

Pickens County Council
Marketing/Branding Work Session Report
Monday, August 24
7:05 P.M.
County Auditorium
222 McDaniel Avenue
Pickens, SC 29671

Pickens County Council met to hold a work session to discuss marketing/branding in Pickens County. Chairman Roy Costner presided with all members in attendance. The meeting was called to order at 7:05p.m., immediately after the special-called meeting.

Council Members in Attendance:

Roy Costner, Chairman
Chris Bowers, Vice Chairman
Wes Hendricks, Vice Chairman Pro-Tem
Trey Whitehurst
Ensley Feemster
Carl Hudson

Staff in Attendance:

Ken Roper, County Administrator
Lisa Bryant, Acting Clerk to Council
Allison Fowler, Director of Parks, Tourism and Recreation
Chris Brink, Director of Community Development

Summary of Work Session for the Pickens County Marketing/Branding:

Mr. Roper stated Allison Fowler will be presenting the results of this study. The work session discussion included, but was not limited to the following:

Protect Pickens

- Adopt a scenic overlay Ordinance for Highway 11
 - Timeline: 6 Months
 - Cost Estimate: \$0
 - Primary Department: Community Development
 - Secondary Department: PRT
 - 1st: Research Ordinance Examples
 - 2nd: Draft Ordinance
 - 3rd: Present to Council for vote

- Conduct Street Audits in Downtowns
 - Timeline: 6-12 months
 - Cost Estimate: \$0
 - Primary Department: PRT
 - Secondary Department: Community Development
 - 1st: Develop Audit Format
 - 2nd: Present concept to municipalities
 - 3rd: Offer assistance conducting audits
 - 4th: Organize & present data

- Adopt a County Signage Ordinance
 - Timeline: 3 months
 - Cost Estimate: \$0
 - Primary Department: Community Development
 - Secondary Department: PRT
 - 1st: Review existing Ordinance
 - 2nd: Present changes to Council for vote
 - 3rd: Present concept to Municipalities

- Adopt a Billboard Control Ordinance
 - Timeline: 3 months
 - Cost Estimate: \$0
 - Primary Department: Community Development
 - Secondary Department: PRT
 - 1st: Review existing ordinance
 - 2nd: Present changes to Council for vote
 - 3rd: Present concept to Municipalities

Promote Pickens

- Manage County-Wide Marketing through PRT
 - Timeline: Ongoing
 - Cost Estimate: \$0
 - Primary Department: PRT
 - Partners: Chambers, Municipalities, Lake Hartwell Country
 - 1st: Hold Workshop with Stakeholders
 - 2nd: Distribute ATAX according to County Goals
 - 3rd: Hold Quarterly Meetings with Partners

- Integrate the New Brand and Logo in all Platforms
 - Timeline: 6-12 months
 - Cost Estimate: \$2,000
 - Primary Department: PRT
 - Secondary Department: Operations/Administration
 - Status: ONGOING

- Create a separate Tourism website
 - Staff does not recommend

- Establish a Social Media Presence & Strategy
 - Timeline: 6-12 months
 - Cost Estimate: \$1,000
 - Primary Department: PRT
 - Secondary Department: Public Information Officer
 - Partners: Chambers, Municipalities and Lake Hartwell Country
 - Status: ONGOING

- Create a Travel Guide
 - Timeline: 6-12 months

- Cost Estimate: \$3,000
- Primary Department: PRT
- Secondary Department: Public Information Officer
- Partners: Chambers, Municipalities & Lake Hartwell Country
 - Status: IN PROGRESS
- Continuously Develop Photography & Content
 - Timeline: ONGOING
 - Cost Estimate: \$1,000
 - Primary Department: PRT
 - Secondary Department: Public Information Officer
 - Partners: Chambers, Municipalities & Lake Hartwell Country
 - Status: ONGOING

Develop Pickens

- Conduct a Condition Assessment of Tourism Resources
 - Timeline: 1 year
 - Cost Estimate: \$1,000
 - Primary Department: PRT
 - Partners: Chambers, Municipalities, Lake Hartwell Country, SCPRT, US Forest Service, SC Forestry Commission, SCDNR, PCHS, and Duke Energy
 - 1st: Create Task Force
 - 2nd: Create List of Resources
 - 3rd: Develop Strategy for Assessment
 - 4th: Assess & Present Report to Council
- Produce and Implement a Signage Plan
 - Timeline: 1 year
 - Cost Estimate: \$10,000
 - Primary Department: PRT
 - Secondary Department: Public Works // Community Development
 - Partners: Municipalities, SCDOT, and Private Land Owners
 - 1st: Design Gateway & Wayfinding Signage
 - 2nd: Identify Signage Locations & Content
 - 3rd: Present Plan to DOT for Approval
 - 4th: Secure Funding
 - 5th: BID Project/Install Signage
- Utilize Mile Creek Park to Recreate Fort Prince George
 - Timeline: 6 years
 - Cost Estimate: Unknown
 - Primary Department: PRT
 - Secondary Department: Operations/Public Works
 - Partners: PCHS & Duke Energy
 - 1st: Visit Fort Loudon
 - 2nd: Define Location and Design
 - 3rd: Secure Funding
 - 4th: Development/Construction
- Build Pickens County into a Premier Biking Community
 - Timeline: 3-5 years
 - Cost Estimate: \$150,000

- Primary Department: PRT
 - Secondary Department: Operations/Public Works
 - Partners: ALL
 - 1st: Existing Conditions Assessment
 - 2nd: Define Locations for Trails
 - 3rd: Define Relationships/Partnerships
 - 4th: Build & Market Trails

- Create a County-Wide Arts, Crafts, and Music Festival
 - Timeline: 2 years
 - Cost Estimate: \$50,000
 - Primary Department: PRT
 - Partners: Chambers, Municipalities and Lake Hartwell Country
 - 1st: Create Event Committee
 - 2nd: Secure Funding
 - 3rd: Plan Event for 2022

- Sponsor Outdoor Special Events
 - Timeline: 2 years
 - Cost Estimate: \$50,000
 - Primary Department: PRT
 - Partners: Chambers, Municipalities and Lake Hartwell Country
 - 1st: Create Event Committee
 - 2nd: Secure Funding
 - 3rd: Plan Event for 2022

- Establish Mural Tourism around the County
 - Timeline: 1 year
 - Cost Estimate: \$10,000
 - Primary Department: PRT
 - Partners: Chambers & Municipalities
 - 1st: Select Locations
 - 2nd: RFP Process for Artists
 - 3rd: Paint
 - 4th: Market

- Replace the Cherokee Foothills Scenic Byway Signage
 - Timeline: 1 year
 - Cost Estimate: Unknown
 - Primary Department: PRT
 - Secondary Department: Community Development/Operations
 - Partners: SCDOT
 - 1st: Select Locations
 - 2nd: RFP Process for Artists
 - 3rd: Paint
 - 4th: Market

- Create Anchor County Parks along the Byway
 - Timeline: 1 year
 - Cost Estimate: \$100,000
 - Primary Development: PRT
 - Secondary Development: Public Works/Operations
 - Partners: SC Forestry Commission & SCDOT

- Status: IN PROGRESS/ONGOING

- Recruit & Retain Critical Small Business
 - Timeline: 2-5 years
 - Cost Estimate: Unknown
 - Primary Department: Alliance Pickens
 - Secondary Department: PRT
 - Partners: Chambers
 - 1st: Identify Business // Industry Types
 - 2nd: Development Recruitment Strategy
 - 3rd: Offer Incentives
- Launch Pickens Proud
 - Timeline: 1 year
 - Cost Estimate: \$3,000
 - Primary Department: PRT
 - Partners: Chambers, Municipalities and Lake Hartwell Country
 - 1st: Launch Marketing Campaign

- After more discussion, Chairman Costner stated he would like for Council to share their thoughts on what they see being done next. He stated he would like for staff to look into a Pickens County App.
- Councilman Whitehurst stated he had three things he made note of that he would like staff to research:
 1. Overlay of Highway 11 Corridor
 2. Signage Ordinance
 3. Find bike/hiking trails, and who owns them
- Councilman Hendricks stated he would like to see a Pickens County App as well. He stated it will be great first step.
- Vice Chairman Bowers stated he believes it is important to work with the municipalities. He stated it is great to sell into these small businesses and he feels it is important we continue those relationships.

ADJOURN:

Hearing no further Council business, Chairman Roy Costner called the meeting adjourned at 8:22 p.m.