



PHOTOS BY LAUREN PIERCE | THE JOURNAL

Pictured, from left, are Keowee Outdoors owners William Davidson and Shasta Davidson and store manager Karen Koenen at the store in Seneca.

# 'Shop small, support local'

# Retail store offers locally sourced outdoor supplies

BY LAUREN PIERCE  
THE JOURNAL

SENECA — A recently opened outdoor retail store hopes to be local residents' one-stop shop for all things fishing, lakeside living and more — with a hefty stock of locally produced items.

Keowee Outdoors is stocked with everything outdoor enthusiasts could need, from fishing lines and bait to camping equipment and gear.

"We sell lake toys, life jackets, fishing bait and tackle, outdoor kids' toys, insect protection, sunglasses and clothes and other outdoor supplies," said Shasta Davidson, who owns the business with her husband, William.

And the couple take special care when choosing who they order some of their store's supplies from.

"Buying local is the most important thing," Davidson said. "One is the supply chain issues. We don't have an issue with anything local. And two, because they are local, they know what's best on this lake."

"That was one of our main things when we started ordering was trying to find as much local and close made as we could, because 'Shop small, support local,'" she added. "Clearly, they know the area and what baits work the best for them. And we have a good turnout with everyone that buys those local items. Our local vendors are Shakey Man Lures from Seneca, 7 Fifteen Baits is from Walhalla, Manley Custom Tackle is from Pendleton and ThirdEye Fishing is out of Spartanburg. We also have Walhalla hammocks and Lake Life Apparel from Seneca."

Of all the items the store sells, Davidson said bait is most likely the No. 1 seller.

"That seems to be some-



Keowee Outdoors offers kids' outdoor gear and equipment at the store in Seneca.



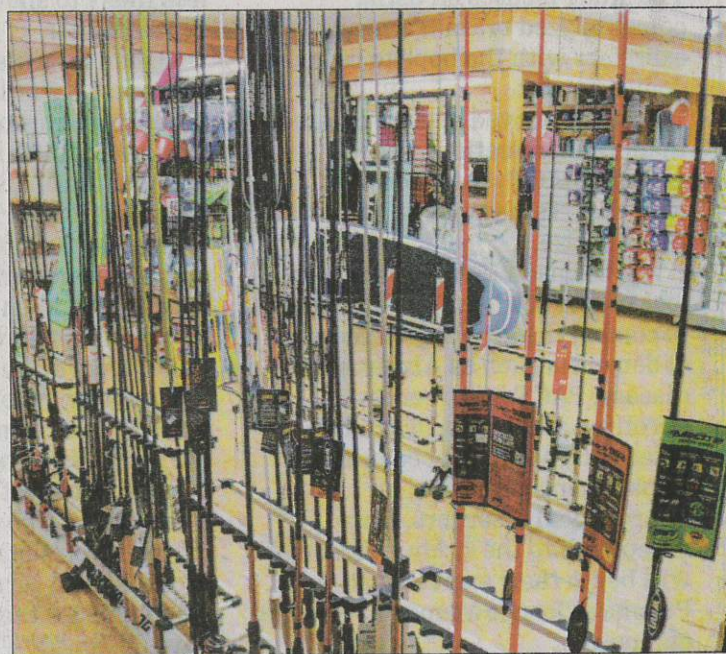
## THE DETAILS

**Keowee Outdoors**  
4060 Keowee School Road  
Seneca, SC 29672  
(864) 723-9136  
keoweeoutdoors.com

thing we try to restock constantly," she said.

The Davidsons opened the store on Jan. 1 after seeing a need in the Oconee County area for competitive pricing on outdoor supplies.

"My son does a fishing team. My husband is his boat captain and my nephew's for



Fishing rods are available to purchase at Keowee Outdoors on Keowee School Road in Seneca.

area instead of having to drive to Greenville, Easley or Anderson," Davidson said. "Everything's been positive feedback that comes through

mally buy or looking for, we order it for them. We get it in here."

lpierce@upstatetoday.com | (864) 973-6301