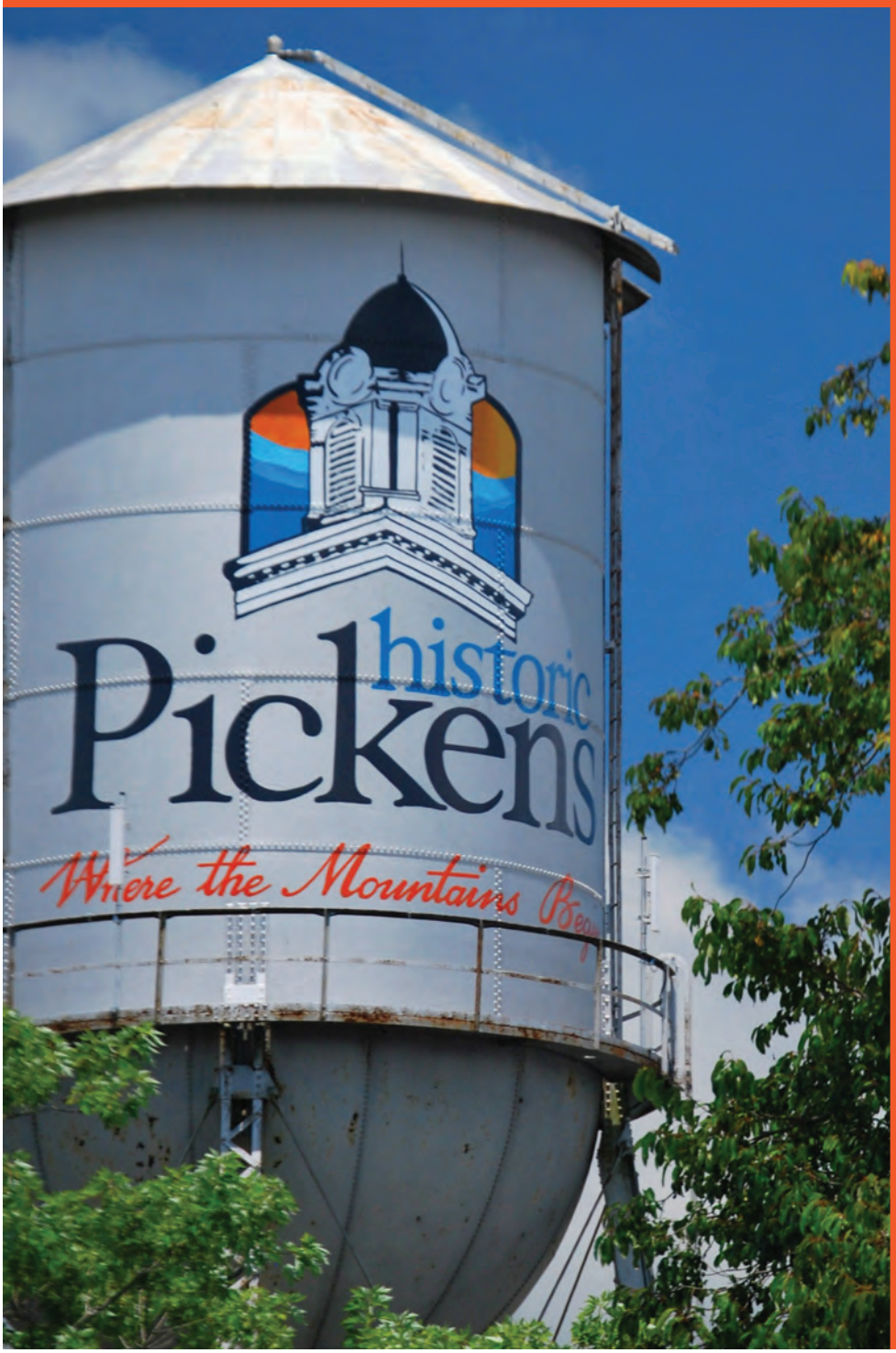
Business Assistance Guide

Where New Opportunities Begin



City of Pickens
SOUTH CAROLINA

219 Pendleton Street
PO Box 217
Pickens, SC 29671
864.878.6421
www.cityofpickens.com

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WELCOME

Tucked in the foothills of the Blue Ridge Mountains, Pickens offers residents and visitors a wide array of interesting, fun and exciting activities, from shopping and dining, to biking, to enjoying the natural resources, community events and cultural resources that abound. Here you will find people who value family, friends and a relaxed lifestyle. In Pickens, you become part of the community.

With a population of 3,191 and a temperate climate, the City of Pickens is situated at the foot of the Blue Ridge Mountains in South Carolina. It is the county seat of Pickens County and located approximately 20 miles west of Greenville, SC, 70 miles south of Asheville, NC, and 143 miles northeast of Atlanta, GA.

OPENING A BUSINESS IN PICKENS

TIMELINE

6 months before opening

- Create a Business Plan
- Determine Demand for your Business (Target Markets)
- Set up a meeting with the Clemson University Small Business Development Center and/or SCORE

2 months before opening

- Contact Pickens City Hall about Zoning Compliance (uses, signage, parking, etc.)
- Submit your Sign Application to City Hall
- Submit your Landscape and Façade Certificate of Appropriateness Application to Pickens City Hall
- Set up a meeting with Pickens Revitalization Association
- Obtain a Fire Inspection and Certificate of Occupancy
- Obtain any necessary DHEC permits
- Obtain a Retail Sales Tax License
- Contact Pickens City Hall about Hospitality Tax
- Set up a follow-up meeting with the CUSBDC and/or SCORE

1 month before opening

- Visit Pickens City Hall to begin the Business License Process
- Set up Water, Sewer and Sanitation service at Pickens City Hall
- Verify Approval of your Business Signage
- Verify Approval of Landscape and Façade Certificate of Appropriateness
- Set up a follow-up meeting with Pickens Revitalization Association about your Grand Opening and/or Ribbon Cutting

IMPORTANT CONTACTS

Pickens City Hall
219 Pendleton Street, Pickens, SC 29671
www.cityofpickens.com
864.878.6421

Business License:	Brittany Chapman bchapman@pickenscity.com 864.898.8156
Zoning & Signs:	Jennifer Vissage vissage@scacog.org 864.878.6421
Hospitality Tax:	Hannah Goodwin hgoodwin@pickenscity.com 864.878.6421
Fire Inspection:	Chris Elrod chriselrod@pickenscity.com 864.898.8177
Administrator:	Philip Trotter ptrotter@pickenscity.com 864.898.8160
Mayor:	Fletcher Perry fperry@pickenscity.com 864.878.6421
Utilities:	864.878.6421

Pickens Revitalization Association
222 W. Main Street, Suite A, Pickens, SC 29671
864.420.3449 • pra.historicpickens@gmail.com
www.historicpickens.com

Greater Pickens Chamber of Commerce
222 W. Main Street, Suite A, Pickens, SC 29671
864.878.3258 • greaterpickenschamber@gmail.com
www.pickenschamberofcommerce.com

Pickens County
222 McDaniel Avenue, Pickens, SC 29671
864.898.5950
www.co.pickens.sc.us

INCENTIVES

FAÇADE IMPROVEMENT GRANT PROGRAM

PROGRAM GUIDELINES:

The City of Pickens Façade Improvement Grant Program (FIGP) Committee is responsible for administering a "Façade Improvement Grant Program", intended to stimulate improvements to the exterior of commercial buildings in the Overlay Districts, identified as City Center Overlay District and the Gateway Overlay District.

The funding of this program is provided through the City and all activities relating to the funding of facade projects will be report to the City of Pickens, City Council.

PURPOSE:

The City of Pickens Façade Improvement Grant Program provides financial assistance to commercial property owners and business owners in the City Center and Gateway Overlay Districts that qualify for facade improvements. The purpose of the FIGP is to support the revitalization of the City's Overlay Districts by stimulating private investments in high-quality improvements that enhance the appearance of buildings and properties and eliminate blight and non-conforming design standards.

THE OVERLAY DISTRICTS:

City Center Overlay District boundaries are established as:
Main Street from Hampton Avenue to Bivens Street • Court Street From Main Street to Cedar Rock • Garvin Street from Main Street to Cedar Rock • Ann Street/Hwy 178N from Main Street to Baker Street • Hampton Ave./Hwy 178N from Main Street to Baker Street. • Pendleton Street from Main Street to W. Lee Street.

The Gateway Overlay District boundaries are established as: • All properties that have frontage on Highways 183, 178, and 8 that are not located in the City Center Overlay District.

FAÇADE IMPROVEMENT COMMITTEE:

The Façade Improvement Grant Program Committee (FIGP Committee) is a three-person committee, consisting of the City Administrator, Planning/Zoning Administrator, and the Pickens Revitalization Association Director. The FIGP Committee must ensure the proposed project has been approved by the Board or Architectural Review (BAR) before giving final approval to the façade improvement grant.

ELIGIBILITY:

Maximum Allowable Award: The program provides for a one-time reimbursement grant of 40% of the project costs, with the maximum reimbursable amount not to exceed $2,500.

> Example: No matter the amount of the applicant's project costs, the grant awarded will not exceed $2,500. For example, if total project costs are $7,000 the applicant is to match 60% (which would be $4,200) the City will award 40% of the project cost ($2,800) not to exceed $2,500. Project must be completed within 90 days of funding being granted. Another example, if project costs are $5,000, the applicant will be reimbursed 40% at a total which would be $2,000 with the applicant matching 60% at $3,000.

Eligible Applicants: Eligible applicants include owners of commercial properties and owners/managers of businesses located in the designated districts within the City of Pickens. Business owners/managers who are leasing a building for which improvements are proposed must submit a letter from the owner giving consent and approval of proposed project plans with their completed application. Only businesses whose existing use is allowable by the City's current codes and regulations are eligible for funding through the FIGP. The FIGP Committee reserves the right to deny funding to applicants who are delinquent on payment of fines or fees.

Eligible Expenditures: For purposes of this program, eligible expenditures shall include expenses related solely to those exterior improvements, which are eligible for reimbursement, as outlined in the program guidelines and determined by the FIGP Committee; this excludes expenditures related to interior improvements, ordinary repair and maintenance, improvements required as a result of code violations, or other expenditures deemed ineligible by the FIGP Committee.

Improvements must be consistent with recommendations set forth in master plans for the area in which the property is located.

All work must be completed by a licensed contractor, legally operating in the City of Pickens. The applicants should contact the City for assistance with permitting and business licensing.

• Eligible improvements include exterior building improvements (cosmetic and/or structural), signage, lighting, and landscaping, which are visible from the street.

> Examples: Exterior painting or surface treatment • Decorative awnings • Window and/or door replacements or modifications • Storefront enhancements • Landscaping • Irrigation • Streetscape • Outdoor patios and decks • Exterior wall lighting • Decorative post lighting and architectural features

• Ineligible improvements include ordinary repair and maintenance, required improvements as a result of a violation notice or citation, site furnishings, amenities, non-permanent structures, and moveable equipment.

Ordinary repair and maintenance defined as "any work, the purpose and effect of which is to correct or prevent any deterioration or decay of, or damage to a structure, site or any part thereof, and to restore the structure or site, as nearly as may be practicable, to its condition prior to such deterioration, decay, or damage using materials which are of a design, color, and outer appearance as close to practicable to the original."

ECONOMIC DEVELOPMENT INCENTIVE ORDINANCE:

Ordinance #2017-01

An ordinance authorizing and establishing an economic development incentive program to encourage private investment in the City's ongoing effort to revitalize and retain/create jobs.

When there is a defined public benefit to the City of Pickens for a public purpose, the City may enter into an incentive agreement with a person, firm or corporation to undertake a development or redevelopment project. Individual agreements must be authorized by a resolution or other public action of the Pickens City Council.

BUSINESS PLANNING RESOURCES

Clemson University Small Business Development Center
Business Planning | Feasibility | Marketing | Finance | Risk Management
www.scsbdc.com

Clemson Area:	Ben Smith bennys@clemson.edu 864.710.4717
Greenville Area:	Earl Gregorich egrego5@clemson.edu 864.326.5504

Off the Grid
Business Planning | Social Media | Marketing
www.offthegridgreenville.com
802 Augusta Street, Greenville, SC 29605

SCORE (Service Corps of Retired Executives)
Business Planning | Feasibility | Marketing | Finance | Risk Management
www.piedmont.score.org
300 E. Washington Street, Federal Building, Room B-02, Greenville, SC 29601
864.271.3638 • info@piedmontscore.org

South Carolina Business One Stop
Incorporation | Licensing | Taxes | Compliance
www.scbos.com
803.898.5690 • scboshelp@scboxs.sc.gov

South Carolina Secretary of State
Incorporation | Business Names & Trademarks
www.scos.com
1205 Pendleton Street, Suite 525, Columbia, SC 29201
803.734.2158 (Incorporation)
803.734.0629 (Trademarks)

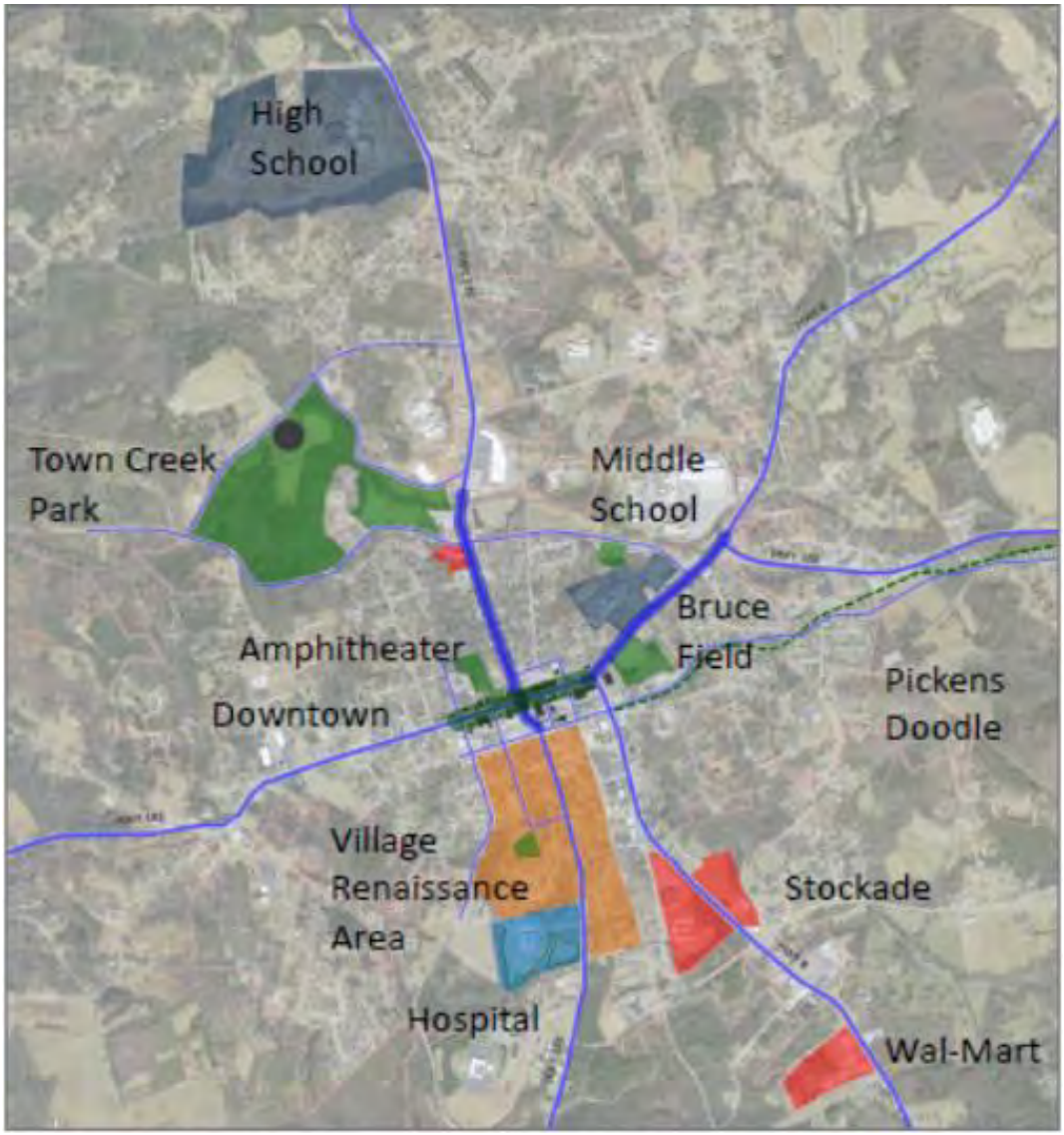
South Carolina Department of Revenue
Retail Sales | Alcohol | Tobacco
www.sctax.org
545 N. Pleasantburg Drive, Suite 300, Greenville, SC 29607

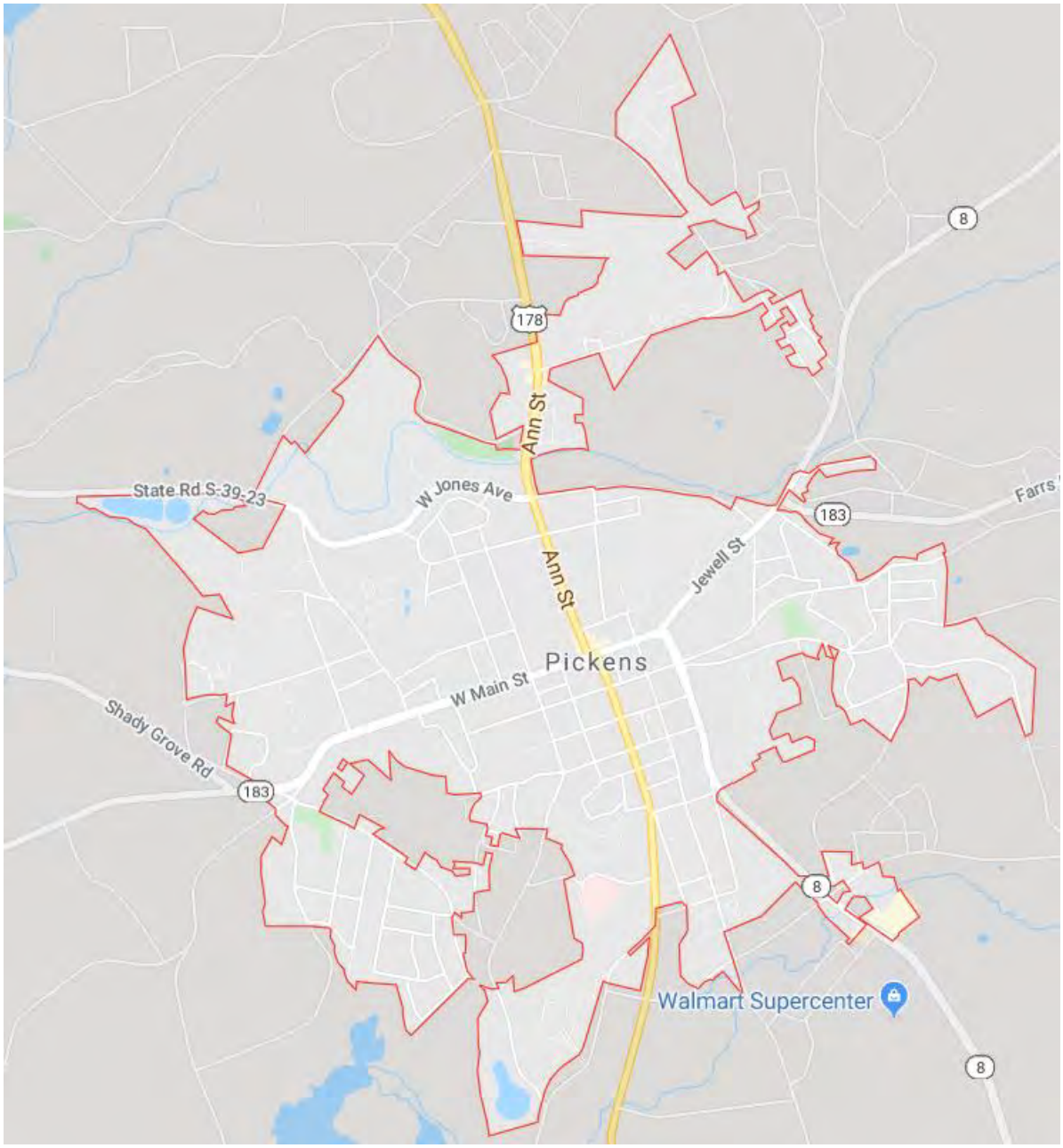
Retail License:	864.241.1200 retail@sctax.org
Alcohol:	803.898.5864 alcoholicliq@sctax.org
Tobacco:	803.896.1970 tobaccotax@sctax.org

South Carolina Department of Health & Environmental Control
Food Compliance
www.scdhec.gov
200 University Ridge, Greenville, SC 29601
864.372.3273 • info@dhec.sc.gov

South Carolina Department of Labor, Licensing & Regulation
Regulation | Licensing | Enforcement | Training | Education
www.llr.sc.state.us
Synergy Business Park, Kingstree Building, 110 Centerview Drive, Columbia, SC 29210
803.896.4300 • contactllr@llr.sc.gov

Bureau of Alcohol, Tobacco, Firearms & Explosives
Regulation | Enforcement | Training
www.atf.gov
301 N. Main Street, Suite 1802, Greenville, SC 29601
864.282.2937 • charlottediv@atf.org


High
School
Town Creek
Park
Middle
School
Bruce
Field
Amphitheater
Downtown
Pickens
Doodle
Village
Renaissance
Area
Stockade
Hospital
Wal-Mart


8
178
Ann St
State Rd S-39-23
W Jones Ave
183
Farrs
Jewell St
Ann St
Pickens
W Main St
Shady Grove Rd
183
8
Walmart Supercenter
8

historic Pickens

Where the Mountains Begin.

Business Assistance Guide

prepared by:

Pickens Revitalization Association