



around town

www.historicpickens.com

JANUARY 2015

Pickens Revitalization Association announces the 2015 Main Street Challenge

Pickens Revitalization Association is excited to announce a new program for 2015, based off the very successful program of the same name in Spartanburg. The Main Street Challenge is an entrepreneurial start up competition for the purpose of generating additional retail occupancy in downtown Pickens. At the same time, it provides a means by which local, area, and regional entrepreneurs can advance their desire to expand or open a new business.

For up to two winning entries, the Main Street Challenge program will offer \$4,000 in incentives for start-up businesses, which must then open a new location in downtown Pickens by November 1, 2015.

The money offered to the winner(s) will take the form of a potentially forgivable loan, determined by the business' ability to meet all requirements of the program. Winning business(es) may receive additional benefits, including: assistance with branding, marketing, advertising, online presence and promotions, as well as accounting and payroll.

"We feel the Main Street Challenge, proven in the City of Spartanburg, is a perfect fit to jump start business in Pickens, thereby increasing the vibrancy of the overall downtown," said Allison Fowler, Executive Director of Pickens Revitalization

Association. "Pickens is well on its way to becoming a destination for outdoor enthusiasts, and the Main Street Challenge is an effort to encourage community vibrancy and economic diversity in downtown Pickens as a place to eat, work and play every day and evening."

Business concepts eligible for the competition include: new start-up

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

BOARD OF DIRECTORS

Patrick Lark
President
City Council

Carlton Holley
Vice President
City Council

Faye Padgett
Secretary
Nestfeathers

Megan Thomas
Treasurer
Thomas Realty

Daniel Brazinski
Pickins Guitar Company

Norm Rentz
Cannon Memorial Hospital

Mike Parrott
Greater Pickens Chamber of Commerce

Amanda Dow
Duke Energy

Michelle Money
9Round

Allison Fowler
Executive Director

OFFICE

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



LOCAL NEWS

Main Street Challenge continued

businesses, franchises, an expansion or relocation of an existing location from another community, and a significant expansion of an existing local business that would branch into an additional business concept.

Pickens Revitalization Association has several goals connected with the Main Street Challenge program, which will be administered by its Business Development Committee, including:

- » Innovatively recruit new business that will enhance the business mix in downtown Pickens.
- » Highlight available downtown properties and increase downtown retail occupancy.
- » Provide entrepreneurial businesses with financial assistance to launch their concepts.
- » Create positive buzz about downtown Pickens.
- » Drive consumer traffic to downtown Pickens.
- » Create new permanent leases in downtown Pickens.
- » Generate ideas, leads, and other information to aid our efforts to support job creation and revenue growth.

“The Main Street Challenge benefits our community by drawing out the best ideas for new businesses and enables the winning entrepreneurs to bring their plan to life,” said Patrick Lark, President of the Pickens Revitalization Association Board of Directors. “Pickens is ripe with ideas, but many entrepreneurs find the start-up costs of creating their ideal business space too overwhelming. The Main Street Challenge is a catalyst to move these entrepreneurs from idea to reality, and the Pickens Revitalization Association is here to support and see the new business prosper through the crucial startup phase.”

The Main Street Challenge will follow a set timeline throughout 2015, as laid out below:

- » January 5, 2015
Application Available
- » February 10, 2015
Round One Due: Application
- » March 2, 2015
Announce Semi-Finalists
- » April 20, 2015
Round Two Due: Business Plan
- » May 15, 2015
Announce Finalists
- » May 28, 2015
Finalists Pitch
- » June 1, 2015
Winner(s) Announced
- » November 1, 2015
Business(es) Open



For the 2015 Main Street Challenge Guidelines and Application, please visit www.historicpickens.com and click on Main Street Challenge. The application will be available beginning January 5th, 2015 online and in print form at the Pickens Revitalization Association Office at 222 West Main Street, Pickens.

LOCAL NEWS

Doodle Trail on Track to be Finished by Next Summer

By Ron Barnett, Staff Writer. Originally published in the Pickens County News on December 17, 2014.

Easley. The Doodle Trail is on the fast track. A bid to do the paving and everything else that needs to be done to finish the 7.4 mile recreational trail from Easley to Pickens has come in at just under \$2 million, and the two cities are in the process of issuing bonds to get the work started.



The trail could be ready to go by Memorial Day, said Easley Mayor Larry Bagwell. "It's in our hands," he said. Each city plans to issue \$1 million in bonds, which will be paid back through hospitality taxes and won't require a tax increase, Bagwell said. Easley City Council has given first reading approval to issuing the bonds and plans to close the deal within 60 days, he said.

Pickens City Council is scheduled to take final action on issuing its bonds on January 5th, according to Bruce Evillizor, City Administrator. "We're very excited," he said.

The project received only one bid, from King Asphalt of Liberty, Bagwell said. "Actually, in my opinion, it came in a little cheaper than what we thought it would," he said.

The train is running ahead of schedule too. Earlier this year, it was thought that it might take up to two years to get the trail finished. The \$1.9 million project, which involves paving the abandoned Pickens Doodle Railroad, building bridges, fences and other features, doesn't include the trail heads and surrounding amenities, which each city will pay for separately, Bagwell said.

Final plans for the Doodle Head, as Easley calls its trailhead, haven't been settled on, but city officials hope to move several boxcars from Pickens to the site off Fleetwood Drive and State 8 and get an old caboose from Norfolk-Southern Railway. A picnic shelter and greenspace are also envisioned for the site, the mayor said.

Also, Easley is trying to work out a plan to extend the trail from its southern terminus on into downtown, Bagwell said. Merchants are hoping to attract some business from the trail, which would be much more likely if it offers an easy extension down to Main Street.

Pickens is making plans for a larger trailhead, with an information center/store, playground, museum and educational garden.



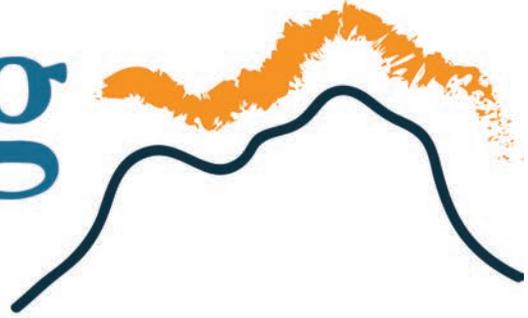
Jim Porter named Pickens' 2014 Firefighter of the Year

Firefighter Jim Porter was named the 2014 Firefighter of the Year by the Pickens Fire Department. This is the third time firefighter Porter has been given this prestigious award. His acts on the fireground and his dedication to the Department and the Pickens community, make him more than deserving of this award. Congratulations!



LOCAL NEWS

Gathering ON Appalachian Life in Historic Pickens



Saturday, February 28th
Hagood Community Center
129 Schoolhouse Street, Pickens

Join us for a day-long celebration of all things Appalachian on Saturday, February 28th at the Hagood Community Center in Pickens, South Carolina. Save the date to enjoy a glimpse of life in the Upstate in years gone by. During the opening session, listen and be entertained by presenters Dr. Tom Cloer (writer, historian, and storyteller), Dennis Chastain (naturalist, writer, and historian), and Dot Jackson (journalist, author and storyteller). Choose from over 30 interactive workshops and tours to attend during four, hour-long sessions. Eat an Appalachian lunch prepared "from scratch." Shop and buy at vendor tables and a silent auction. Visit different venues in the Pickens area including Hagood Mill and Hagood-Mauldin House.

For more information about the Gathering on Appalachian Life, and to register, please visit: www.historicpickens.com and click on Events, then Gathering on Appalachian Life.

Greater Pickens Chamber of Commerce
and
Pickens Revitalization Association



invite you to the

2015 Annual BANQUET

JOIN US FOR A NIGHT OF FUN
AND ENTERTAINMENT AS OUR
TWO ORGANIZATIONS COME
TOGETHER TO RECOGNIZE
BUSINESSES AND INDIVIDUALS
IN THE COMMUNITY

March 6, 2015

The Lighthouse
Restaurant



Powerhouse Dance Company Grand Opening Celebration

Powerhouse Dance Company is holding a Grand Opening Celebration on Saturday, January 24th at their new location at 111 West Main Street in Pickens. Contact Theresa Woods, owner of Powerhouse Dance Company at 864.915.5869 for more information or visit them on Facebook.

GIFT OF PICKENS



Get yours today!

Give the gift that stays in Pickens!

Pickens Revitalization Association is committed to continuing our very own Shop Local Initiative, Gift of Pickens! We want our local businesses in Pickens to thrive and hope you will join us!

Gift of Pickens certificates are on sale now at PRA and City Hall (cash or check only at these locations) and securely online by Credit Card or PayPal at:

www.historicpickens.com/shop-historic-pickens/gift-of-pickens/

SHOP LOCAL. 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.



FEATURED PROMOTIONS and EVENTS

This Year, I WILL _____.
(What will YOU do this Year?)



THIS IS YOUR YEAR!
START CHANGING YOUR LIFE TODAY!

9Round™ is a total body 30 minute kickboxing workout. Our convenient circuit format makes fitness easy, even with your busy schedule!

9ROUND™
30 MIN KICKBOX FITNESS



**REAL MEMBERS,
REAL RESULTS!**

Lost 90 lbs.

At the beginning of 2013... a couple of my friends talked me into going with them to the new 9Round that had opened in our town. Once I started, I haven't ever stopped since. **9Round has become such a blessing.** I have started to gain my self-confidence, esteem, and self-worth back with every step. At this point **I have lost a total of 90lbs,** and still working at it! My life would definitely not be the same without my 9Round!!!! - Lindsey P.

**1ST MONTH
FREE!**

Month To Month Memberships Available!

With membership enrollment... Limit one per household. No cash value. Other fees and some restrictions may apply. Valid only for local residents on first visit at participating clubs.

864-507-3142

113 W Main St
Pickens, SC 29671

9round.com/PickensSC

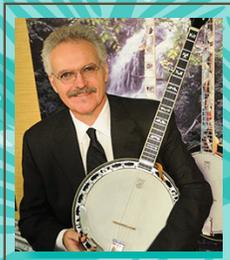
FEATURED PROMOTIONS and EVENTS

Fourth Annual **Winter Bluegrass Jubilee** *January 24th, 2015*

www.yamupstate.com

Performances and Workshops by:

Pickens High School
Fine Arts Auditorium



Terry Baucom



Shawn Lane



Jim Van Cleve



Wayne Winkle

Emcee: Cindy Baucom from Knee Deep In Bluegrass

Also performing:

Slik Nickel, Laurel Fork, Sweet Potato Pie Kids,
Out of the Blue, The Pickens High Bluegrass Students,
YAM Elementary School Students, HotFoot Cloggers

Hosted by Pickens High School and
The Young Appalachian Musicians Program.

Pickens High School Fine Arts Auditorium
4314 Moorefield Memorial Highway
Pickens, SC 29671

Tickets \$12. Children 12 and under are
free*. Visit www.yamupstate.com for more
information and to purchase tickets.

* Child must be accompanied by a supervising adult at all times.
For other information please call 864-878-4257.

All proceeds from the event will go to support the
Pickens High Bluegrass program and the Young
Appalachian Musicians program.



CALENDAR OF EVENTS

JANUARY

24th

4th Annual Winter Bluegrass Jubilee

Pickens High School Fine Arts Auditorium
for more information, visit: www.yamupstate.com

FEBRUARY

28th

Gathering on Appalachian Life

Hagood Community Center; Pickens
see page 4 for more information

MARCH

6th

PRA/Chamber of Commerce Annual Banquet

The Lighthouse Restaurant

14th

Pickens Rotary Club Spaghetti Dinner

more information to come

APRIL

16th

Jamie Wright at the Greater Clemson Blues Festival

7pm; Pickens Amphitheater

17th - 18th

Pickens Azalea Festival

www.pickensazaleafestival.org

MAY

2nd

Cruise-In and Music on Main Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

8th

Blue Ridge Fest

Blue Ridge Electric Coop
www.blueridgefest.com

9th

Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

16th

Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

23rd

Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

30th

Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

JUNE

6th

Cruise-In and Music on Main Attractions at the Amphitheater

7pm - 10pm; Pickens Amphitheater

THANKS MEMBERS!

Alexander Law Firm

Cannon Memorial Hospital

Pickens Senior Center

Pickens Dental Associates

Town & Country Florist

Behavioral Health Services

East Main Treasures

Pruitt Health

Oh Joy!

Brock's

City of Pickens

Edward Jones

Stockade Antiques

Pickens Savings & Loan

Gravelly's Law Firm

Foothills Gun and Pawn

Blue Ridge Electric Coop

Pickens Federal Credit Union

Corner Drug Store

Great Oaks Dental

Lindsay Oil Company

American Legion

Nestfeathers

GateHouse Restaurant

Chuck Dooley

TTI/OWT, Inc.

Pizza Inn

Pace and Reeves

State Farm

TD Bank

Shabby & Chic

Mark Kaiser

9 Round

Durham Greene