



around town

www.historicpickens.com

MAY 2014

Doodle Trail Master Plan Unveiled

Article by Nathaniel Cary of The Greenville News. Visit <http://www.greenvilleonline.com/story/news/local/pickens-county/2014/05/06/easley-pickens-unveil-doodle-trail-plan/8774097/> for the full story.

The abandoned former Pickens Doodle Line railroad that links the cities of Easley and Pickens is a weed-lined path filled with weathered wooden railroad ties and limitless potential. Within two years it could transform into a bicycle and pedestrian pathway patterned after the Greenville Health System Swamp Rabbit Trail. City leaders from Easley and Pickens hope the trail will have the same recreation and economic effects as the Swamp Rabbit Trail has had on the cities of Greenville and Travelers Rest. "It could be the saving grace for our downtown," said Katherine Hendricks, Pickens City Administrator.

Thursday, the two cities unveiled long-awaited plans to spend up to \$4.5 million to turn the 8.5-mile stretch into the Doodle Rail Trail, a pedestrian and bicycle path that Easley and Pickens will jointly own and build. The public got its first peek at plans that show welcoming entrances at trailheads in each city with a 10-12 foot wide trail that could be built as a natural surface first and later paved with asphalt. The trail was discussed for years, well before the city of Pickens and Easley agreed to purchase the former length of railroad for \$500,000 in August 2013. Leaders see the potential and say their residents and businesses have clamored for a trail after they saw the revitalization the Swamp Rabbit brought to the city of Travelers Rest.

"This is a huge project for our community," said Fox Simons, Easley City Administrator. "It is a quality of life issue. It is an economic development issue. It brings people in to Pickens County. It is a tourism development piece."

Challenges remain, chief among them how to fund the trail's construction. The two cities plan to evenly split the \$3 million cost to build and pave the trail, but each city will pay for its trailhead construction separately, Simons said. Easley has its money in place. Pickens is still trying to secure its share. Easley plans to issue a \$1.5 million bond in the upcoming budget, which it will repay with hospitality tax income, Simons said. Pickens hopes to secure a grant next year through the Appalachian Regional Commission, which it would pair with hospitality tax income to pay its share, Hendricks said.



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

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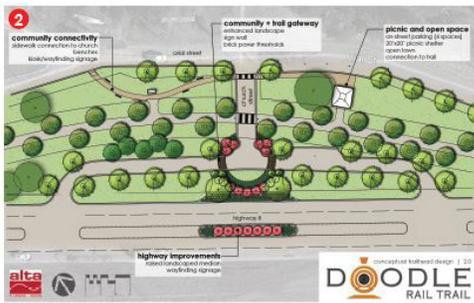
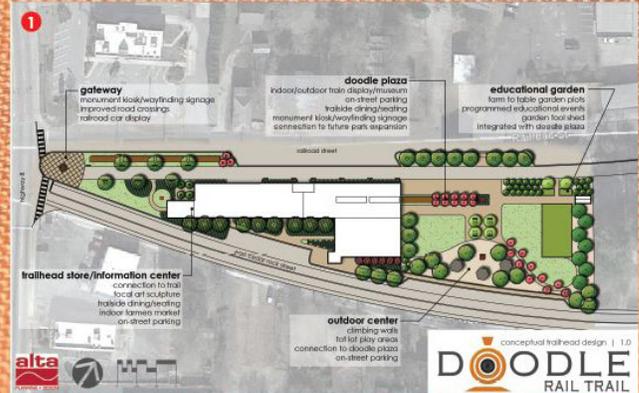
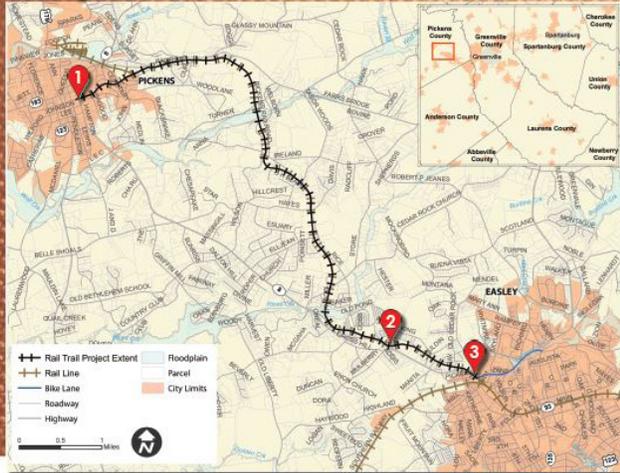
OFFICE

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



DOODLE RAIL TRAIL

Proposed Trailheads Along the Doodle Rail Trail



NEW MURAL AT THE PICKENS FIRE STATION



The Pickens High School National Art Society has worked since November on painting a mural in the Pickens Fire Department. Under the leadership of Dr. Hicks, ten students rendered a 1987 Pierce Dash pumper owned by the Pickens Fire Department and an antique Seagrave pumper in the mural. The theme was transitioning from old to new and includes former and current fire department patches. Also included is a tribute to the fallen Twin Towers and the memory of September 11, 2001. Included in the picture with Mayor David Owens and Fire Chief Chris Elrod is Dr. Hicks, Breanna Miles, Kyle McManis, Alexis Day, Ally Gardner, Darra Long, Dakota Malsch, and Sarah Forest. Students that contributed but not pictured are Kristian Blackwood, Allison Rogers, and Anne Mason. On behalf of the City of Pickens and Fire Chief, Chris Elrod we would like to thank Dr. Hicks and all the students involved in a job well done to bring pride to the Fire Station.

TOWN CREEK PARK REVITALIZATION

On May 3rd 2014, a group of 40-50 dedicated volunteers and organizers took part in the first ever Town Creek Cleanup Day, helping to beautify this valuable ecological and recreational resource and the City of Pickens!

The day started at 9am with various groups splitting up and focusing on picking up trash and debris on specific stretches of the banks, with 2 groups paddling down the creek in kayaks, canoes and stand up paddleboards. After revitalizing Town Creek from Highway 178 all the way down to Reece Mill Road, around a mile of creek, the trash and tires were collected and everyone gathered at Jaycee Park for a feast of barbecue tacos from the Gatehouse and pizza donated by Pizza Inn!

Before the live music began, several incredible quality items, including a kayak and paddle donated by Confluence Outdoor, a \$100 photo shoot with Sentell Photography and t-shirts and stand up paddleboard rentals at One With The Ride. To finish off the event, the sensational blue grass stylings of New Dixie Storm filled the park and even attracted some listeners away from Diamond Day! Around 2 pm the band was finishing off the last song and the celebration for all of the hard work the volunteers put in.

The Town Creek Revitalization Project, formed in early 2014, and has met weekly to create and organize a plan of various cleanups and additions to Town Creek, to make it more enjoyable by all! We are very excited to announce that we have been awarded a grant from Michelin to further our efforts of making Town Creek easier to use and expect to build access points for the creek just above the covered bridge and before Reece Mill Road. These access points will boost the efforts of the City of Pickens to provide more outdoor recreation and add excitement to the mountain biking and hiking trails that are currently being installed in Town Creek Park!

Please join us on September 20th for an even bigger cleanup event when we participate in the state wide River Sweep program! We expect to clean more sections of Town Creek and celebrate the creek additions made possible by the Michelin grant. We would like to thank the following for their support in the May 3rd Cleanup Day: Michelin, Confluence Outdoor, One With The Ride, Sentell Photography, Blue Ridge Electric, Pizza Inn, Ingles, Palmetto Pride, City of Pickens, Pickens Revitalization Association, Pickens Recreation Department, and New Dixie Storm...thanks again for making this event happen!



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	Stockade 'n Stuff Antiques
American Legion	Pickens Savings and Loan
TD Bank	Town and Country Florist
Nestfeathers	Behavioral Health Services
Shabby and Chic	Hiott Printing Company
Gravelly's Law Firm	GateHouse Restaurant
Mark Kaiser	East Main Treasures
Foothills Gun and Pawn	Chuck Dooley
9 Round	

PRA IS MOVING

Pickens Revitalization Association is moving at the end of May! We'll be joining offices with one of our best partners in Pickens, the Greater Pickens Chamber of Commerce. We all feel that this will be a great asset to both of our organizations, and bring all business and visitor information to one location.

Starting **June 1st**, come by
222 West Main Street to visit us!



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

Pickens Revitalization Association needs your help to be successful in Pickens! Contact us today for a Volunteer Application. Below are some ways you can get involved:

Volunteer with Pickens Revitalization Association



Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for the downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your 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. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Organization Committee: *Pickens Revitalization Association Board of Directors*

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

Promotions Committee: *Cruise-In and Music on Main, Attractions at the Amphitheater, 4th of July Celebration, 3rd Fridays, Founders Day Music Festival, A Pickens Christmas, Shop Historic Pickens*

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district 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. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's 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, storefront displays, design workshops, children's art displays, historic walking tour, etc.*

Business Development strengthens your 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. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. 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, Merchant's Group, demographics, Available Properties Database, Vacant Buildings Poster Series, etc.*

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 month's tips are provided from Independent We Stand, and you can find the original article here: <http://www.independentwestand.org/10-tips-to-promote-your-small-business-and-how-independent-we-stand-can-help/>

10 Tips To Promote Your Small Business

- 1 Establish a Web Presence:** An impressive 97 percent of Internet users look for local goods and services online. Make sure those customers find your business by promoting it online. If you don't have the time or resources to create a website, be sure to list your business in online directories, so that customers can easily find and support your business.
- 2 Celebrate your Independence:** Consumers understand the huge impact of independent businesses on local economies and are willing to go out of their way to support them. So celebrate the fact that your business is independent and locally-owned.
- 3 Get Mobile:** According to comScore, more than 57 percent of U.S. consumers own a Smartphone and three out of four have contacted a business they found on their phone. So make sure your business can be easily found by mobile phone users.
- 4 Be Social:** As social media continues to grow, along with it grow opportunities to market your small business. Not only can you reach new customers via social media, but you can do so for free. The only cost to your business is the time you spend posting.
- 5 Join a Buy Local Group:** There is truth in the old saying, "strength in numbers," and joining a buy local organization is no exception. According to the 2013 Independent Business Survey by the Institute for Local Self-Reliance, Independent businesses in communities with an active "buy local first" initiative run by a local business organization reported average revenue growth of 8.6% in 2012, compared to 3.4% for those in areas without such an initiative. Check out PRA's *Shop Historic Pickens* campaign on our website.
- 6 Be Vocal:** Small business owners are the first to step up when their community needs them and the last to take credit for their goodwill. They are doing what comes natural, and offering their assistance whenever and wherever possible.
- 7 Find a Niche:** Maybe you're a co-op bike shop whose employees are the owners; maybe you're an indie coffee shop that found a way to use recycled coffee grounds to grow produce. Find what it is that makes your business unique and different from any other business out there. Consumers want to try new things and that's part of what sets your business apart from the big boxes and national chains. So embrace your weird, fun, quirky attribute and go with it!
- 8 Build Relationships:** Get to know your fellow small business owners and find ways to work together to accomplish a common cause. Small business owners share common challenges, regardless of niche. They also share common benefits, such as quality products, vast expertise, and stellar customer service.
- 9 Practice What You Preach:** Get in the habit of buying local whenever possible. As a small business owner, you know better than most the benefits of shopping at independently owned businesses. Therefore, small business owners are in the best position to support other small businesses, both professionally and personally. Be a role model for your friends, employees, and customers by shopping local in your day-to-day life.
- 10 Engage the Community:** Encourage members of your community to take action in support of the 'buy local' movement by participating in small business events like National Small Business Week and Small Business Saturday. These events teach people the benefits of buying local by encouraging them to do so in large numbers.

FEATURED PROMOTIONS *and* EVENTS

FREE!

FREE!

Attractions at the **AMPHITHEATER** HISTORIC PICKENS

SUMMER 2014

april

may

june

july

august

16th SWU Jazz Band

3rd Southern Crescent Band*

7th Derrick Dorsey Band*

4th 4th of July Celebration

2nd The Folsom Prison Gang*

19th Azalea Festival

10th The Hired Help

14th Michael Vick Trip

5th Katlin Owen Band*

9th Michael Vick Trip

26th Derrick Dorsey Band

17th Itchy and the Chiggers

21st Sweet Potato Pie Kids

12th The Hired Help

16th Jamie Wright Review

* Cruise-In and Music on Main Event

24th Jamie Wright Review

19th Itchy and the Chiggers

23rd City Street Band



31st King and McCloud Band

28th Sweet Potato Pie Kids

26th Youth Talent Show



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



 **MAY 3rd**
**CLASSIC and
CUSTOM CARS**
with the **Southern Crescent Band**

 **JUNE 7th**
JEEPS *with the*
Derrick Dorsey Band

 **JULY 5th**
OPEN CRUISE-IN
with the **Katlin Owen Band**

 **AUGUST 2nd**
MOTORCYCLES *with the*
Folsom Prison Gang

West Main Street, Historic Pickens
Vehicle Registration starting at 5:30pm (from Garvin Street)
Entertainment starting at 7pm
Special Awards plus other Surprises



Please visit www.historicpickens.com for more info!

CALENDAR OF EVENTS

MAY

12th - 18th

BMW Charity Pro-Am, Web.com Tour

<https://www.bmwusfactory.com/charity-golf/>

16th

Blue Ridge Fest

<http://www.blueridge.coop/blueridgefest/>

17th

Itchy and the Chiggers

7pm - 10pm; Pickens Amphitheater

24th

Jamie Wright Review

7pm - 10pm; Pickens Amphitheater

31st

King and McCloud Band

7pm - 10pm; Pickens Amphitheater

JULY

4th

4th of July Celebration

Historic Pickens

5th*

Cruise-In and Music on Main (Open)

Katlin Owen Band

7pm - 10pm; Pickens Amphitheater

12th

The Hired Help

7pm - 10pm; Pickens Amphitheater

19th

Itchy and the Chiggers

7pm - 10pm; Pickens Amphitheater

26th

Youth Talent Show

7pm - 10pm; Pickens Amphitheater

26th

Doodle Trail 5K

7am; Legacy Square

JUNE

7th*

Cruise-In and Music on Main (Jeeps)

Derrick Dorsey Band

7pm - 10pm; Pickens Amphitheater

14th

Michael Vick Trip

7pm - 10pm; Pickens Amphitheater

21st

Sweet Potato Pie Kids

7pm - 10pm; Pickens Amphitheater

28th

Sweet Potato Pie Kids

7pm - 10pm; Pickens Amphitheater

* **Cruise-In and Music on Main Event**

AUGUST

2nd*

Cruise-In and Music on Main (Motorcycles)

The Folsom Prison Gang

7pm - 10pm; Pickens Amphitheater

9th

Michael Vick Trip

7pm - 10pm; Pickens Amphitheater

16th

Jamie Wright Review

7pm - 10pm; Pickens Amphitheater

23rd

City Street Band

7pm - 10pm; Pickens Amphitheater

SEPTEMBER

13th

Ride to the Rock

Founders Day Music Festival

11am - 8pm; Historic Pickens