

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
February	28	Annual Dinner	Isle Casino Cape Girardeau
April	18	Commercial Open House	Downtown Properties
May	18	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!



418 Broadway
Cape Girardeau, MO 63701

Non-Profit
Organization
U.S. Postage
PAID
Cape Girardeau, MO
Permit No. 355

What's Up Downtown!

Details from Old Town Cape

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

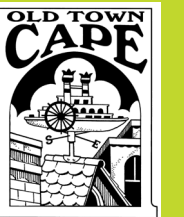


418 Broadway
Cape Girardeau, MO 63701

573.334.8085

info@oldtowncape.org

www.oldtowncape.org



A word from your Main Street Staff...



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

- We are so excited to see the work being done on the **crosswalks** in the Riverfront area! Not only is the City making necessary repairs, but the new crosswalks are an upgrade and will enhance all of the other good things happening downtown. Construction is always difficult, but this should be a short time of pain for a long term reward.

- We find it awesome how much pride the business and property owners on Broadway have shown since the improvements to the street have been completed. Next time you drive it, check out all of the **building improvements**. And what about the Christmas lights that shined up and down Broadway during the holidays? Beautiful!

- Downtown Cape will be a stop on the 2013 Hemmings Motor News **Great Race** on June 25th. Look for more details on this one time event to come soon!

- With all that is going on, we are always looking for new **volunteers** to serve on one of our committees or help at one of our events. If you are interested in volunteering, please contact us via phone at 573-334-8085 or via email at info@oldtowncape.org.



TOP: A look at the decorations that Broadway Prescription displayed during the holidays.

Old Town Cape Annual Dinner

Old Town Cape's Annual Dinner, sponsored by Red Letter Communications and Isle Casino Cape Girardeau, will be held on Thursday, February 28th at Isle Casino Cape Girardeau, 777 N. Main.

Please join us as we celebrate downtown accomplishments in 2012 and honor deserving businesses and individuals for special projects. The social hour starts at 6 p.m. and the dinner and program will begin at 7 p.m.

Both events will be held in the Event Center at Isle Casino Cape Girardeau and a cash bar will be available. Dinner will be provided by Isle

Casino Cape Girardeau. Awards including Business Excellence, Volunteer of the Year, Charles L. Hutson Visionary, John Boardman Excellence in Historic Rehabilitation and Judith Ann Crow Residential Historic Rehabilitation will be presented along with introduction of the 2013 Old Town Cape Board of Directors.

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

Tickets are \$30 each and tables of 8 are available for \$240. Please RSVP to Old Town Cape via phone at 573-334-8085 or via email at info@oldtowncape.org by February 22nd.

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!

- NEW BUSINESSES:
- * West Bank Bistro (340 S. Lorimier)
 - * The Bank of Missouri (440 Broadway)
 - * AngelCrush Entertainment (45 N. Main)
 - * Arevalo Photography (437 Broadway)
 - * Red Barn Design Works (5 N. Main)
 - * Suite 72 (821 B Broadway)
 - * Trail of Tears Grill & Bar (519 Good Hope)



TOP LEFT: A look at Arevalo Photography, the newest photography studio downtown.



TOP RIGHT: A look at West Bank Bistro and their unique sign. Be sure to check out their delicious food!

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



Christmas by the numbers in Old Town Cape

- Both of our Christmas events, the Parade of Lights and the Downtown Christmas Open House, were a huge success! Here's a recap for you:
- 20,000 candy canes handed out in the Parade of Lights by The Bank of Missouri
 - \$1500 shopping spree given away to one lucky person at the Downtown Christmas Open House
 - 1400 people through the door of Bilderbach Art Plaza during the Downtown Christmas Open House
 - 900 ticket packets given away for the Downtown Christmas Open House shopping spree giveaway
 - 505 toys collected during the Parade of Lights for the Toys for Tots campaign
 - 157 pictures taken of children with Santa at the Downtown Christmas Open House
 - 58 new Christmas banners put up on Broadway
 - 80 entries in the Parade of Lights
 - 25 volunteers helped with both events
 - 17 businesses participated in the Downtown Christmas Open House
 - 5 awesome sponsors - Drury Southwest, Rhodes

- 101 Stores, Regions Bank, Alliance Bank and Noon Optimist Club
- One 6'7" elf at the Downtown Christmas Open House - we're not kidding!



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 Cape Riverfront Market Committee.

This committee has worked together to build the market and has kept it running successfully. They work to create an environment that meets the needs of today's consumers, including a variety of vendors, demonstrations and entertainment.

Volunteers include Ross Peterson, Emily Scifers, Levi Olson, Jaime Mayfield, Mike Crowden, Jo Duff, Jim & Barbara Morgan, Brian Phillips, Robyn Walker, Frank Christensen, Charity Worley, Rozz Ridings and Joyce Wollenburg. THANK YOU for your commitment!

THIS NEWSLETTER
BROUGHT TO YOU BY:

Member FDIC

CAPE LOCATIONS

3427 William Street

1622 N. Kingshighway

372 S. Kingshighway

440 Broadway

573-335-3100 or
573-334-9099 (Broadway)
www.bankofmissouri.com
facebook.com/thebankofmissouri

Growing Pains? Here's a Solution!



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: Should I consider offering an internship at my business or organization? How can an internship be beneficial?

Answer: After bumping into Beth, The Plant Lady, I was reminded entrepreneurs are facing growing pains. The conversation led to the challenge many owners face: You need to grow, but you're hesitant or can't afford to bring on a full-time employee.

Allow me to introduce Joyce Hunter, Experiential Learning Coordinator at SEMO. Joyce helped me find three talented and enthusiastic interns. She crafts an internship that will help you while providing hands on learning. Hours and forms vary by department but some elements are standard. Things to consider:

- Internships can be paid, unpaid or offer stipend. By not offering hourly wage, I have been contacted by top-notch students who are eager to earn experience rather than a paycheck.

Meet the Interns - Jessica & Benny

Meet Benny Dorris - one of Old Town Cape's newest interns! Benny is pursuing a degree in Mass Communications with an emphasis in Public Relations and two minors in Creative Writing and Psychology at Southeast Missouri State University.

Benny is involved in several different organizations such as Lambda Chi Alpha, Student Government, President's Leadership Academy and Model Union Nations. He's also a member of the Order of Omega and Omicron Delta Kappa honors societies and he works for the Admissions Department as a student ambassador. In his down time, he enjoys reading, writing and music.



time, she enjoys going to music festivals, concerts and sporting events.

Meet Jessica Seyller - Old Town Cape's other newest intern! Jessica is pursuing a degree in Mass Communications with an emphasis in Public Relations and two minors in Marketing and Sports Management at Southeast Missouri State University.

Jessica is involved in PRSSA (Public Relations Student Society of America). As a member of PRSSA, she enjoys the opportunity to network with other professionals and learn more about Public Relations. In her down

• Internships don't have to be for credit. My current intern worked last semester for experience but this semester chose to enroll for course credit. Students are paying for credit, so offering some sort of stipend is helpful.

• Creating a job description benefits you and the student. I have returned to this with the intern to ensure we both are delivering on our agreement.

• Internships don't have to be on-site. Much of what students deliver to Write Results Marketing is done on their time. The student keeps track of their hours and I approve it when the semester ends.

• Register internships online at www.semo.edu/rl/careerlinkages or by contacting Joyce at 573-651-2583 or jhunter@semo.edu.

• If you're hiring employees, SEMO is hosting a career fair on March 7th from 9 a.m. to 4 p.m. Participation is free, but registration is required.

I've also learned from every intern. These students have creative ideas and are ahead with technology. My first intern was so grateful for the experience that she sent me flowers after landing her first job at a major agency.

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

Philanthropy gives back to community

Bridgett Kielhofner of Philanthropy donated \$5000 to Old Town Cape as part of the store's mission of giving back. Part of the donation was from the sale of wearble compassion t-shirts supporting local not for profits, including Old Town Cape.

The Old Town Cape t-shirts are still available for purchase at Philanthropy, so get yours today! They are \$27 each and all of the proceeds from every t-shirt sale comes right back to Old Town Cape.



TOP: Bridgett Kielhofner presenting a check to representatives of Old Town Cape's Board of Directors and staff.