

## 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*

A non-profit organization, Pickens Revitalization Association (PRA) was formed as a unique preservation-based economic development tool that enables the community to focus on business and community development. Pickens Revitalization Association is dedicated to the enhancement and preservation of sustainable growth in Pickens. The goal of Pickens Revitalization Association is to work with the City of Pickens and other community partners to ensure a sustainable future. Pickens is uniquely positioned to strengthen its existing assets, while also diversifying its economic base by bringing in new businesses.

### Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, our 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.

*Pickens Revitalization Association Board of Directors*

### Promotions

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 our commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image to the community and surrounding region. Promotions communicate Pickens' unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

*Promotions Committee: Events at the Amphitheater, 4<sup>th</sup> of July Celebration, Venture Outdoors, Trick or Treat on Main, A Pickens Christmas, Shop Historic Pickens*

### Design

Design means getting Pickens into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in our town 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. Design activities also include instilling good maintenance practices in the city, enhancing our 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, street planters, storefront displays, design workshops, children's art displays, historic walking tour, etc.*

### Business Development

Economic development strengthens our 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. 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, demographics, Available Properties Database, Vacant Buildings Poster Series, etc.*