



around town

www.historicpickens.com

MARCH 2014

2014 Annual Banquet a Success

Pickens, SC. On Friday, February 21st, Pickens Revitalization Association and the Greater Pickens Chamber of Commerce came together for the 2014 Annual Banquet to recognize businesses and individuals in Pickens. Held at The Lighthouse Restaurant on Lake Keowee, the Banquet offered a night of fantastic food and jazz entertainment, provided by RazzMaJazz, for over 125 guests.

The event was sponsored by the following: City of Pickens, Duke Energy, Blue Ridge Electric Coop, Southern Wesleyan University, Pickens YMCA, Hiott for House, JR Automation, TD Bank, GateHouse Restaurant, Flowers by Virginia, Faith Lutheran Chapel and Meals on Wheels. Thank you sponsors, for making this night possible!

In addition to great food and music, the Banquet offered a chance to recognize outstanding individuals and businesses in Pickens. The Duke Energy Citizen of the Year Award was given to Carlton Holley, City Councilman and long-time Pickens resident who is passionately involved in several local organizations. The Chamber Member of the Year was awarded to GateHouse Restaurant. Pickens Revitalization Association awarded Jeannie Gilstrap as the Volunteer of the Year, Nestfeathers as the Community Business of the Year, and Oh Joy! as the best interior/exterior rehabilitation in Pickens. Congratulations to all of our award winners and thanks for all you do to make Pickens great!

A big thank you to everyone who made this event special, from the attendees, award winners and sponsors, to the jazz band, board members and Lighthouse staff. We look forward to another great banquet in 2015!



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

BOARD OF DIRECTORS

Patrick Lark
President
City Council

Carlton Holley
Vice President
City Council

Dick Krull
Treasurer
Member-at-Large

Faye Padgett
Secretary
Nestfeathers

Daniel Brazinski
Pickins Guitar Company

George Case
East Main Treasures

Norm Rentz
Cannon Memorial Hospital

Mike Parrott
Greater Pickens Chamber of Commerce

Amanda Dow
Duke Energy

Allison Fowler
Executive Director

OFFICE

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



2014 ANNUAL BANQUET



SMALL BUSINESS RESOURCE FAIR

Thanks to everyone who joined us for the Pickens Small Business Resource Fair on Monday, February 24th! If you missed the event, feel free to browse the information, contacts and links on our website at <http://historicpickens.com/calendar-of-events/pickens-small-business-resource-fair/> so you don't miss any of the great information!



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! Together, let's support our local businesses to make Pickens an even better place to live, work and play!

Reminder: Gift of Pickens Certificates expire on April 30th!



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>.

Appropriate Tactics for your Promotion Objectives

- 1** *Awareness:* The potential customer must know or be reminded of your existence, your location, your product or service, your price range, and what makes you different from the competition.
- 2** *Building a Mailing List:* Collect the names and addresses of all customers who walk through your door - do everything you can to collect this information, and maintain and update it continually.
- 3** *Community Goodwill:* No matter how large or small your business, you put out an image that reflects on you - promotions aimed at community involvement show your genuine caring and sharing.
- 4** *Excitement:* Promotions that make you stand out from the crowd - exciting promotions will create a loyal customer base.
- 5** *Frequency:* Promotions designed to establish your business as the place to go in your category - keep your customers coming back as often as possible.
- 6** *Generating PR:* Publicity is an effective and inexpensive way to get your message out by getting the media (radio, television, newspapers, magazines, websites) interested enough in what you are doing to tell their audiences about it.
- 7** *Generating Traffic:* Promotions designed to attract people into your operation - people may be coming simply to pick up an entry blank for a contest, but it's likely they'll make some purchase as a result.
- 8** *Image:* The image you have established in the community should drive the promotions you choose. If you want to change your image, choosing the proper promotions can make it easy.
- 9** *Increasing Sales:* Promotions that are designed to build a higher check (and a higher profit) per customer through the suggestive selling of add-ons or selling up to higher-priced products or services.
- 10** *Keeping Staff Busy:* Promotions that are designed to keep your staff busy - the knowledge that you are working to help your staff keep their jobs will create staff loyalty and goodwill.
- 11** *Promoting Activities During Slow Periods:* Aim to build your normal and usual business during off times rather than expand your activities and services.
- 12** *Staff Incentives:* A harmonious, exciting, and pleasant work environment will keep your business running smoothly and leave you and your management with time to implement other promotional activities.
- 13** *Stimulating Trial:* Promotions that are designed to stimulate trial offer something that is special enough to give potential customers the push they need.

FEATURED PROMOTIONS *and* EVENTS

FREE!

FREE!

Attractions at the **AMPHITHEATER** HISTORIC PICKENS

SUMMER 2014

april

16th SWU Jazz Band

19th Azalea Festival

26th Derrick Dorsey
Band

* Cruise-In and Music
on Main Event



may

3rd Southern Crescent
Band*

10th The Hired Help

17th Itchy and the
Chiggers

24th Jamie Wright Review

31st King and McCloud
Band

june

7th Derrick Dorsey
Band*

14th Michael Vick
Trip

21st Sweet Potato Pie
Kids

28th Sweet Potato Pie
Kids

july

4th 4th of July
Celebration

5th Katlin Owen
Band*

12th The Hired Help

19th Itchy and the
Chiggers

26th Sweet Potato Pie
Kids

august

2nd The Folsom Prison
Gang*

9th Michael Vick Trip

16th Jamie Wright
Review

23rd City Street Band



Join us this summer at the
Pickens Amphitheater!



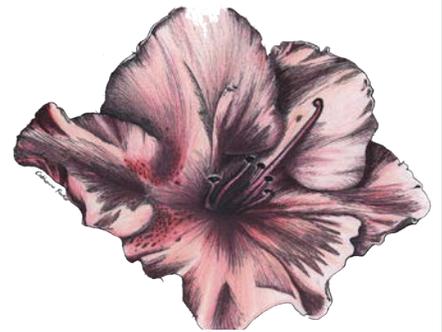
7pm - 10pm • 114 W. Main Street

FREE Music Events All Summer Long!

For more information, please contact the City of Pickens at 864.878.6421 or www.cityofpickens.com
or Pickens Revitalization Association at 864.878.0105 or www.historicpickens.com

FEATURED PROMOTIONS *and* EVENTS

Pickens Azalea Festival



Catherine Parker
10th grade, Pickens High School

SCHEDULE OF EVENTS

Friday, April 18th

7:00pm

Classic Car Cruise-In
Main Street

7:30pm

The Extraordinaires
Main Stage



The Extraordinaires

Baking Competition

New this year is the Azalea Festival Inaugural Baking Competition hosted by Pickens' own Francine Bryson. The competition will take place Saturday afternoon at Michael's Restaurant. Entry forms and rules are available at www.pickensazaleafestival.org.

Saturday, April 19th

8:00am

8th Annual 5k Walk/Run

sponsored by the Pickens Womens Association

South Lewis Street (next to Pickens First Baptist Church)



10:00am

Opening Ceremonies
Main Stage

ALL DAY

Artists/Crafters

Children's Creation Area

Self-Guided Historical Tours

8:00pm

Mothers Finest
Main Stage



Mothers Finest

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.

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

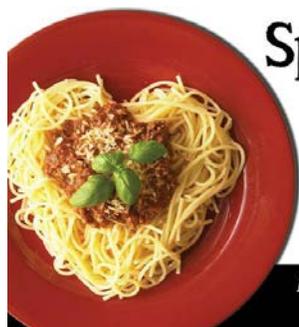
- *Grow Pickens' Businesses and Retail Base*
 - *Revitalize Downtown*
 - *Cultivate Tourism*
- *Support Overall City Improvement Initiatives*
- *Create, Manage and Support Promotional and Entertainment Events*

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 Notary Service • Special Preferred Sponsorship Opportunities and Discounts • Special Training and Educational Benefits

CALENDAR OF EVENTS

MARCH



Spaghetti Dinner & Live Auction

featuring MIKE HENDRIX
plus MOUNTAIN MUSIC by the Hallmans

March 15 • 6 - 8pm

Pickens First Baptist Church

proceeds benefit Pickens County

FAMILY PROMISE



15th

Pickens Rotary Club

Annual Spaghetti Dinner and Live Auction

6pm - 8pm

Pickens First Baptist Church

Tickets are \$10; Pre-pay or Buy at the Door

To-Go Plates are Available!

APRIL

16th

Greater Clemson Blues Festival (April 13-19)

Southern Wesleyan University Jazz Band

7:30pm; Pickens Amphitheater

for a full schedule of festival events, please visit: www.clemsonbluesfest.org

18th - 19th

30th Annual Pickens Azalea Festival

Downtown Pickens

for more info, please visit:

www.pickensazaleafestival.org

18th

Russ Chapman and Friends

7pm, Cafe Connections

26th

Derrick Dorsey Band

7pm - 10pm

Pickens Amphitheater



MAY

3rd*

Southern Crescent Band

7pm - 10pm

Pickens Amphitheater

24th

Jamie Wright Review

7pm - 10pm

Pickens Amphitheater

10th

The Hired Help

7pm - 10pm

Pickens Amphitheater

31st

King and McCloud Band

7pm - 10pm

Pickens Amphitheater

17th

Itchy and the Chiggers

7pm - 10pm

Pickens Amphitheater

* Cruise-In and Music
on Main Event

