

What's Up Downtown!

Old Town Is Your Town

News from Old Town Cape

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Cape Girardeau wins downtown revitalization awards July 29, 2013 | Contact: Marla Mills, Executive Director | 573.334.8085

CAPE GIRARDEAU, MO. – Old Town Cape took home three state-level awards for Top Special Event, Streetscape and Public Improvements, and Greatest Achievement during the Missouri Main Street Conference in Kansas City, MO.

The Cape Riverfront Market was named the 2013 Top Special Event by the Missouri Main Street organization. This category recognizes successful events that have attracted new visitors to downtown and involves families, with emphasis on downtown as the centerpiece of the community.

After much planning and volunteer contribution, the first farmer's market in downtown Cape opened to the public in spring 2012. All products must be grown or produced within 100 miles and must be pre-approved by the market manager to sell. To enhance the experience, demonstrations during the market have included cooking, roller derby, jewelry making, ice sculpting and more. Entertainment is also provided by local artists. Now in the second year, the Cape Riverfront Market is considered a "powerhouse" event because it has accomplished several of Old Town Cape's goals: 66% of nearby businesses reported an increase in foot traffic and many businesses are opening earlier to accommodate the early shoppers at the market.

Missouri Main Street's Streetscape and Public Improvements award went to the Broadway Corridor project. This award category recognizes streetscape and public space improvements which may include landscaping, street furniture, interpretive signage, way-finding signage and lighting.

The Broadway Corridor project began in April 2012 and was finished six months later, making the Old Town Cape district more pedestrian friendly, creating a sense of place and enhancing the downtown atmosphere for residents and visitors. A partnership was formed between Old Town Cape, the Cape Girardeau Area Chamber of Commerce and the City of Cape Girardeau to take preventive measures on the impact on businesses during the construction. Public enthusiasm and support for the project, even during the construction phase, was evident in the appearance of six new businesses opening in the construction zone, with other businesses opening in adjacent areas. The project was also a catalyst for both minor and major building improvements along the route with more than 10 projects started or completed during or shortly after the completion of the project.

Old Town Cape received Missouri Main Street's Greatest Achievement Award. This award recognizes an exceptional downtown management organization that provides financial stability to the revitalization effort, exhibits leadership skills that generate design improvements, promotions and events that highlight the area's culture and history, shares historic preservation resources, generates economic growth for the downtown, and works with the city and other public partners to accomplish downtown goals.

The Old Town Cape district covers 131 blocks, including almost 400 shopping, dining, and service businesses and 4,500 residents. Strong leadership throughout the years has guided the development, consistently managing a strong Board of Directors and committees with representation from downtown and community as a whole. Old Town Cape has significantly advanced its impact and is respected in the community and valued by partners.

A few of the recent successes, events and projects Old Town Cape has developed or been part include the Broadway Corridor project, wayfinding system and building rehabilitations. Old Town Cape has launched many other projects that support its revitalization program, including a new blog and other promotions.

Old Town Cape is a community driven, nonprofit organization that utilizes the Four-Point Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. Old Town Is Your Town!

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