

Our Partners

- Cape Girardeau Convention & Visitors Bureau
- Cape Girardeau Area Chamber of Commerce
- City of Cape Girardeau
- Southeast Missouri State University

What's Up Downtown!



UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
February	23	OTC Annual Dinner	Dockside
April	24	Merchant Meeting	TBA
May	11	Tunes at Twilight	Courthouse Park
May	12	Home & Garden Tour	Downtown Homes

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.

# What's Up Downtown!

Details from Old Town Cape

Volume 3 | Issue 1 | February 2, 2012

418 Broadway  
Cape Girardeau, MO 63701  
573.334.8085  
info@oldtowncape.org  
www.oldtowncape.org



A look at last year's Annual Dinner.

Old Town Cape Annual Dinner

Old Town Cape's Annual Dinner, sponsored by Red Letter Communications, is Thursday, February 23rd at Dockside The Upper Deck, 4 North Spanish.

Please join us as we celebrate downtown accomplishments in 2011 and honor deserving businesses and individuals for special projects. Social hour starts at 6, and the dinner and program begin at 7.

The social hour will be held in the Bilderbach Arts Plaza adjacent to Dockside. There you can mingle among art and friends at Westray Studio, MoZaic, The Painted Wren, Gallery of Inspiration and Goddard Photography. A cash bar will be

available, and music will be provided by Dan Cotner. Dinner will be catered by Bella Italia.

Awards including the Excellence in Preservation, Charles L. Hutson Visionary, Volunteer of the Year and Business Excellence Award will be presented along with introduction of the 2012 Old Town Cape Officers.

Old Town IS your town so come out and find out what has been going on in your neighborhood!

Tickets are \$30 each and tables are available for \$240. Please RSVP to Old Town Cape (573-334-8085 or info@oldtowncape.org) by February 17th. Seating is limited so please reply early!

TIP: Tell us what you have going on! We'll promote it in our weekly email updates & on our Facebook fan page.

Farmers Market

A public forum was held on January 24 to get input from possible vendors, customers and residents regarding the feasibility of an open air market in downtown.

Based on the input and support at the meeting, preliminary plans are to start a market this Spring. In addition to produce and other foods it could incorporate art, entertainment and educational opportunities.

Working with Old Town Cape are steering committee members Emily Scifers, a local organic farmer Levi Olson, a local financial advisor.

A market can be an opportunity to draw visitors (customers) to the downtown area and help create a fun, active and vibrant sense of place. Charlie Hopper with MO Department of Agriculture says surrounding businesses can expect a 60 percent increase in customers on market days and notes that dollars spent at farmers markets have an 80 percent higher economic value.

Call 334-8085 for more information.



A look at the Farmer's Market in downtown Washington, MO.



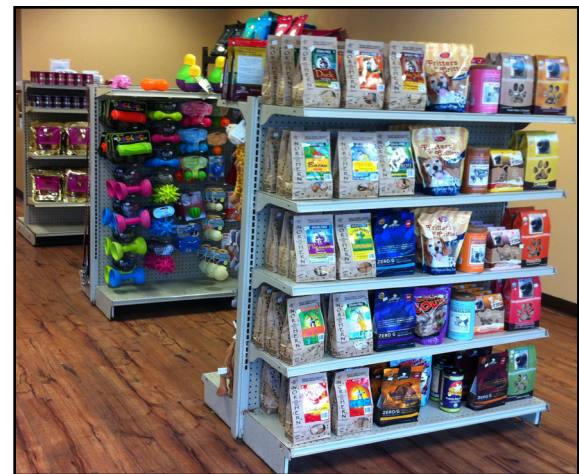
## Welcome New Businesses

Yes, We're  
OPEN

Your businesses downtown keep 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!

### NEW BUSINESSES:

- \* Hotshots (15 N. Main)
- \* Cape Air (420 Broadway)
- \* Mississippi Mutts (1231 Broadway)



TOP LEFT: A look at the treats, toys, food, etc. that Mississippi Mutts is currently carrying.  
TOP RIGHT: The first Hotshot franchise to open outside of St. Louis!

Sign up for our weekly email updates by sending your email address to [info@oldtowncape.org](mailto:info@oldtowncape.org). Also check out our website [www.oldtowncape.org](http://www.oldtowncape.org) and look us up on Facebook and Twitter.



## It's the New Year - Make a New Year's Resolution

Old Town Cape has enlisted business expert Jennifer Hendrickson to deliver quarterly advice in "What's Up Downtown." If you have questions for Jennifer, please send them to [info@oldtowncape.org](mailto:info@oldtowncape.org).

This quarter's question came from Jennifer herself as she feels that it's important for owners to make a New Year's resolution.



**Question:** What can I do to improve the way my business is run for the new year?

**Answer:** Many of us make a personal New Year's resolution to do something differently in the coming year. Eat better, exercise more, etc. Have you ever considered making a resolution this year to do a better job maintaining your business's books?

Some clients ask us to evaluate their business' financials and begin immediately confessing that they don't keep up with them as well as they should. We hear stories about cash receipts that don't show up as income and major personal expenses that have been run through the business account. This makes it very difficult to properly assess, value, and possibly even sell a business.

Just because your accountant is able to prepare your taxes doesn't mean that you've made it easy for them.

A potential buyer will not want to invest the time deciphering your books: He/she wants to know exactly what they are buying and your financial records tell them that. When they see discrepancies in inventory and hear talk of cash that has never been recognized, they get nervous. On the other hand, if you have records that are organized and receipts to explain expenses – that gives a buyer a higher level of comfort that they are buying a business that is a going concern. Many deals have fallen apart due to poor recordkeeping. Don't let this happen to you!

While it may take a few extra minutes to keep good books, the payoff can be substantial when you must share your financials with others. Now that we've reached year-end, resolve to improve your internal bookkeeping. The payoff is well worth the effort.

*Jennifer Hendrickson is with Hendrickson Business Advisors, a management and marketing consulting firm, and Murphy Business of Cape Girardeau which offers business brokerage services. She can be reached at 573.335.1885.*

## COMMITTEE SPOTLIGHT

We believe committee volunteers are special as they make an ongoing commitment to downtown by working with Old Town Cape on an ongoing basis. We are thankful to all our committee volunteers and want to highlight the Organization Committee this quarter.

This committee helps with volunteer recruitment, recognition and fundraising as well as making sure the public perception of Old Town Cape is true and accurate. It plans the Annual Dinner, auction and appreciation event.

Volunteers include Chair Lee Schlitt, Barb Schwepker, Teresa Maurer, Jerra Hutson, Jim Maurer, Tom Higgins, Heather Brooks, Tina McRaven, Cory Daniel, Chris Hutson, Elizabeth Shelton and Bill Dunn. THANK YOU for your commitment!

## A word from your Main Street staff: A Look Back through 2011



Momentum - "the big MO" is described in the Webster Dictionary as a strength or force gained by a series of events. And that is what we got goin' on in downtown Cape - a big series of events moving downtown forward!

We can never say thank you enough to all of you who make Old Town Cape what it is. We would like to give special thanks to all of our investors, sponsors, and volunteers who not only make Old Town Cape what it is, but make everything happen. 2011 was a good year and here is just a snapshot - only a portion of all that you have to be excited about!

*Much of what was started in 2010 moved forward in 2011:*

- The TTF4 Broadway Corridor project was enhanced by dedicated money from the Isle of Capri to include landscaping and streetscape enhancements (benches, trash cans and special lighting). City staff, their partners and their consulting team spent 2011 gathering public input and completing design of a major project to begin in a few short weeks!
- Isle of Capri is well into their construction, has hired a general manager and will soon be

opening temporary offices downtown.

- A Facade Loan Program has been finalized and is available to property owners in downtown to assist and encourage building rehabs.
- The development of the Downtown Community Improvement District is well on its way to becoming a vehicle to provide enhanced services to the downtown area.

*New in 2011:*

- We celebrated the 25th birthday of the downtown clock with a big block party.
- OTC partnered with The Douglas C. Green Center for Innovation and Entrepreneurship to offer Operation Main Street: Business Success Series.
- Through a Healthy Communities Grant, the city placed bike racks and sharrows (share the road signage) in downtown.
- OTC partnered with Student Government at

Southeast Missouri State University and the Cape Girardeau Parks & Recreation Dept. to provide a blow out clean up/fix up day in April.

- OTC was again recognized with state awards at the Missouri Main Street Preservation Conference - bringing home awards for Laurie Everett (Annie Laurie's Antiques for Business

Excellence) and Heather Brooks (Asst. City Manager for Outstanding Public Official).

- The sale of the Esquire Theater has spurred excitement and development on Upper Broadway.
- The announcement of the Red Letter expansion and new home brings changes to Spanish St.

We haven't even touched on the other events and activities - "the big MO" just keeps moving on! Old Town is YOUR town



## Connections for Merchants & Business Owners

Connections for Merchants and Business Owners is getting a refresh. Not a complete make-over, just some tweeking!

Connections is YOUR opportunity to meet and visit with your downtown business neighbors. It is your opportunity to find out more about what is going on in downtown. It is your opportunity to visit some downtown businesses you may have never visited before. AND, it is your opportunity to ask questions, provide input and be part of the change you want to see in your downtown!

We know you are busy and have lots going on so instead of monthly

get-togethers, Connections is moving to a quarterly format, with option times - 8:30 a.m. OR 5:30 p.m. Our first Connections get togethers of the year were held on Tuesday, January 31st and a thank you to Mississippi Mutts and Hotshots for hosting them!

Future quarterly dates are: April 24, July 31 and October 30. The morning meeting will take place at 8:30 a.m. and the evening meeting will take place at 5:30 p.m. The meetings will include a variety of topics including upcoming events, development in the downtown, small business tips, etc. Let us know if you want to host one in your business!

## Meet the Intern



Meet Megan Richter - Old Town Cape's newest intern! Megan is pursuing degrees in Journalism and Public Relations at Southeast MO State and can't wait to learn the downtown ropes.

Megan will be lending her talents to help us with upcoming events, writing our What's Up Downtown and much more. We'll be sending her into your businesses with the latest news, so be sure to welcome her to the downtown community when she drops by.

*We would like to thank Gateway Business Solutions for being the 2011 sponsor of this newsletter!*

**We are currently seeking a sponsor for 2012! This is your chance to reach over 300 downtown businesses and organizations!**

If you are interested in sponsoring one or all editions of this quarterly newsletter, please email [info@oldtowncape.org](mailto:info@oldtowncape.org) or call 334-8085.