



around town

www.historicpickens.com

SEPTEMBER 2018

Pickens Revitalization Association announces the 2018-2019 Main Street Challenge

Pickens Revitalization Association is excited to announce a new Main Street Challenge for 2018-2019. The Main Street Challenge is an entrepreneurial start up competition for the purpose of generating additional retail occupancy in 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 two cash incentives in the amount of \$5,000 or one cash incentive in the amount of \$10,000 for start-up businesses, which must then open a new location in Pickens by April 1, 2019. 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.

The past two Main Street Challenge programs have been successful in bringing the Appalachian Ale House to Pickens, as well as the addition of a pollinator garden and agritourism sites with Bee Well Honey. "I would encourage all businesses to consider applying for this year's Main Street Challenge," said Kerry Owen, Bee Well Honey owner. "We made flagstone paths and irrigation and have already had many tours of our facility. We certainly appreciate the individual support and financial support we received from entering the Main Street Challenge."

Business concepts eligible for the competition:

- new start-up businesses
- franchises
- an expansion or relocation of an existing location from another community
- a significant expansion of an existing local business that would branch into an additional business concept



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

Donna Owen
Bee Well Honey
City Council

Tunckie LeCroy
Coyote Coffee

Megan Thomas - Dockery
Treasurer
Thomas Realty

Norm Rentz
Member-At-Large

Mike Parrott
Member-At-Large

Ken Roper
Roper Law Firm

Allison Fowler
Director

OFFICE

222 W. Main Street, Suite A
Pickens, SC 29671
864.420.3449



2018-2019 Main Street Challenge (continued)

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 the City of Pickens
- » Highlight available properties and increase retail occupancy
- » Provide entrepreneurial businesses with financial assistance to launch their concepts
- » Create positive buzz about Pickens
- » Drive consumer traffic to Pickens

“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 2018 and 2019, as laid out below:

- » September 1, 2018
Application Available
- » October 1, 2018
Round One Due: Application
- » October 15, 2018
Announce Semi-Finalists
- » November 30, 2018
Round Two Due: Business Plan
- » December 14, 2018
Announce Finalists
- » January 3, 2019
Finalists Pitch
- » January 16, 2019
Winner(s) Announced
- » April 1, 2019
Business(es) Open

For the 2018-19 Main Street Challenge Guidelines and Application, please visit www.cityofpickens.com/msc or visit www.historicpickens.com and click on Main Street Challenge. The application will be available beginning September 1, 2018 online and in print form at the Pickens Revitalization Association Office at 222 West Main Street, Pickens.

FEATURED EVENTS and PROMOTIONS

FREE!

FREE!

Events at the
**PICKENS
AMPHITHEATER**
2018

april

- 14th Shoal Creek
- 21st Pickens Azalea Festival
- 28th Taylor McCall

june

- 9th Left Lane Bluegrass
- 23rd RetroVertigo

august

- 4th Jamie Wright Band
- 18th Angela Easterling & the Beguilers

may

- 12th The Hired Help
- 26th Carolina Highway Band

july

- 4th 4th of July Celebration
Jake Bartley Band
- 7th Jack Greer
- 20th Young Appalachian Musicians
& Carolina Blue
- 21st Itchy & the Chiggers

september

- 1st SplitShot

114 W. Main Street

7pm - 9pm
LIVE MUSIC



www.cityofpickens.com/amphitheater



RIDE TO THE ROCK



presented by
PICKENS ROTARY CLUB

proceeds benefit the



Join us for a cycling adventure to

CAESARS HEAD • TABLE ROCK • PUMPKINTOWN

40k, 60k & 100k rides

September 22, 2018

114 W. Main Street, Pickens

The rides leave Pickens traveling north to the Cherokee Foothills Scenic Highway 11 with beautiful views of Table Rock Mountain & a climb to the top of Caesars Head before returning to Pickens.

**The 40k ride does not go all the way to Table Rock*

A complimentary **Ride to the Rock** t-shirt will be given to all pre-registered riders and a post-ride meal will be provided for each participant.

FOR MORE INFORMATION:

www.PickensRotary.org/RidetoRock

text ROCK to 71441 for updates

FEATURED EVENTS and PROMOTIONS

2ND ANNUAL EVENT!



Joining Hands
to Raise Awareness
about Substance Abuse in
our Communities

Substance Abuse Awareness and Education 5K Run/Walk and Festival at the Doodle Trail in Pickens

Individuals



Run Early Registration: \$25

Registrations received by September 14, 2018 guarantees a race shirt

Walk Early Registration: \$20

Registrations received by September 14, 2018 guarantees a race shirt

Run Late Registration: \$35

Registrations received after September 14, 2018
NOT guaranteed a race shirt

Walk Late Registration: \$30

Registrations received after September 14, 2018
NOT guaranteed a race shirt



Teams

Run Early Registration: \$100

Team of 5: Registrations received by September 14, 2018
guarantees a race shirt for each team member

Walk Early Registration: \$75

Team of 5: Registrations received by September 14, 2018
guarantees a race shirt for each team member

Run Late Registration: \$125

Registrations received after September 14, 2018
NOT guaranteed a race shirt for each team member

Walk Late Registration: \$100

Registrations received after September 14, 2018
NOT guaranteed a race shirt for each team member

Saturday October 20, 2018

Registration begins at 7:30 am with runners starting at 8:00 am

Register today by searching
"Hands Across the Carolinas" on
EventBrite or Go-GreenEvents.com



Questions? Email steppinitupcoalition@gmail.com
or call (864) 898-5800

FEATURED EVENTS and PROMOTIONS



SEPTEMBER 14-16 Hagood Mill's Ole Time Fiddling Convention Featuring SC State Fiddling Championship

Cash prizes • Primitive Camping • Concerts • Ole Time Barn Dance
Demonstrations By Local Artisans • Food and Craft Vendors

www.hagoodmillfoundation.org • 864-898-2936
138 Hagood Mill Road • Pickens, SC 29671



LOCAL NEWS

Bee Well Honey Celebrates World Honey Bee Day



On August 18th, Bee Well Honey held their first “World Honey Bee Day Festival” which brought 300+ patrons to enjoy a day long festival in Pickens. The Owen family would like to recognize their great staff, vendors, band and YOU! Special thanks to the City of Pickens Police and Blue Ridge Electric for safely managing 300+ pedestrians at our festival.



New Quilt Squares Installed in Downtown Pickens as part of the Upstate Heritage Quilt Trail



FEATURED EVENTS



GREATER PICKENS CHAMBER OF COMMERCE

27TH ANNUAL GOLF TOURNAMENT
OCTOBER 12TH, 2018

④ THE ROCK

9 AM SHOTGUN START



VISIT: WWW.PICKENSCHAMBEROFCOMMERCE.COM TO REGISTER

