Pickens has plans to alter identity, get more visitors

City revamps slogan, plans new event to make it a destination

By Julie Howle
STAFF WRITER
jhowle@greenvillenews.com

PICKENS — The city of Pickens has a new slogan, event and resources for businesses on the horizon as part of efforts to improve the city and bring in more people.

"We're trying to reinvent ourselves, get our own identity," said City Administrator Katherine Brackett. "It's really about getting people on Main Street and getting some publicity for the businesses and for our downtown."

Where the city's slogan used to be the "Gem of the Foothills," Pickens now boasts a new slogan, "Where the Mountains Begin," that Pickens City Council approved this week, Brackett said.

She said the new slogan came from a steering committee of Pickens residents, business owners and city planning commission members.

"We're trying to identify who we want to be and how we want to market ourselves," Brackett said. "They didn't want any particular words like gateway to talk about just passing through. 'Where the Mountains Begin' has a fresher perspective."

Brackett said the new slogan will be on marketing items and possibly on new police cars this year.

"We kind of want to start branding it everywhere," she said.

And residents and business owners can expect more marketing efforts to come.

Brackett said the city is working to have articles done about the city in different publications and is developing advertisements.

"We started a Facebook group to try to hit people through social media," she said. "We've been uploading pictures to it and advertising for our event and answering questions online."

The efforts come on the heels of an announcement for a Cruise 'N and Music on Main event that will be three consecutive weekends this month — June 12, 19 and 26.

Brackett said a real estate listing for vacant commercial buildings has been started on a new website, www.discoverpickens.com. The site is being maintained by DunBurks Premier Events at no cost to the city.

Brackett said the city has developed a brochure for starting a business in Pickens that has information, including city and state rules, to make it a "one-stop shop" for people.

She said the brochure should be available in about a week and is already available for download on the Discover Pickens website, Brackett said.

Staff writer Julie Howle can be reached at 864-298-4303