

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
October	23	Connections Meeting	Cup N' Cork
November	25	Parade of Lights	Capaha Park
December	7	Christmas Open House	Main & Spanish Street

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

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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 4 | October 12, 2012

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

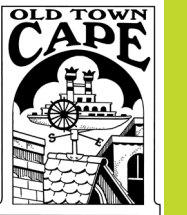


418 Broadway
Cape Girardeau, MO 63701

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www.oldtowncape.org



A word from your Main Street Staff....



Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

Wow - there is a lot going on downtown! Here's just a highlight:

- We brought home two state-level **awards** from the Missouri Main Street Conference in July! Claire Bruce brought home the Volunteer of the Year award for her assistance in helping make our businesses and Old Town Cape successful. The Operation Main Street: Business Success Series received the Best Economic Restructuring Project award. Thank you to our partner, the Douglas C. Greene Center for Innovation and Entrepreneurship for making this happen!

- The Christmas **ornaments** are in and available for sale. This year's ornament depicts a Mississippi Riverboat and can be purchased for \$30 with a stand or \$25 without.

- **Broadway** is officially open and a ribbon cutting will be held on October 26 at 9 a.m. in front of Old Town Cape to celebrate! Watch your email for more information.

- Lastly, we're sad to have **Lang Jewelers** close after 96 years. The store was in the Lang family and at the same location since 1916. We wish Roger & Judith Anne all the best in retirement and thank them and their family for all they've done downtown.



TOP: A look at last year's Parade of Lights.

Christmas Parade & Open House

PARADE OF LIGHTS: The 21st Annual Parade of Lights will kick off the holiday season downtown at dusk on November 25th. The parade route starts at Capaha Park and proceeds down Broadway, turns on Main and ends at the Hutson Parking Lot. Thousands of people come out, so this is a great way for you to promote your business! You might consider staying open from 4 to 7 p.m., decorating your store, or serving hot chocolate. There is still room in the parade line up, so if you'd like to participate, give us a call. This year's theme is "All I Want for Christmas."

DOWNTOWN CHRISTMAS OPEN HOUSE: Celebrate Christmas downtown during the

Downtown Christmas Open House on December 7th from 5 to 9 p.m. The deadline for entry is October 31st, so if you're interested in being part of the festive night, give us a call. As always, we'll have carolers, free wagon rides, free pictures with Santa, children's activities and a shopping spree give-a-way! We encourage you to decorate your store, and be prepared for as many as 500 people to step over your threshold.

These Christmas events wouldn't be possible without the support of the Christmas in Old Town Cape sponsors: Drury Southwest, Rhodes 101 Stores, Regions Bank. Also, thank you to our media sponsor, the Southeast Missourian.

TIP: Sign up for our weekly email updates by sending your email address to info@oldtowncape.org.

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!



TOP LEFT: A look inside Sweet Designs at some of their fall decorations.
TOP RIGHT: A peak at some of the styles that Stash is carrying.

- NEW BUSINESSES:
- * Sweet Designs Boutique (120 Broadway)
 - * Riverfront Gifts & Collectibles (112 N. Main)
 - * Relentless Media Productions (637 Broadway, Suite A)
 - * Bill and Chas' (107 N. Main)
 - * Red Line Motorsports (703 Broadway)
 - * Stash (38 N. Main)



We believe volunteers are special and make an ongoing commitment to downtown by working with Old Town Cape on an ongoing basis. We are thankful for all of our committee volunteers and want to highlight the Economic Restructuring Committee.

This committee works to strengthen existing business and draw or recruit new businesses to the downtown. They work to build a successful, supportive business environment that is responsive to the needs of today's consumers. These volunteers recognize that a striving community is crucial to sustainability.

Volunteers include Chair Stan Penn, Claire Bruce, Chad Hartle, Daniel Grimm, Jeff Martin, Tim Arbeiter, Michael Jones, Gina Harper, Tim Ingram, Dawn Daurer and Sandra Cabot. THANK YOU for your commitment!

Check out our website www.oldtowncape.org and look us up on Facebook, Twitter & Pinterest.

Traversing the Guerilla Marketing Mine Field



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.

Question: What is guerrilla marketing and how does it affect my business?

Answer: Guerrilla marketing--like the term's inspiration, guerrilla warfare--usually implies utilizing unconventional, frequently low-budget tactics. Ideally, the efforts are so unique they attract attention and create a bigger impact.

The term was first used and defined by author Jay Conrad Levinson nearly twenty years ago in his book which uses the term as its title. Now we toss it around regularly, and the topic is given a few paragraphs in most advertising textbooks. The term has also become associated with piggy-backing on the money being spent by another advertiser, usually a competitor (honoring a competitor's coupons, for example). Gavin Lucas, author of Guerrilla Advertising, includes this definition: "It's when the public can't tell what's advertising and what's not." However, IMO, that definition is more appropriate for PR (which I covered in the April news-

letter).

The web is riddled with marketing gurus offering alleged guerrilla marketing ideas. I've pursued numerous sites and realized some of them may actually be sound marketing strategy--for the right business. However, if you've done what every business owner must do to be successful--carefully crafted a brand that identifies your unique selling points--some of these can be land mines waiting to blow your hard-earned brand image to smithereens. Here are some examples of how NOT to utilize guerrilla marketing:

- Scrawling chalk on a sidewalk or leaving flyers on windshields when your brand is based on elegance and class. However, hiring an artist to beautify a space near a competitor's event might garner the kind of attention worthy of your brand.
- Utilizing cutesy or shocking tactics when your brand is built on trust; for example, financial advisors do not benefit from sock mascots.

Some would agree marketing is indeed warfare. Visit my blog for a link to some guerrilla marketing tactics that actually make sense. And always, keep your eye on the target market and remain true to your brand.

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

THANK YOU 2012 INVESTORS & SPONSORS

LEWIS & CLARK | \$2,500

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Shiloh
US Bank

HOUCK BUILDERS | \$500

ABM Security Services
Lisa Bertrand
Broussard's Cajun Cuisine
Cape West Rotary Club
Cox & Associates, Inc.
Dr. Steven Hoffman & Dr. Margaret Waterman
Hotshots
Jayson Jewelers, LTD & Ervin's Metal
Bert & Mary Ann Kellerman
Rhodes 101 Convenience Stores
Southeast Missourian
Wal-Mart
Zickfield's Jewelers

HUTSON PLANNERS | \$300

Annie Laurie's Antiques
Bella Italia
Bob's Shoe Service
Broadway Prescription
Heather Brooks
Brown's Shoe Fit Co.
Capaha Bank
Christ Episcopal Church
Concord Publishing
First Missouri State Bank
Imo's Pizza
Meyer Supply
Michael C. Jones Insurance Agency
Terry Mills
Montgomery Bank
Port Cape Girardeau
Renaissance
Shivelbine's Music

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
The Library
TRH Accounting

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Pagliai's Pizza
Plaza Tire Service
Pyramid Group of Home Health
Red Letter Communications
River City Coins & Jewelry
Rotary Club of Cape Girardeau
Security Bank & Trust
Southeast Health
State Beauty Supply
Withers Broadcasting

ANNUAL DINNER: Red Letter Communications

HOME & GARDEN TOUR: Realty Executives

TUNES AT TWILIGHT: Southeast Health (premiere), Cape Air & Montgomery Bank

CHARLES L. HUTSON AUCTION: Isle Casino Cape Girardeau

APPRECIATION DINNER: Port Cape Girardeau

COMMERCIAL OPEN HOUSE: Realty Executives & Banterra Bank

CHRISTMAS IN OLD TOWN CAPE: Drury Southwest, Rhodes 101 Stores & Regions Bank

WHAT'S UP DOWNTOWN: SERVPRO & Capaha Bank

WEBSITE: First State Community Bank & Element 74

MERCHANT EMAIL: Montgomery Bank