

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
August	11	Charles L. Hutson Auction	Dockside
August	17, 24, 31	Tunes at Twilight	Courthouse Gazebo
Sept	7, 14, 21	Tunes at Twilight	Courthouse Gazebo
Sept	16	River Tales Classic Car Show	Hutson Parking Lot
Sept	25	Volunteer App. Dinner	Port Cape Girardeau

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 Date3 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 3 | July 12, 2012

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



Broadway

Downtown

Broadway

Downtown

418 Broadway

Cape Girardeau, MO 63701

573.334.8085

info@oldtowncape.org

www.oldtowncape.org



TOP: A look at the Kevin Danzig concert from the spring of 2012.

Old Town Cape presents Tunes at Twilight

The fall series of Old Town Cape’s Tunes at Twilight starts on Friday, August 17 at 6:30 p.m., and we cannot wait to breathe in that crisp fall 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 fall series starts with Jimmy Davis. Davis is a singer-songwriter that has been named “Premier Male Vocalist” five times. His influences range from The Beatles to The Eagles, Johnny Cash and Jackson Browne. It is Davis’ charisma, warmth and talent as a performer that make him stand out among his well known peers.

Tunes at Twilight is sponsored by Southeast Health (premier sponsor), Cape Air and FOX 23 KBSI. For the artist lineup, visit [www.oldtown-cape.org/events](http://www.oldtown-cape.org/events).

Charles L. Hutson Auction

The 25th Annual Charles L. Hutson Auction will take place on Saturday, August 11 at 6:30 p.m. at Dockside: The Upper Deck (4 N. Spanish).

Both a silent and live auction are planned with exciting items donated from local businesses including fine jewelry, antiques, artwork and much more!

Tickets are \$35 each and include heavy hors d’oeuvres and a cash bar. They can be purchased by calling 334-8085. Limited tables of 8 are also available for \$240. All proceeds benefit downtown revitalization through Old Town Cape.

The auction is Old Town Cape’s biggest fundraiser of the year! We hope that you will give back either by attending the auction and/or donating an item to be auctioned off.

The Charles L. Hutson is sponsored by Isle Casino Cape Girardeau.

TOP: A look at last year’s Charles L. Hutson Auction.

What's Up Downtown!



418 Broadway  
Cape Girardeau, MO 63701

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

COMMITTEE SPOTLIGHT

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:
- \* Sunsational Pools (33 N. Ellis)
  - \* Philanthropy (407 Broadway)
  - \* The Clothes Line (1031 Broadway)
  - \* Drop Dead Gorgeous (113 Independence)
  - \* Sloan & Themis (31C N. Main)
  - \* Budget Buster Furniture (704 Broadway)



TOP LEFT: A look at Sloan & Themis. Stop by and make yourself a necklace today!  
TOP RIGHT: A look at Philanthropy. Be sure to check out their clothing and accessories - shop for a cause!



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 of our committee volunteers and want to highlight the Promotion Committee this quarter.

This committee works to create a positive image of downtown and promote it as a destination. This is done through communications, events and activities. They draw visitors to the downtown area and work to make the cash registers ring.

Volunteers include Chair Jessica Sexton, Sally Owen, Debbie Devers, Meg Davis, Roseanna Whitlow, Lisa Bertrand, Deb Maevers, Vicki Zickfield, Sarah Summers, Toni Eftink, Stacy Lane and James Szepanski. THANK YOU for your commitment!

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, Twitter & Pinterest.



A word from your Main Street staff



Wikipedia describes synergy as two or more things functioning together to produce a result not independently obtainable. The term synergy comes from a Greek work meaning "working together." Our downtown is creating synergy!

Things are happening because, well, things are happening! The Broadway project has spurred much interest in the downtown. And Broadway businesses are working together and have done a great job of embracing change, being patient and building up their business during a time of construction. This is not easy to do and we are proud of all of

the Broadway businesses for engaging in this process!

Old Town really is your town and we thank downtown businesses for supporting us as we support you! Thank you to Doc at Port Cape Girardeau for the fundraising help as we received \$5 from every pork butt he sold for the Fourth of July holiday. And thank you to one of the newest retail locations downtown, Philanthropy. They chose Old Town Cape as one of the local non-profit organizations to give back to, which is part of their mission, by creating 'wearable compassion' t-shirts. All of the proceeds from every t-shirt sale comes right back to Old Town Cape, so be sure to get yours today!

You too can give back to Old Town Cape by being a part of the Charles. L. Hutson Auction! See the article for more information.



TOP: Marla and Nicholle rocking their Old Town Cape t-shirts. How do you rock yours?

Social Media Madness



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](mailto: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 social media.

**Question:** How can the use of social media help my business?

**Answer:** I remember back in the dark ages when every business owner was scrambling to develop a website. Everyone knew they needed one, but few people really knew how to utilize it as a marketing tool. (Unfortunately, that can still be said in more instances than I like to admit.) The rage now is social media, usually beginning with Facebook. Business owners seem to have accepted that social media is not a passing fad, and they are eager to get in on the action.

As with any marketing tool, it helps to know what you want to accomplish before you invest time or money into it (for the self-employed, they are one and the same). In other words, what is your objective? If you think creating a Facebook, Twitter or Pinterest page will magically in-

crease sales, think again. Anyone who has attended one of my workshops has heard me compare marketing to exercise, and social media is marketing. You must have a goal, stick to it, and be consistent in your efforts to see any pay-off; rarely will it be immediate.

In the early stages, developing a social media strategy was a guessing game. Now plenty of guidelines and data exist to help anyone who is serious about it begin to engage an audience. The main thing to keep in mind is that social media is a conversation; it simply occurs online. So follow the same rules of etiquette and common sense: listen, respond, don't use offensive language, and try to be interesting. Don't bring up a topic, get everyone talking about it, and check out of the conversation for days at a time! Twitter followers expect an instant response, although Facebook is becoming more that way.

Last week I posted to my blog, [WriteResultsMarketing.com/blog](http://WriteResultsMarketing.com/blog), a social media report prepared for the CDC. Much of it is common sense and geared specifically to the health industry. However, the last ten pages (beginning with Chapter 9) include a social media checklist, a glossary of terms, and a list of resources that may be helpful to anyone still trying to wrap their brain around Facebook and Twitter. Soon I will post information about the best time to post by industry, so please subscribe to the RSS feed or check back. Until then, see you in the media!

*Elizabeth Shelton is the owner of Write Results Marketing. More marketing tips can be found on her blog at [www.WriteResultsMarketing.com/blog](http://www.WriteResultsMarketing.com/blog).*

Did you know that we can help you start and improve your social media pages? Call us today at 334-8085!

Old Town Cape's

CONNECTIONS

for Merchants & Business Owners

Join us for a

QUARTERLY NETWORKING OPPORTUNITY!

When: Tuesday, July 31

SLOAN+THEMIS

Sloan & Themis

31C N. Main

8:30 a.m.

OR

isle CASINO

CAPE GIRARDEAU

Isle Casino Cape Girardeau

338 Broadway

5:30 p.m.

Cape Riverfront Market

The Cape Riverfront Market has been going strong for 11 weeks now!

In an effort to help you engage with the patrons that visit the market, we have created a downtown business bulletin board for you to post your market day specials on. If you have something for the board, please call Nicholle at 334-8085.

We have also started a newsletter for the market! If you would like to receive the monthly newsletter, please send an e-mail to [info@caperiverfrontmarket.com](mailto:info@caperiverfrontmarket.com). Also check out the website, [www.caperiverfrontmarket.com](http://www.caperiverfrontmarket.com), and check the market out on Facebook ([facebook.com/caperiverfrontmarket](https://facebook.com/caperiverfrontmarket)) and Twitter ([twitter.com/caperivermarket](https://twitter.com/caperivermarket)).



TOP: A look at the opening day of the Cape Riverfront Market.

We are currently seeking a sponsor for the newsletter! 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.