

Our Partners

Cape Girardeau
Convention & Visitors Bureau

Cape Girardeau Area
Chamber of Commerce

City of Cape Girardeau

Southeast Missouri State University

UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
April	24	Merchant Meeting	Broadway Prescription & The Painted Wren Courthouse Gazebo
May	11, 18, 25	Tunes at Twilight	Courthouse Gazebo
May	12	Home & Garden Tour	Downtown Homes
June	1, 8, 15	Tunes at Twilight	Courthouse Gazebo

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 _____

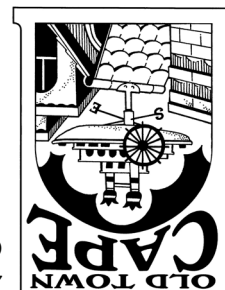
Credit Card Type ☐ Visa ☐ Mastercard

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!



418 Broadway
Cape Girardeau, MO 63701

What's Up Downtown!

Details from Old Town Cape

Volume 3 | Issue 2 | April 20, 2012

Old Town Is Your Town - Be a part of it!

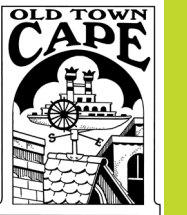


418 Broadway
Cape Girardeau, MO 63701

573.334.8085

info@oldtowncape.org

www.oldtowncape.org



Tunes at Twilight

Old Town Cape's Tunes at Twilight is just around the corner, and we cannot wait to breathe in that fresh spring air while enjoying great music downtown!

The series provides a free hour long concert for six weeks in the spring and six weeks in the fall. The outdoor concert series is on Friday nights at the Common Pleas Courthouse Gazebo (Lorimier & Broadway)

The spring series starts Friday, May 11 at 7 p.m. with the Leslie Dysinger Band. Leslie is a singer-songwriter in the American tradition. She has performed across the eastern U.S. and released a follow-up length record. Her unique vocal style is reminiscent of Janis Joplin with touches of Sheryl Crow and her storytelling craft is simple, straightforward and poignant.

Tunes at Twilight is sponsored by Southeast Health (premier sponsor), Cape Air and FOX 23 KBSI.

For the complete artist lineup, visit www.oldtowncape.org/events.



A look at one of last year's Tunes at Twilight concerts.



A look at the inside of one of the homes on this year's tour.

Downtown Historic Home & Garden Tour

The third annual Downtown Historic Home & Garden Tour will take place on Saturday, May 12 from noon to 4 p.m. Six homes will be showcased during the tour that is sponsored by Realty Executives. The owners of each home will give a guided tour through their spaces, highlighting special features and historic facts. The tour is a great way for you to see how fun downtown living can be! Downtown residential growth is an important factor in making downtown vibrant.

The homes are located at 125 S. Spanish (The Greaser Home), 306 Independence (The Bertrand Home), 120 Broadway (The Kage House), 220 N. Lorimier (The Mocherman Home), 113

N. Frederick (The Southard Home) and 826 The-mis (The Mellies Home).

Tickets for the tour are \$15 in advance and are available for purchase at Annie Laurie's Antiques (536 Broadway), Spanish Street Mercantile (26 N. Spanish), Realty Executives (2511 Independence and Old Town Cape. On the day of the tour, tickets will be sold for \$20 at The Bertrand Home.



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

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:

- * Jamie Sutton Photography (427 Broadway)
- * Riverbend Realty (303 Fountain)
- * Deez Kuts (709 William)
- * Peak Performance Hypnosis, LLC (824 Independence)
- * Envious Styles (208 Independence)
- * Stevie's Steakburgers (600 Broadway)
- * Studio Glo (111 Independence)
- * Broadway Fashion (805 Broadway)
- * True Kutz (234 S. Sprigg)



TOP LEFT: A look at the outside of Envious Styles, which carries a big variety of shoes!
TOP RIGHT: A look at Stevie's Steakburgers. Be sure to check out their food - it's delicious!



BOARD OF DIRECTORS SPOTLIGHT

We have been highlighting committee volunteers but some of our most committed volunteers are on our Board (yes, they are volunteers!). The current Board will be in place at least through February 2013. We have some new faces this year, along with some long-standing members. They are listed below so if you see them around, thank them for the work they do on your behalf!

Our Board of Directors includes President Dr. Lisa Bertrand, Past President Dennis Meyer, Vice President Cory Daniel, Treasurer Sally Owen, Secretary Donna Denson, Doc Cain, Hunter Clark, Meg Davis, Kelly Green, Tom Higgins, Dr. Steven Hoffman, Chris Hutson, Gerald Jones, Stan Penn, Lee Schlitt and Kent Zickfield. THANK YOU for your commitment!

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, Twitter & Pinterest.



What is Public Relations and Why Do I Need It?

Old Town Cape has enlisted Elizabeth Shelton to deliver quarterly marketing advice in "What's Up Downtown." If you have questions for Elizabeth, please send them to info@oldtowncape.org.

This quarter's question came from Elizabeth herself as she feels that it's important for business owners to know more about Public Relations.



these tactics are in the PR tool box and can be inexpensive, yet valuable methods for marketing your business. Now that Internet marketing and social media are key players, I frequently am asked how to incorporate these and other PR tactics into a marketing strategy.

Question: What is Public Relations and why do I need it?

Answer: In the workshops I deliver, more often than not the discussion of public relations as a marketing tactic eventually leads to a definition of the term, which can be as all-inclusive as the word "marketing." Many people use the phrase to describe events, while others may still think of the writing aspect of PR that focuses on creating and submitting press releases. All of

To keep it simple, PR can include nearly everything you do to promote your business that does not include the purchase of advertising space. PR tactics include events, promotions, speaking engagements, as well as social media and coverage from traditional media, both online and off.

So why run the risk of having a reporter interview you and possibly skew the facts or never run the article at all when you can simply purchase an ad? One reason is expense. I like to refer to PR as 'free press.' It costs you nothing but a little time to prepare and submit a news release, whereas advertising can be very costly to purchase. An even better reason is the fact that PR is viewed to be substantially more credible than traditional advertising. PR functions as a third-party endorsement. Social media is even more powerful, because it offers online word-of-mouth, the most effective marketing tactic of all time.

I will give this topic more detail when I speak at the Connections meeting on April 24 at 8:30 at Broadway Prescription (710 Broadway) and 5:30 at The Painted Wren (5 N. Main). I hope to see you there!

Elizabeth Shelton is the owner of Write Results Marketing. More marketing tips can be found on her blog at www.WriteResultsMarketing.com/blog.

Broadway Corridor Project Information

The Broadway Corridor Project has begun! The corridor will include a curb, gutter, street and sidewalk overlay along with a decorative streetscape that includes colored concrete, pedestrian lighting, landscaping and a 15-foot-wide "promenade" sidewalk.

Construction on the TTF4 Broadway Corridor project, that will stretch West from Water Street to Pacific Street began on April 9. The street and sidewalk demolition and replacement will be completed by November 2012. The beautification and streetscape enhancements will be completed by April 2013.



We reported in our last newsletter about a Farmer's Market public forum that was held in January to get input from possible vendors, customers and residents regarding the feasibility of an open air market downtown. Based on the input and support from that meeting and many other meetings since then, Old Town Cape has worked with a steering committee to get this market started!

The Cape Riverfront Market will run May 5 through October 27 on Saturday Mornings from 8 a.m. to 12 p.m. in the parking lot at 35 S. Spanish, next to Celebrations Downtown and across from Bel-Air Bar & Grill. Please note that the lot will be closed from 5 a.m. to 1 p.m. every Saturday to accommodate the event.

The market will include approximately 25 seasonal vendors (every week) and additional daily vendors all selling farm-fresh produce, organic products, meats, cheeses, baked goods, jams, honey and arts and crafts. In addition, there will be weekly demonstrations and entertainment as well as a sitting area for patrons.

Some of the vendors will offer credit card transactions and the market has plans to provide EBT accessibility.

For more information visit caperiverfrontmarket.com or call Old Town Cape at 573-334-8085.

National Main Street Program Accreditation

We are excited to announce that Old Town Cape has received Accreditation from the National Trust for Historic Preservation Main Street Center and the Missouri Main Street Connection. Old Town Cape joins other Main Street revitalization programs across the country being recognized, including only 6 other Missouri programs. This is the 8th year Old Town Cape has received its National Accreditation. Old Town Cape received its accreditation as part of the National Main Street Conference in Baltimore.

We have partnered with the City and the Cape Girardeau Chamber of Commerce to develop a communication strategy including a website (www.buildingabetterbroadway.com) to keep the public and businesses informed of every step in the construction process. The website includes regular updates along with maps detailing parking arrangements and alternative store fronts.

We want you to have access to as much information as possible! If you have questions regarding the project, feel free to call us at 573-334-8085 or e-mail us at info@oldtowncape.org.

A word from your Main Street staff

Old Town Is Your Town! Really - Old Town IS Your Town! It took someone like volunteer Elizabeth Shelton to bring this home to us and we thank her for this tagline. "Old Town Is Your Town" expresses what we sense in people when they talk about downtown... memories, history, fondness and ownership. And the expression also explains why we have such great volunteers! When Old Town is my town...I want to help make it the best it can be!

In past issues we have praised our committee volunteers and in this issue our Board of Directors. But there are so many more! Some are recognized as being part of an event or activity - some just methodically do what they do to make downtown better!

Things happen in Old Town Cape because of volunteers like Larry & Jean Underberg, who manage artists for Tunes at Twilight, Dr. Lisa Bertrand, who organizes the Home & Garden Tour, the Zickfields, who manage our Parade of Lights and, most recently, the

Cape Riverfront Market leadership team: Levi Olson, Emily Scifers, Ross Peterson and Jaime Mayfield, who, with other steering committee volunteers, have spent hours developing a great market for our downtown.

Behind the scenes volunteers often go unrecognized. We have mentioned Bill Dunn and his work with the Scholarship Garden. But he also works with Justine Schwartz to beautify the Riverfront area as they spray for weeds and plant herbs and flowers in the pots, pods and tree wells. Theresa Maurer, our Christmas queen, spends hours making sure Christmas decorations are just perfect. And then what about Charlie Bertrand - ever present, picking up litter and pulling weeds every day on Spanish Street before he opens his shop, Spanish Street Mercantile.

These are great examples of people making Old Town their town. What's your story. E-mail info@oldtowncape.org to let us know how you make Old Town your town!

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 or call 334-8085.