRA - and the Chamber! For all membership options, contact either the Greater Pickens Chamber of Commerce at 878.3258 or the Pickens Revitalization Association at 878.0105. The membership form is also available on our website: www.historicpickens.com.

SUPPORT OUR PURPOSE and GOALS

- Grow Pickens' Businesses and Retail Base
 - Revitalize Downtown
 - Cultivate Tourism
- Support Overall City Improvement Initiatives
- Create, Manage and Support Promotional and Entertainment Events

BENEFITS

WiFi Access • Use of Networked Computer • Use of Conference Room
• Staff Assistance • Copy Machine Usage - Free 8.5"x11" Copies each Month: 25 Color & 25 B/W • Nominal Charge for Oversized Copies and Discounts on Additional Copies • Free Link on PRA Site • Free Template Page on PRA Website (Nominal Fee for Set-Up Assistance if Needed) • Referral Assistance for Website Creation and Maintenance
• Brochure Distribution in PRA Center • Business Card Distribution in PRA Center • Special Listing in Pickens Dining and Shopping Guide and the Historic Walking Tour Guide • Free 1/8 Page Ad in PRA Monthly Newsletter (Random Selection) • Free Notary Service • Special Preferred Sponsorship Opportunities and Discounts • Special Training and Educational Benefits