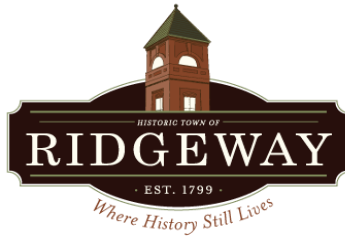


Ridge Notes

Ridgeway, South Carolina



Revitalization, Responsibility, Relationships

Summer in the South

The season and place where 1) Iced tea, cold lemonade, ice cream, watermelons, peaches and vegetables are summer delights depending on your age. 2) Porch gatherings are at dawn or dusk to beat the heat so gentlemen will not sweat or southern belles glow. 3) Softball, picnicking, boating, swimming and cruising either in your classic car or on your motorcycle or bike are the activities of choice. 4) Vacations are spent basking in the sun at the beach or lapping up the cool in the mountains. 5) Summer reading consists of revisiting the grand novels about the glorious South 6) The birth of our nation, July 4th is celebrated with flags, fireworks, and family. 7) **Happy Birthday America!**

Citizen of the Year 2014-2015

Each year the Town of Ridgeway salutes a Citizen of the Year, nominated by community members and selected by the Public Relations Committee. The Citizen of the Year is one who meets the following criteria: 18 years of age or older, living or working in the Ridgeway Community for at least two years, a law abiding and well respected individual and completed service which is a benefit to the Ridgeway Community. Those members of our community who have previously been selected are the late Roy Hudson, Tom Connor, Donald Prioleau, Dan Ruff, Jamie Webb, Virginia Lacy, and Phyllis Gutierrez. Forms are available at Town Hall and Welcome Center (Smallest Police Station) and need to be completed and returned to Town Hall by Friday, July 25, 2014. Thank you for your time to honor a citizen in our community who has made a difference.

Ridgeway Acts of Kindness

R.A.K.

- Thanks to our citizens and merchants who hosted the following June events that celebrate the beauty, patriotism, brotherly love, entrepreneurship, agriculture, and art of Ridgeway and Fairfield County: Veterans' Day and Crusin; Fairfield County Chamber of Commerce Breakfast, Ag and Art Tour, the Sheriff's Kids Camp at Geiger Elementary and the Annual Faith HIV/Aids Community Walk.
- Thank you to Patsy Palmer for the day lilies that will adorn our Town signage.

Ridgeway is En Business, Entrepreneurial Business.

Congratulations to:

- R. H. Lee & Company for being recognized as the Retail Business of the Year, 2014 for Fairfield County by the Fairfield Chamber of Commerce.
- The Station, Magnolia Lodge, and Our Barn for being Ag and Art Tour Sites in Ridgeway.
- The Station, Timmy and Phyllis Dinkins, for their ribbon cutting ceremony and gathering.
- The relocation of Antiques and Oddities, Sandy James, from Palmer Street to Dogwood Ave.

- Denise Jones, the Cotton Yard Market, for a spectacular year as the Chair for the Board of the Fairfield County Chamber of Commerce, and the
- **2014 Municipal Association of South Carolina Achievement Award Recipient**
Town of Ridgeway 1-1000 Population Category

Project Title: One Tank Town Goes Social for Economic Development
(Excerpt from Application)

*The Town of Ridgeway continues to experience retail economic success through the existence of fourteen downtown businesses, a strong merchants' association, positive public relations and an involved community. All of these factors support our unending attraction for tourists, visitors and shoppers to Ridgeway. Ridgeway seeks to maintain economic momentum by reinventing our approach to tourism which is our niche through the project, **One Tank Town Goes Social for Economic Development**. This project included the redesign of our website, use of social media and QR codes, creation of the One Tank Town concept, addition of Town events, and new Town signage.*

*Maintaining economic momentum demands a new way of thinking and strategies which keep retail businesses flourishing and visitors returning. **Ridgeway** is the ideal place for new businesses because of reasonable rents and business license fees, cooperative property owners, a helpful merchants association and a town supportive of entrepreneurial businesses. While all our downtown buildings are currently filled with retail businesses, novice entrepreneurs need support to develop and expand. Other businesses need to constantly reinvent themselves to be viable in the market place as the Town also needs to envision new ways to shout our assets. The Town of Ridgeway uses **technology and public relations strategies** to assist businesses in expanding their customer base and improving the quality of life for citizens.*

*The ideas set forth in this project **One Tank Town Goes Social for Economic Development** were first established in the town's Strategic Plan by the community and Town Council. **The Strategic Plan** serves as a guide for the future of our town and the economic support of our retail businesses. The project keeps the vision viable and fresh in the minds of those who travel to Ridgeway, those who live in Ridgeway and those who govern Ridgeway. Next steps will include the following strategies:*

- Regular updates to the **website**
- Monitoring of **social media** and responsiveness to participants
- Review of **public relations promotions**
- Revision and prioritization of the **Strategic Plan**
- **Ongoing meetings** with merchants and town committees
- Reinvention of **events** to attract visitors to the Town
- Stronger relations with the **Fairfield County Chamber of Commerce**
- **Leadership training** in the area of Economic Development
- Exploration of ways to capitalize on area **commercial and industrial businesses**

Calendar of Events

July 2, 2014	Fire Department #7 Meeting 7pm
July 4, 2014	Independence Day, No First Friday Event, (office closed)
July 9, 2014	Merchants Meeting, Town Hall 5:30 pm
July 10, 2014	Ridgeway Town Council Meeting, Town Hall 6:30 pm
July 12, 2014	Urban Stage Play: Purity Lodge, 3pm and 7pm
July 14, 2014	Fairfield County Council Meeting 6pm
July 15, 2014	Winnsboro Council Meeting 6:15pm
July 19, 2014	Ridgeway Reads, Embleton Home 10:30am
July 24, 2014	SC Midlands: Senior Outreach, Town Hall 10:30am-12:30pm
July 28, 2014	Fairfield County Council Meeting 6pm