

Pickens, SC

BUSINESS RECRUITMENT & ASSISTANCE GUIDE

WHERE THE MOUNTAINS BEGIN



About Us

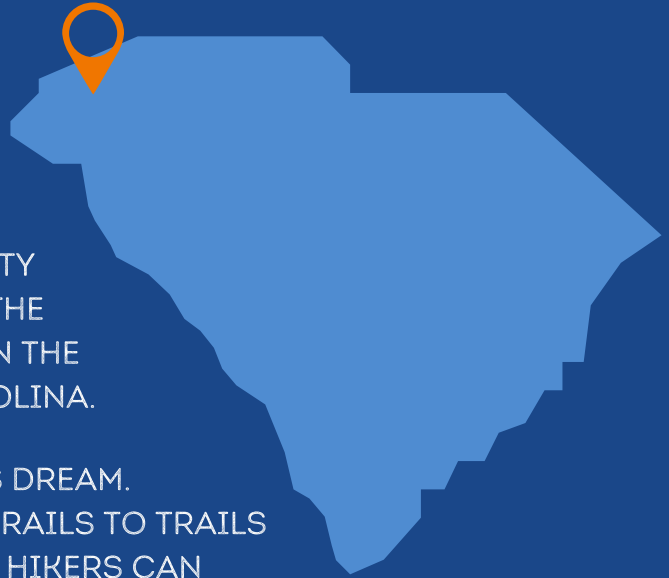
WELCOME TO PICKENS, SOUTH CAROLINA, THE CITY WHERE THE MOUNTAINS BEGIN.

FOUNDED IN 1869, PICKENS IS THE COUNTY SEAT OF PICKENS COUNTY AND SITS AT THE BASE OF THE BLUE RIDGE ESCARPMENT IN THE MOUNTAINOUS UPSTATE OF SOUTH CAROLINA.

PICKENS IS AN OUTDOOR ADVENTURER'S DREAM. CYCLISTS CAN HIT THE DOODLE TRAIL, A RAILS TO TRAILS PARTNERSHIP WITH THE CITY OF EASLEY, HIKERS CAN LACE UP THEIR BOOTS AND HEAD TO TABLE ROCK STATE PARK, KEOWEE TOXAWAY STATE PARK, THE FOOTHILLS TRAIL, OR THE JOCASSEE GORGES, AND WATER LOVERS ARE LESS THAN 20 MINUTES AWAY FROM THREE MAJOR LAKES; HARTWELL, KEOWEE, AND JOCASSEE.

PICKENS IS A SHORT DRIVE FROM GREENVILLE, SC, CLEMSON, SC, AND BREVARD, NC. HERE, ONE CAN EXPERIENCE ALL OF THE CONVENIENCES OF A POPULOUS METRO AREA, WHILE STILL ENJOYING THE BEAUTY AND QUIET OF A SMALL, RURAL TOWN.

WE HOPE THAT THIS GUIDE GIVES YOU A TASTE OF ALL THAT PICKENS HAS TO OFFER. WE ARE OPEN FOR BUSINESS, AND WE WOULD LOVE FOR YOU TO JOIN US IN THE CITY WHERE THE MOUNTAINS BEGIN.



Pickens By the Numbers

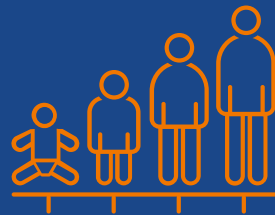
3,192 POPULATION



\$56,358 AVG HOUSEHOLD INCOME



41.8 MEDIAN AGE



87.7% PICKENS COUNTY HIGH SCHOOL GRADUATION RATE



119,224 PICKENS COUNTY POPULATION



2.37 AVG HOUSEHOLD SIZE



The Area



LAKE KEOWEE - 15 MILES

JOCASSEE GORGES - 16 MILES

BLUE RIDGE PARKWAY - 48 MILES

TABLE ROCK STATE PARK - 12 MILES

CAESAR'S HEAD STATE PARK - 22 MILES

KEOWEE TOXAWAY STATE PARK - 12 MILES

CLEMSON UNIVERSITY - 19 MILES

GREENVILLE, SC - 20 MILES

BREVARD, NC - 34 MILES

ASHEVILLE, NC - 68 MILES

CHARLOTTE, NC - 122 MILES

ATLANTA, GA - 143 MILES



Important Contacts

PICKENS CITY HALL

BUSINESS LISENSE:

KAYCEE COUCH
KCOUCH@PICKENSCITY.COM
(864) 898-8156

ZONING AND SIGNS:

JENNIFER VISSAGE
VISSAGE@SCACOG.ORG
(864) 878-6421

HOSPITALITY TAX:

KAYCEE COUCH
KCOUCH@PICKENSCITY.COM
(864) 898-8156

FIRE INSPECTION:

CHRIS ELROD
CHRSELROD@PICKENSCITY.COM
(864) 898-8177

ADMINISTRATOR:

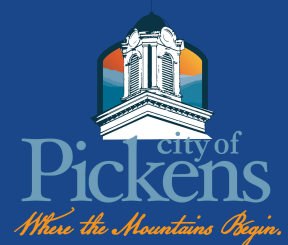
PHILIP TROTTER
PTROTTER@PICKENSCITY.COM
(864) 898-8160

MAYOR:

FLETCHER PERRY
FPERRY@PICKENSCITY.COM
(864) 878-6421

UTILITIES:

(864) 878-6421



Resources

CITY HALL
219 PENDLETON ST.
PICKENS, SC 29671
(864) 878 6421
CITYOFPICKENS.COM

ALLIANCE PICKENS
390 SMITH GROVE RD,
LIBERTY, SC 29657
(864) 898 1500
UPSTATEALLIANCE.COM

GREATER PICKENS CHAMBER OF COMMERCE
222 W MAIN ST.
PICKENS, SC 29671
(864) 878 3258
EXPLOREPICKENS.COM

PICKENS COUNTY
222 MCDANIEL AVENUE, B-2
PICKENS, SC 29671
(864) 898 5844
CO.PICKENS.SC.US

ASCEND PICKENS
PRA.HISTORICPICKENS@GMAIL.COM



Timeline

6 MONTHS BEFORE OPENING

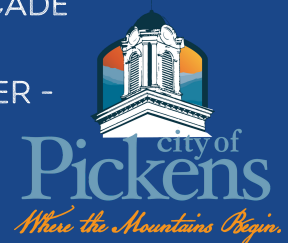
- CREATE A BUSINESS PLAN -
- DETERMINE DEMAND FOR YOUR BUSINESS -
- SET UP A MEETING WITH THE CLEMSON UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER &/OR SCORE -

2 MONTHS BEFORE OPENING

- CONTACT PICKENS CITY HALL ABOUT ZONING COMPLIANCE (USES, SIGNAGE, PARKING, ETC.) -
- SUBMIT YOUR SIGN APPLICATION TO CITY HALL -
- SUBMIT YOUR LANDSCAPE AND FAÇADE CERTIFICATE OF APPROPRIATENESS APPLICATION TO CITY HALL -
- OBTAIN A FIRE INSPECTION AND CERTIFICATE OF OCCUPANCY -
- SET UP A MEETING WITH THE CITY AND CHAMBER OF COMMERCE -
 - OBTAIN ANY NECESSARY DHEC PERMITS -
 - OBTAIN A RETAIL SALES TAX LICENSE -
 - CONTACT PICKENS CITY HALL ABOUT HOSPITALITY TAX -
- SET UP A FOLLOW-UP MEETING WITH CUSMDC &/OR SCORE -

1 MONTH BEFORE OPENING

- VISIT PICKENS CITY HALL TO BEGIN THE BUSINESS LICENSE PROCESS -
- SET UP WATER, SEWER, AND SANITATION SERVICES AT PICKENS CITY HALL -
 - VERIFY APPROVAL OF YOUR BUSINESS SIGNAGE -
 - VERIFY APPROVAL OF YOUR LANDSCAPE AND FAÇADE CERTIFICATE OF APPROPRIATENESS -
- SCHEDULE A GRAND OPENING WITH THE CHAMBER -



Incentives

FAÇADE IMPROVEMENT GRANT PROGRAM

PROGRAM GUIDELINES:

THE CITY OF PICKENS FAÇADE IMPROVEMENT GRANT PROGRAM (FIGP) COMMITTEE IS RESPONSIBLE FOR ADMINISTERING A "FAÇADE IMPROVEMENT GRANT PROGRAM", INTENDED TO STIMULATE IMPROVEMENTS TO THE EXTERIOR OF COMMERCIAL BUILDINGS IN THE OVERLAY DISTRICTS, IDENTIFIED AT CITY CENTER OVERLAY DISTRICT AND THE GATEWAY OVERLAY DISTRICT.

THE FUNDING OF THIS PROGRAM IS PROVIDED THROUGH THE CITY AND ALL ACTIVITIES RELATING TO THE FUNDING OF FAÇADE PROJECTS WILL BE REPORTED TO THE CITY OF PICKENS, CITY COUNCIL.

PURPOSE:

THE CITY OF PICKENS FAÇADE IMPROVEMENT GRANT PROGRAM PROVIDES FINANCIAL ASSISTANCE TO COMMERCIAL PROPERTY OWNERS AND BUSINESS OWNERS IN THE CITY CENTER AND GATEWAY OVERLAY DISTRICTS THAT QUALIFY FOR FAÇADE IMPROVEMENTS. THE PURPOSE OF THE FIGP IS TO SUPPORT THE REVITALIZATION OF THE CITY'S OVERLAY DISTRICTS BY STIMULATING PRIVATE INVESTMENTS IN HIGH-QUALITY IMPROVEMENTS THAT ENHANCE THE APPEARANCE OF BUILDINGS AND PROPERTIES AND ELIMINATE BLIGHT AND NON-CONFORMING DESIGN STANDARDS.

THE OVERLAY DISTRICTS:

CITY CENTER OVERLAY DISTRICT BOUNDARIES ARE ESTABLISHED AS:

MAIN STREET FROM HAMPTON AVENUE TO BIVENS STREET ~ COURT STREET FROM MAIN STREET TO CEDAR ROCK ~ GARVIN STREET FROM MAIN STREET TO CEDAR ROCK ~ ANN STREET/HWY 178N FROM MAIN STREET TO BAKER STREET ~ HAMPTON AVE./HWY 178N FROM MAIN STREET TO BAKER STREET ~ PENDLETON STREET FROM MAIN STREET TO W. LEE STREET.

THE GATEWAY OVERLAY DISTRICT BOUNDARIES ARE ESTABLISHED AS: ~ ALL PROPERTIES THAT HAVE FRONTAGE ON HIGHWAYS 183, 178, AND 8 THAT ARE NOT LOCATED IN THE CITY CENTER OVERLAY DISTRICT.

FAÇADE IMPROVEMENT COMMITTEE:

THE FACADE IMPROVEMENT GRANT PROGRAM COMMITTEE (FIGP COMMITTEE) IS A THREE-PERSON COMMITTEE, CONSISTING OF THE CITY ADMINISTRATOR, PLANNING/ZONING ADMINISTRATOR, AND CITY MARKETING DIRECTOR. THE FIGP COMMITTEE MUST ENSURE THE PROPOSED PROJECT HAS BEEN APPROVED BY THE BOARD OF ARCHITECTURAL REVIEW (BAR) BEFORE GIVING FINAL APPROVAL TO THE FACADE IMPROVEMENT GRANT.

ELIGIBILITY:

MAXIMUM ALLOWABLE AWARD: THE PROGRAM PROVIDES FOR A ONE-TIME REIMBURSEMENT GRANT OF 40% OF THE PROJECT COSTS, WITH THE MAXIMUM REIMBURSABLE AMOUNT NOT TO EXCEED \$2,500.

EXAMPLE: NO MATTER THE AMOUNT OF THE APPLICANT'S PROJECT COSTS, THE GRANT AWARDED WILL NOT EXCEED \$2,500. FOR EXAMPLE, IF TOTAL PROJECT COSTS ARE \$7,000, THE APPLICANT IS TO MATCH 60% (WHICH WOULD BE \$4,200) AND THE CITY WILL AWARD 40% OF THE PROJECT COST (\$2,800), NOT TO EXCEED \$2,500. PROJECT MUST BE COMPLETED WITHIN 90 DAYS OF FUNDING BEING GRANTED. ANOTHER EXAMPLE, IF THE PROJECT COSTS ARE \$5,000, THE APPLICANT WILL BE REIMBURSED 40% AT A TOTAL WHICH WOULD BE \$2,000 WITH THE APPLICANT MATCHING 60% AT \$3,000.



ELIGIBLE APPLICANTS:

ELIGIBLE APPLICANTS INCLUDE OWNERS OF COMMERCIAL PROPERTIES AND OWNERS/MANAGERS OF BUSINESSES LOCATED IN THE DESIGNATED DISTRICTS WITHIN THE CITY OF PICKENS. BUSINESS OWNERS/MANAGERS WHO ARE LEASING A BUILDING FOR WHICH IMPROVEMENTS ARE PROPOSED MUST SUBMIT A LETTER FROM THE OWNER GIVING CONSENT AND APPROVAL OF PROPOSED PROJECT PLANS WITH THEIR COMPLETED APPLICATION. ONLY BUSINESSES WHOSE EXISTING USE IS ALLOWABLE BY THE CITY'S CURRENT CODES AND REGULATIONS ARE ELIGIBLE FOR FUNDING THROUGH THE FIGP. THE FIGP COMMITTEE RESERVES THE RIGHT TO DENY FUNDING TO APPLICANTS WHO ARE DELINQUENT ON PAYMENT OF THEIR FINES OR FEES.

ELIGIBLE EXPENDITURES:

FOR THE PURPOSES OF THIS PROGRAM, ELIGIBLE EXPENDITURES SHALL INCLUDE EXPENSES RELATED SOLELY TO THOSE EXTERIOR IMPROVEMENTS, WHICH ARE ELIGIBLE FOR REIMBURSEMENT, AS OUTLINES IN THE PROGRAM GUIDELINES AND DETERMINED BY THE FIGP COMMITTEE; THIS EXCLUDES EXPENDITURES RELATED TO INTERIOR IMPROVEMENTS, ORDINARY REPAIR AND MAINTENANCE, IMPROVEMENTS REQUIRED AS A RESULT OF CODE VIOLATIONS, OR OTHER EXPENDITURES DEEMED INELIGIBLE BY THE FIGP COMMITTEE.

IMPROVEMENTS MUST BE CONSISTENT WITH RECOMMENDATIONS SET FORTH IN MASTER PLANS FOR THE AREA IN WHICH THE PROPERTY IS LOCATED.

ALL WORK MUST BE COMPLETED BY A LICENSED CONTRACTOR, LEGALLY OPERATING IN THE CITY OF PICKENS. THE APPLICANTS SHOULD CONTACT THE CITY FOR ASSISTANCE WITH PERMITTING AND BUSINESS LICENSING.

ELIGIBLE IMPROVEMENTS INCLUDE EXTERIOR BUILDING IMPROVEMENTS (COSMETIC AND/OR STRUCTURAL), SIGNAGE, LIGHTING, AND LANDSCAPING, WHICH ARE VISIBLE FROM THE STREET.

EXAMPLES: EXTERIOR PAINTING OR SURFACE TREATMENT ~ DECORATIVE AWNINGS ~ WINDOW AND/OR DOOR REPLACEMENTS OR MODIFICATIONS ~ STOREFRONT ENHANCEMENTS ~ LANDSCAPING ~ IRRIGATION ~ STREETSCAPING ~ OUTDOOR PATIOS AND DECKS ~ EXTERIOR WALL LIGHTING ~ DECORATIVE POST LIGHTING AND ARCHITECTURAL FEATURES

INELIGIBLE IMPROVEMENTS INCLUDE ORDINARY REPAIR AND MAINTENANCE, REQUIRED IMPROVEMENTS AS A RESULT OF A VIOLATION NOTICE OR CITATION, SITE FURNISHINGS, AMENITIES, NON-PERMANENT STRUCTURES, AND MOVEABLE EQUIPMENT.

ORDINARY REPAIR AND MAINTENANCE DEFINED AS "ANY WORK, THE PURPOSE AND EFFECT OF WHICH IS TO CORRECT OR PREVENT ANY DETERIORATION OR DECAY OF, OR DAMAGE TO A STRUCTURE, SITE OR ANY PART THEREOF, AND TO RESTORE THE STRUCTURE OR SITE, AS NEARLY AS MAY BE PRACTICABLE, TO ITS CONDITION PRIOR TO SUCH DETERIORATION, DECAY, OR DAMAGE USING MATERIALS WHICH ARE OF A DESIGN, COLOR, AND OUTER APPEARANCE AS CLOSE TO PRACTICABLE TO THE ORIGINAL."

ECONOMIC DEVELOPMENT INCENTIVE ORDINANCE:

ORDINANCE #2017-01

AN ORDINANCE AUTHORIZING AND ESTABLISHING AN ECONOMIC DEVELOPMENT INCENTIVE PROGRAM TO ENCOURAGE PRIVATE INVESTMENT IN THE CITY'S ONGOING EFFORT TO REVITALIZE AND RETAIN/CREATE JOBS.

WHEN THERE IS A DEFINED PUBLIC BENEFIT TO THE CITY OF PICKENS FOR A PUBLIC PURPOSE, THE CITY MAY ENTER INTO AN INCENTIVE AGREEMENT WITH A PERSON, FIRM OR CORPORATION TO UNDERTAKE A DEVELOPMENT OR REDEVELOPMENT PROJECT. INDIVIDUAL AGREEMENTS MUST BE AUTHORIZED BY A RESOLUTION OR OTHER PUBLIC ACTION OF THE PICKENS CITY COUNCIL.



Business Planning Resources

CLEMSON UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER

BUSINESS PLANNING | FEASIBILITY | MARKETING | FINANCE | RISK MANAGEMENT
WWW.SCSBDC.COM

CLEMSON AREA:

BEN SMITH
BENNYS@CLEMSON.EDU
(864) 710-4717

GREENVILLE AREA:

EARL GREGORICH
EGREGO5@CLEMSON.EDU
(864) 326-5504

OFF THE GRID

BUSINESS PLANNING | SOCIAL MEDIA | MARKETING
WWW.OFFTHEGRIDGREENVILLE.COM
802 AUGUSTA STREET, GREENVILLE, SC 29605

SCORE (SERVICE CORPS OF RETIRED EXECUTIVES)

BUSINESS PLANNING | FEASIBILITY | MARKETING | FINANCE | RISK MANAGEMENT
WWW.PIEDMONT.SCORE.ORG
300 E. WASHINGTON STREET, FEDERAL BUILDING, ROOM B-02, GREENVILLE, SC 29601
(864) 271-3638 | INFO@PIEDMONTSCORE.ORG

SOUTH CAROLINA BUSINESS ONE STOP

INCORPORATION | LICENSING | TAXES | COMPLIANCE
WWW.SCBOSS.COM
(803) 898-5690 | SCBOSSHELP@SCBOSS.SC.GOV

SOUTH CAROLINA SECRETARY OF STATE

INCORPORATION | BUSINESS NAMES & TRADEMARKS
WWW.SCOS.COM
1205 PENDLETON STREET, SUITE 525, COLUMBIA, SC 29201
(803) 734-2158 (INCORPORATION)
(803) 734-0629 (TRADEMARKS)



SOUTH CAROLINA DEPARTMENT OF REVENUE

RETAIL SALES | ALCOHOL | TOBACCO

WWW.SCTAX.ORG

545 N. PLEASANTBURG DRIVE, SUITE 300, GREENVILLE, SC 29607

RETAIL LICENSE:

(864) 241-1200

RETAIL@SCTAX.ORG

ALCOHOL:

(803) 898-5864

ALCOHOLICLIQ@SCTAX.ORG

TOBACCO:

(803) 896-1970

TOBACCOTAX@SCTAX.ORG

SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL

FOOD COMPLIANCE

WWW.SCDHEC.GOV

200 UNIVERSITY RIDGE, GREENVILLE, SC 29601

(864) 372-3273 | INFO@DHEC.SC.GOV

SOUTH CAROLINA DEPARTMENT OF LABOR, LICENSING & REGULATION

REGULATION | LICENSING | ENFORCEMENT | TRAINING | EDUCATION

WWW.LLR.SC.STATE.US

SYNERGY BUSINESS PARK, KINGSTREE BUILDING, 110 CENTERVIEW DRIVE, COLUMBIA, SC 29210

(803) 896-4300 | CONTACTLLR@LLR.SC.GOV

BUREAU OF ALCOHOL, TOBACCO, FIREARMS & EXPLOSIVES

REGULATION | ENFORCEMENT | TRAINING

WWW.ATF.GOV

301 N. MAIN STREET, SUITE 1802, GREENVILLE, SC 29601

(864) 282-2937 | CHARLOTTEDIV@ATF.ORG

