

What's Up Downtown!

Details from Old Town Cape

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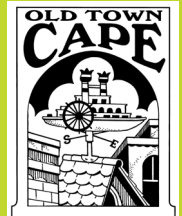


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Community Improvement District

ABC's of CID

A steering committee of local property and business owners are working to develop a Community Improvement District (CID) in the downtown area. Whether you own a business, own property or live downtown, a CID will bring positive benefits to the district.

What is a CID? A CID is property owners working to insure a better future for their district, neighborhood, and property. Similar to the Special Business District (SBD) established in the Riverfront area in the 1980s, a CID allows an area to tax itself to provide supplemental services as set out through a defined plan. The proposed CID funding includes the same property tax rate as the current SBD tax on the Riverfront, as well as a ½ cent sales tax, and will provide enhanced services throughout the district such as marketing, events, enhanced trash pick-up, and improved security.

How can you help? Be a part of the process. The committee is asking that you support the effort by becoming informed, talking to neighboring businesses, and if you are a property owner, signing the petition to help establish the CID.

How do I find out more? Old Town Cape has information on the website about this process at www.oldtowncape.org or call 573-334-8085.



Shoppers inside Renaissance during last year's Downtown Christmas Open House.

Christmas Parade, Open House & More

PARADE OF LIGHTS: The 20th Annual Parade of Lights will kick off the holiday season downtown at dusk on Sunday, November 27th. Entries are limited to the first 100, so if you'd like to participate give us a call. This year's theme is *A Picture Perfect Christmas*. Thanks to long time parade organizers & volunteers Kent & Vicki Zickfield!!!

DOWNTOWN CHRISTMAS OPEN HOUSE: Celebrate Christmas downtown during the Downtown Christmas Open House on Friday, December 2nd from 5 to 9. The deadline for business entry is October 28. If you're interested in being a part

of this festive night give us a call at 334-8085, and we'll get you the information you need! As always we'll have carolers, free carriage rides, the town crier, free pictures with Santa, children's activities and a HUGE shopping spree give-a-way. We encourage you to decorate your store, and be prepared for at least 500 people to step over your threshold!

CHRISTMAS DECORATIONS: Did you know that Old Town Cape pays for both the upkeep and hanging of the downtown Christmas decorations?

...CHRISTMAS continued on page 2

Thank you to everyone who helped make the Charles L. Hutson Auction & Benefit concert such a huge success!

Welcome New Businesses



Your businesses always keep downtown thriving. Thank you for all you do! Help us support new businesses as they find their place downtown and together we can all strengthen our commercial district! We could also use help keeping up with what's happening. If you know of a business opening or closing let us know! Also let us know about rehab plans and building sales!

NEW BUSINESSES:

- * The Tarnished Buckle
- * Lil Pea Patch
- * The Spot Nightclub
- * Kitchen Gizmos & Gadgets



LEFT: A peek at all of the clothes inside Lil Pea Patch at 709 Broadway. RIGHT: An outside view of The Tarnished Buckle, a new consignment store in downtown Cape.



COMMITTEE SPOTLIGHT

We are so thankful for all of our committee volunteers and think it would be a good idea for you to get to know them, so this quarter we will spotlight the Design Committee. This committee gets everyone working toward the same goal and ensures sufficient resources to accomplish the goals.

The committee consists of 9 volunteers in addition to the Old Town Cape staff. The volunteers include Cindy Buchheit, Don Greenwood, Brock Davis, Pam Davidson, John Pruitt, Tom Neumeyer, Steven Hoffman and Justine Schwartz.

CHRISTMAS continued from page 1

This costs over \$7,000 to maintain each year. Old Town Cape is thankful to the Christmas in Old Town Cape sponsors who continue to make the Christmas decorations & Christmas activities viable. We couldn't do it without you: **Drury Southwest, Rhodes 101 Convenience Stores, Regions Bank** and our media sponsor, **The Southeast Missourian**. Santa's Workshop at the Downtown Open House will be sponsored by **Cape Noon Optimist**.

Christmas decorations will be hung before the Parade of Lights & Thanksgiving weekend.

A word from your Main Street staff...



Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

What's up downtown! Cape Girardeau recently took home state-level awards at the Missouri Main Street Preservation Conference. Assistant City Manager, Heather Brooks received the 2011 Missouri Main Street Outstanding Public Official Award. Laurie Ever-

ett of Annie Laurie's Antiques received the 2011 Missouri Main Street Business Excellence Award

In addition, Laurie Everett was awarded the Operation Main Street: Business Success Series Award for Entrepreneurial Excellence. She was chosen from the participants of the program which was presented through a partnership between Old Town Cape and the Douglas C. Greene Center for Innovation and Entrepreneurship.

UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
November	27	Christmas Parade of Lights	Broadway, Main Street
December	2	Downtown Christmas Open House	Riverfront District
January	24	Merchant Meeting	TBA
February	TBA	OTC Annual Dinner	TBA

THIS NEWSLETTER
BROUGHT TO YOU BY:

Gateway Business Solutions
821 A Broadway
Cape Girardeau, MO 63701

573-837-4468



Old Town Cape Special Events: A Marketing Tool For Your Business?

Old Town Cape has enlisted marketing specialist Tina Bryan to deliver advice in "What's Up Downtown." If you have questions you'd like answered send them to info@oldtowncape.org.

This quarter's question came from Tina herself as she feels that it is important for business owners to know how to better market their business.



Question: Are Old Town Cape special events a marketing tool for my business?

Answer: Everything your business does has an influence on how customers feel about you. How the customer feels has an influence on their buying decisions.

When a potential customer first encounters your business how do they feel? If you were to go to a restaurant that was dirty and the chef walks into the dining area covered with food, would you eat there?

When your potential customer sees your store, what kind of reception do they get? Do they feel relaxed and comfortable with you or do they want to run as fast as they can?

Customers go through a process when they are buying. Your first task is to identify the need. Then, provide the information to get their interest. Once you have their attention, all you need to do is align yourself correctly to their need and you have a sale.

Events sponsored by OTC are an incredible way of getting the interest of your potential customer and aligning yourself to meet their needs.

These events are where the customer becomes involved with your product. They can pick it up and feel it, they get to meet you and talk about how you can solve their need.

Events are not always the time to sell, but to focus on showing your customer how you can help them. Be careful that you are not just giving away a load of coupons or brochures to customers who do not want to buy. Support is a fundamental marketing tool. I often think of the quotation:

"People do not care how much you know...
Until they know how much you care."

Tina Bryan is the chairperson of the Promotions Committee for Old Town Cape and has her own marketing practice, Watermark Marketing.

Sign up for our weekly email updates by sending your email address to info@oldtowncape.org. Also check out our website www.oldtowncape.org and look us up on Facebook and Twitter.



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*Cape Girardeau
Convention & Visitors Bureau*

*Cape Girardeau Area
Chamber of Commerce*

City of Cape Girardeau

Southeast Missouri State University

Thank You 2011 Event Sponsors

ANNUAL DINNER: [Red Letter Communications](#)
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TUNES AT TWILIGHT: [Southeast Health \(Premiere\)](#), [Cape Air & Montgomery Bank](#)
AUCTION/BENEFIT CONCERT [Isle of Capri Casinos, Inc.](#) & [Southeast Missouri State University](#)
RIVER TALES CLASSIC CAR SHOW: [Port Cape Girardeau](#)
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CHRISTMAS IN OLD TOWN CAPE: [Drury Southwest](#), [Rhodes 101 Stores & Regions Bank](#)
WHAT'S UP DOWNTOWN: [SERVPRO & Cape West Rotary Club](#)
WEBSITE: [Element74 & First State Community Bank](#)
NEWSLETTER: [Gateway Business Solutions](#)

I would like to be an investor with Old Town Cape.

INVEST

I want to help revitalize downtown Cape Girardeau!

Name

☐ One Time Commitment ☐ Annual Commitment

Address

Payment type ☐ Check ☐ Credit Card ☐ Bill me quarterly

Phone

Credit Card Number:

E-mail

Credit Card Type ☐ Visa ☐ Mastercard

Amount Pledged

Expiration Date 3 Digit Code

Please make checks payable to Old Town Cape. Mail to 418 Broadway; Cape Girardeau, MO 63701. Old Town Cape is a 501 (c)3 Non-Profit Corporation.

THANK YOU 2011 INVESTORS

LEWIS & CLARK | \$2,500

Cape Girardeau Convention & Visitors Bureau
Girardeau Ventures, LLC - Steve & Rita Crain
Isle of Capri Casinos, Inc.
Procter & Gamble

HOUCK BUILDERS | \$500

Lisa Bertrand
Breakaways
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Cape Girardeau Roller Girls
Cox & Associates, Inc.
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Johnson & Schneider LLC
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River City Rodders
ABM Security Services
Southeast Missourian
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Wal-Mart
Zickfield's Jewelers

HUTSON PLANNERS | \$300

Annie Laurie's Antiques
Bob's Shoe Service
Broadway Prescription Shop
Heather Brooks
Brown's Shoe Fit Co
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First Missouri State Bank
Imo's Pizaza
Lang Jewelers
Meyer Supply/Dennis Meyer
Michael C. Jones Insurance Agency
Terry Mills
Montgomery Bank
Port Cape Girardeau
Renaissance, LLC
Shivelbine Music Store

LORIMIER COUNCIL | \$1,000

Benton Hill Investment
Cape Girardeau Area Chamber of Commerce
Chad & Geneva Hartle
Hutson's Fine Furniture
Jim & Teresa Maurer
Nip Kelley Equipment Co.
Ole Hickory Pits
Saint Francis Medical Center
TRH Accounting
US Bank

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Invest in Old Town Cape!