

around town

www.historicpickens.com

JANUARY 2014

Pickens Revitalization Association Sets Goals for 2014

Pickens, SC. Pickens Revitalization Association will be focusing in on new goals for 2014. These goals are broken down by the four focus areas of PRA, organization, design, promotion and economic restructuring. As a program that is now two years old, PRA is setting new sights in what is sure to be a busy year ahead.

“Now that our program has been established for two years, a lot of our original goals have been met, though some are ongoing,” said Allison Fowler, PRA Executive Director. “Our board met in November to evaluate what we had accomplished so far, and set goals for what we want to accomplish in the future. No doubt it is an aggressive action plan, but we really feel with the continued help and support of our partners, we can accomplish these goals.”

“2014 looks to be the busiest year yet for the PRA, and for it to be a success in our eyes we will make clear to the community who we are and what we are working to achieve,” said Patrick Lark, PRA President. “Our mission for 2014 is focusing on the heart of Pickens, our local businesses.”

Our major goals for 2014 include stepping up on business retention and recruitment with incentive packages, increased communications with existing businesses, continuing the Shop Historic Pickens initiative and developing new retail promotions while continuing to improve and grow community and amphitheater events. The design committee will be working to develop an assistance program for businesses who want help with design, be it the exterior of their building, their storefront, or even the interior display. In addition, we have combined all partner funding of our events into one easy packet so sponsoring your favorite event in Pickens is even easier than before.

“We will be working with merchants to improve the current business climate and also working to recruit new businesses to fill voids. Topping our list is initiatives and incentives that we can bring to the businesses from both the private sector and local government to help our long standing businesses and startups alike,” said Lark. “We will also work with merchants and local government to streamline the process for starting and maintaining business in Pickens. Businesses should know we are here to ensure they have assistance and feel welcomed, rather than overwhelmed by the legalities of business ownership.”

PRA is committed to improving the business climate in Pickens in every aspect we can, and we need all the help we can get from our local businesses and those knowledgeable in the business environment,” said Fowler.

“These items will take many hours of hard work by our current volunteers as well as assistance from new recruits,” said Lark. “If you are curious what PRA is, please ask us, and if you feel like Pickens has room for improvement, help us make it what we all know it can be.”

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

BOARD OF DIRECTORS

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George Case
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Cannon Memorial Hospital

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Greater Pickens Chamber of Commerce

Amanda Dow
Duke Energy

Allison Fowler
Executive Director

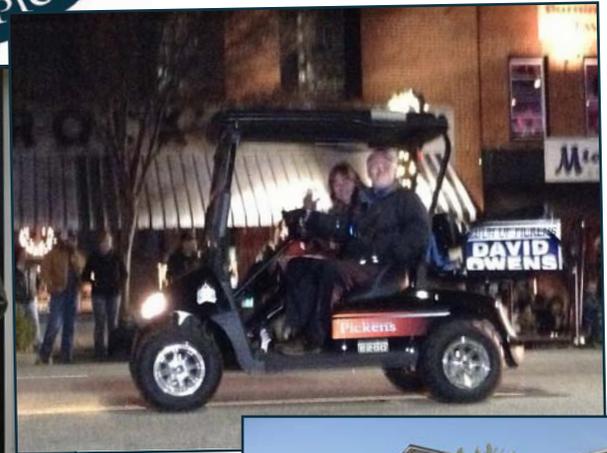
OFFICE

111 Court Street
Pickens, SC 29671
864.878.0105

9am - 4pm
Tuesday - Thursday



2013: A YEAR IN PHOTOS



2013: A YEAR IN PHOTOS



3RD FRIDAYS

IN HISTORIC PICKENS

6pm - 9pm
Third Friday of each month

- 1 Main Street Pizzeria 203 N. Main Street
- 2 Nestfeathers 204 S. Calhoun Street
- 3 Your Home 1227 W. Main Street
- 4 Shabby & Chic 203 S. Main Street
- 5 The Open Door 203 S. Main Street
- 6 East Main Treasures 204 E. Main Street
- 7 GateHouse Restaurant 204 S. Main Street
- 8 Burning Brick Tavern 203 E. Main Street
- 9 Antiques & Uniques 204 S. Main Street
- 10 Court Street Gallery 204 S. Main Street
- 11 Oh Jay 203 S. Main Street
- 12 Bee Well Honey 204 S. Main Street

shop. mingle. dine.

2013: A YEAR IN PHOTOS



www.historicpickens.com

2013 Founders Day Music Festival a Great Success!

Great weather started the day off right for the 2nd Annual Founders Day Music Festival in Pickens, South Carolina. Held on September 14th, the event kicked off at noon with a bluegrass band and a presentation of state and national winners by the Pickens High School ROTC Color Guard on Main Street. Food, beverage and entertainment were and craft highlights on Main Street included live craft beer, handblown glass, quilting and on that food every body.

Andrew Pickens came to say hello and celebrate his 17th birthday and shared his birthday cake with everyone. The Old Time Medicine show was a huge hit with kids and hearing aids at the Hills from Face Wynn's entertained everyone with magic tricks and audience member face painting for the kids, and two fire drawings for a man and a girl.

Pickens' new Amphitheater provided the perfect venue for the music since this year, six different bands took the stage over the course of the day. The bands included Blue Flame Bluegrass, Sweet Home Pickens, Four Top Revival, The Traveling McCollins, Vintage Fun, and the Dwellers Grass Road. The Amphitheater was also the site for the 'Unbroken' - both huge crowd pleasers.

The event finished out with a huge fireworks display from Bruce Field while a variety of musicians jammed together on stage at the Amphitheater. A great thank you to everyone who attended, participated in, sponsored, or volunteered to make the 2013 Founders Day Music Festival a great success!

Pickens Revolutions Association and the Founders Day Music Festival Committee have already begun planning the 3rd Annual Founders Day Music Festival. Mark your calendars for Sunday, September 15th, 2014 for a great time in Pickens, and visit our website (www.historicpickens.com) and Facebook page for more information and photos of this year's event!

BOARD OF DIRECTORS

Dick Kell
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Vice President
Tom Pickens
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Terry McCreary
Cathryn Hays
Cris Crowl

Patrick Lusk
Cris Crowl

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Mike Patten
Treasurer of Greenway

Annexa Dyer
Dale Davis

Annexa Dyer
Brenda Dyer

CPRETS
101 Greenway
Pickens, SC 29629
706.834.4400
www.historicpickens.com
Tuesday - Thursday



A PICKENS CHRISTMAS CONTEST WINNERS

City of Pickens Christmas Parade

Congratulations to the following organizations who won awards for the City of Pickens Christmas Parade!

First Place Best Commercial:

Greyhound Crossroads

Second Place Best Commercial:

Foothills Dance

First Place Best Non-Commercial:

Tata Queens

Second Place Best Non-Commercial:

Jeep Club

Best Adaptation of Theme:

Spotlight Dance Studio

Best Overall Religious:

Missionary Baptist Church



Merchant Christmas Decorating Contest

Congratulations to the following businesses who won awards for the Merchant Christmas Decorating Contest!

First Place:

Stockade 'n Stuff Antiques

Second Place:

Cafe Connections

Third Place:

Pace and Reeves

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! We want our local businesses in Pickens to thrive and hope you will join us! The Gift of Pickens program is an economic development tool designed to stimulate local shopping. Together, let's support our local businesses to make Pickens an even better place to live, work and play!



Get yours today at PRA!

FEATURED PROMOTIONS *and* EVENTS

Greater Pickens Chamber of Commerce
and
Pickens Revitalization Association



invite you to the

2014 *Annual* BANQUET

February 21, 2014

Social Hour at 7pm

Dinner at 8pm

Join us for a night of fun and jazz entertainment as our two organizations come together to recognize businesses and individuals in the community.

The Lighthouse Restaurant

1290 Doug Hollow Road

Seneca, SC 29672

The banquet cost is \$35.00 per person OR you may wish to be a table sponsor at one of the levels listed below:

Platinum - 16 banquet guests: \$600.00
Gold - 8 banquet guests: \$320.00

Silver - 4 banquet guests: \$200.00
Bronze - 1 banquet guest: \$60.00

All table sponsors will receive special recognition at the banquet and in the event program.

Reservations for the banquet are due by **February 13, 2014** at the Chamber office. Checks should be made payable to the Pickens Chamber of Commerce and mailed to: PO Box 153, Pickens, South Carolina 29671

Name of Business or Organization

Sponsorship Level

Address

Individual Name and Number of Guests

For more information or to make a reservation, please contact Mike Parrott at 864.878.3258.
You can also visit our websites: www.pickenschamber.net or www.historicpickens.net

FEATURED PROMOTIONS *and* EVENTS



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

Saturday, January 18, 2014

Pickens High School Fine Arts Auditorium

4314 Moorefield Memorial Highway • Pickens, SC 29671

Incredible line-up of some of the most talented young traditional musicians of the southeast!

BAND COMPETITION!

**1st Place - \$1000 • 2nd Place - \$300 • 3rd Place - \$200
People's Choice Award by Audience Selection - BRING YOUR FANS!!**

Register for the competition online at www.yamupstate.com starting November 16, 2013.

Spaces are limited.

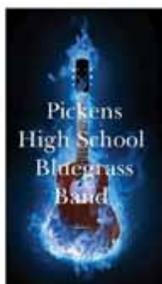
Attend a music workshop!

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.

For other information please call 864-878-4257.



Young Appalachian Musicians

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

CALENDAR OF EVENTS

JANUARY

17th

3rd Fridays

6pm - 9pm

Historic Pickens



18th

2014 Winter Bluegrass Jubilee

Pickens High School Fine Arts Auditorium

visit www.yamupstate.com to register and purchase tickets

FEBRUARY

21st

3rd Fridays

6pm - 9pm

Historic Pickens



21st

2014 Annual Banquet

hosted by Pickens Revitalization Association & Pickens Chamber of Commerce

7pm Social Hour; 8pm Dinner

The Lighthouse Restaurant

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 & 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 & Loan
TD Bank
Town & Country Florist
Nestfeathers
Behavioral Health Services
Shabby & Chic
Hiott Printing Company
Gravely's Law Firm
GateHouse Restaurant
Mark Kaiser

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 & Retail Base
- Revitalize Downtown
- Cultivate Tourism
- Support Overall City Improvement Initiatives
- Create, Manage & Support Promotional & 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 & Shopping Guide and the Historic Walking Tour Guide • Free 1/8 Page Ad in PRA Monthly Newsletter (Random Selection) • Free Notary Service • Special Preferred Sponsorship Opportunities & Discounts • Special Training and Educational Benefits