

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	18	Commercial Open House	Downtown Properties
April	30	Connections Meeting	CIE/The Bank of Missouri
May	4	Cape Riverfront Market	35 S. Spanish
May	18	Home & Garden Tour	Downtown Homes
May	17, 24, 31	Tunes at Twilight	Courthouse Gazebo
June	7, 14, 21	Tunes at Twilight	Courthouse Gazebo
June	25	Great Race	Main 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

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.

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What's Up Downtown!

418 Broadway
Cape Girardeau, MO 63701



What's Up Downtown!

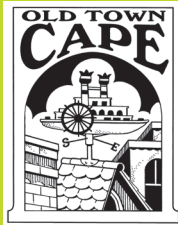
Old Town Is Your Town - Be a part of it!

Details from Old Town Cape

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



Home & Garden Tour

Old Town Cape's fourth annual Downtown Historic Home & Garden Tour will take place on Saturday, May 18 from noon to 4 p.m. Downtown homes and gardens will be showcased during the tour that is sponsored by Realty Executives. The owners will give a 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.

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.

Visit www.oldtowncape.org/events for more information closer to the date of the event.



TOP: A look at the inside of one of the homes from last year's tour.



TOP: A view of one of last year's Tunes at Twilight concerts

Tunes at Twilight begins with Donna Herula

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 17 at 7 p.m. with Donna Herula. Donna is a singer-songwriter from Chicago that found a love for Blues at a young age. She has been influenced by slide guitar players Johnny Winter, Rory Black

and Eric Sardinias.

Also performing in the spring will be Corinne Chapman, Dan Bliss, Dana Cooper, Danny Santos and Stephen Simmons.

Thank you to Casey and Bruce Zimmerman who are now booking the artists. They are ensuring the success of Tunes at Twilight since Larry and Jean Underberg retired last year. For the complete artist lineup, visit www.oldtowncape.org/events.

Tunes at Twilight is sponsored by Southeast Health (premier sponsor), FOX 23 KBSI and Cape Air. Additional assistance is provided by the Missouri Arts Council.

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

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:

- * Broadway Market & Loft (609 Broadway)
- * SNL Marketing (116 N. Main)



COMMERCIAL OPEN HOUSE

Old Town Cape will host a spring Commercial Open House on April 18 from 4 to 7 p.m. Eight properties will be showcased during the tour sponsored by Realty Executives and US Bank. Each property will be open for tour and participants can begin at any of the properties.

The properties are located at 625 Broadway, 605 Broadway, 300 Broadway, 137 North Main, 135 North Main, 132 North Main, 107 North Main and 115 Independence.

The property at 300 Broadway will serve as the reception area where participants can get additional information and resources and see the vision of downtown. Present at the reception area will be the Executive Director of Old Town Cape, representatives from the Chamber of Commerce and the City of Cape Girardeau.



TOP LEFT: An outside look at Broadway Market & Loft.
TOP RIGHT: A look at the creative space inside of SNL Marketing.

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



Annual Dinner awards

Our Annual Dinner was held on February 28 at Isle Casino Cape Girardeau. Six awards were presented, recognizing outstanding efforts of individuals to preserve, promote, and revitalize the Old Town Cape district.

Bill Dunn was recognized as Volunteer of the Year for his long term love and care for downtown and work on the organization's Scholarship Garden.

Broadway Prescription, owners Lee Schlitt and Kevin Wood, were awarded the Business Excellence Award. The award recognizes a great business that also demonstrates community involvement and a strong or long term support of downtown.

The City of Cape Girardeau, Horner & Shifrin, Inc., SWT Design and Fronabarger Concreters, Inc. were awarded Excellence in Revitalization through Placemaking certificates for their downtown revitalization efforts in the design and construction of the Broadway Streetscape improvements.

Centurion Development, LLC. was awarded the Judith Ann Crow Residential Historic Rehabilitation Award. This award recognizes the rehabilitation of

residential buildings in the Old Town Cape district.

Kenny Pincksten, owner of Prestige Development, received the John Boardman Excellence in Historic Rehabilitation Award. This award recognizes projects that demonstrate best practice in the preservation of historic commercial structures and that enhance the city's built environment through the successful rehabilitation, restoration or adaptive use of historic properties.

Roger and Judith Anne Lang, retired owners of Lang Jewelers, were honored with the Charles L. Hutson Visionary Award. This award recognizes individuals who have provided dedication, commitment, leadership and opportunities to the downtown area.



TOP: Roger and Judith Anne Lang receiving the Charles L. Hutson Visionary Award

THIS NEWSLETTER
BROUGHT TO YOU BY:



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

Making smart decisions about the fate of your business



Old Town Cape has enlisted Jennifer Hendrickson to deliver advice in "What's Up Downtown." If you have questions for Jennifer, please send them to info@oldtowncape.org. This quarter's question came from Jennifer herself.

Question: Whenever I see businesses that suddenly close up shop, it makes me wonder what went wrong. How do I avoid that same fate

with my business?

Answer: There are a lot of reasons to close up shop and, although it may seem sudden to outsiders, it's usually either a result of problems that have been building for a while or else the owners are ready to retire and have no succession plan. Some common reasons are no sound business plan, unrealistic expectations about what it takes to keep a business in the black, or even a lack of planning. The reasons are as varied as the businesses themselves.

Some businesses don't have to close. If they're profitable, they can be sold. Buyers don't often buy a "fixer-upper" business and they'll rarely buy based on your vision for what your business could be. (If it's such a great idea, then why haven't you already done it?) You need to demonstrate a solid, working, profitable business model for the past three years...which means that most start-ups are out (unless you have that truly unique idea that will change the world or a ton of valuable assets to sell).

There are great resources in and available through Old Town Cape. You need a competent and ethical accountant, an attorney experienced in business transactions, and a business broker who can connect you with qualified buyers while protecting your identity. If you own your real estate, your business broker needs to have a real estate license so they can represent the building and lot with the sale. All these people must keep the transaction completely confidential, so be sure to ask.

If your business is paying you reasonably and still making a profit, then someone will buy it. The right advice, planning, and positioning will allow you to retire gracefully and keep your legacy operating for years to come.

Jennifer Hendrickson is with Hendrickson Business Advisors, a management and marketing consulting firm, and Murphy Business of Cape Girardeau which offers business brokerage services. Email j.hendrickson@murphybusiness.com or call 573.335.1885.

Blog set to launch this spring

Old Town Cape is excited to announce that we are launching a blog! The blog will promote downtown as a destination for shopping, entertainment, dining and professional services featuring posts written by those who live, work and the play in the downtown district.

Each week the posts will range from events downtown to business achievements to fashion pieces to how-to-guides and much more. We encourage you to visit the blog when it launches this spring to keep up with all that is happening downtown. If you're interested in contributing material to the blog, contact us at info@oldtowncape.org.

Cape Riverfront Market



The Cape Riverfront Market will start the second season on May 4. The market will run on Saturday mornings through October 26 from 8 a.m. to 12 p.m. in the parking lot at 35 S. Spanish, across from Bel-Air Grill and Grass Roots BMW. The lot will be closed to vehicles from 5 a.m. to 1 p.m. every Saturday to accommodate the event.

The market will include over 30 vendors selling fresh fruits and vegetables, cheeses, nuts, honey, maple syrup, jams, breads, baked goods, coffee and a variety of arts and crafts. All products are locally grown or produced. Each week there will also be unique demonstrations and entertainment. SNAP/EBT cards will also be accepted for qualifying food at the market tent.

For more information, visit www.caperiverfrontmarket.com or check out the Cape Riverfront Market on Facebook, Twitter and Pinterest.

A word from your Main Street staff...



TOP: Charlie Bertrand picks up litter every day around his business

A big part of beautification is maintenance! It's important to keep the area around your business clean and attractive to customers and you have to be an active part of this process. One way you can do this is to participate in the Friends of the Parks Day & the Great Cape Cleanup on April 27 from 8:30 a.m. to 12 p.m. Register you and your staff or family (or any group) to clean up a part of Cape - even if it is your block or in front of your business. Call the Parks & Recreation Department at 573-339-6340 to register and be a part of it!

Whether you participate in the Friends of the Parks Day & the Great Cape Cleanup or not, here's a list of things that you can do on an ongoing basis to make downtown look great:

- Identify and repair any areas visible to the customer or the public
- Pick up trash around your business
- Establish the expectation that employees need to pick up any litter around your business
- Place only tied trash bags in the dumpster lids to prevent litter from blowing away
- Maintain any yard area and the weeds around your business

