

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.

UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
July	30	Connections Meeting	Old Town Cape
August	16, 23, 31	Tunes at Twilight	Courthouse Gazebo
September	6, 13, 20	Tunes at Twilight	Courthouse Gazebo
September	7	Charles L. Hutson Auction	Isle of Capri Casino
September	15	River Tales Classic Car Show	Riverfront District

What's Up Downtown!

Details from Old Town Cape

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Volume 4 | Issue 3 | July 1, 2013

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

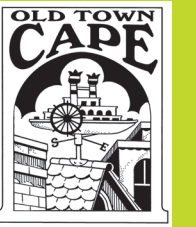


418 Broadway
Cape Girardeau, MO 63701

573.334.8085

info@oldtowncape.org

www.OLDTOWNCAPE.ORG



Be a part of the Auction!

The 26th Annual Charles L. Hutson Auction will take place on Saturday, September 7 at 6:30 p.m. at Isle Casino Cape Girardeau, 777 N. Main.

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

Tickets are \$40 each and include heavy hors d'oeuvres, a cash bar and an after party at Keller's. They can be purchased by calling 334-8085. Limited tables of 8 are also available for \$300. All proceeds benefit downtown revitalization through Old Town Cape.

The auction is Old Town Cape's primary 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 Auction is sponsored by Isle Casino Cape Girardeau.



TOP: A look at Stephen Simmons performing at a Tunes at Twilight concert in the spring of 2013.

Jack Williams to kick off fall Tunes at Twilight

The fall series of Old Town Cape's Tunes at Twilight starts on Friday, August 16 at 6:30 p.m. and we cannot wait to breathe in the 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 series is on Friday nights at the Common Pleas Courthouse Gazebo (Lorimier & Broadway).

The fall series starts with Jack Williams. Williams is counted among the most dynamic performers on today's folk circuit. He is a unique guitarist and a storyteller in an old Southern tradition who further illustrates each tale with

his guitar.

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.



TOP: One of the donated items from last year, an earthstone mosaic serving platter.

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

What's Up Downtown!



418 Broadway
Cape Girardeau, MO 63701

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Organization
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Permit No. 355

Welcome New Businesses

STATE AWARD NOMINATIONS

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: An outside look at the newest salon downtown, Race & DJ's Hair Salon.
TOP RIGHT: A look at some of the products, children's clothing and home decor that Merci carries.

- NEW BUSINESSES/ORGANIZATIONS:
- * Merci (637 Broadway)
 - * NTHfluence (920 Broadway)
 - * Race & DJ's Hair Studio (705 Broadway)
 - * That One Bar (36 N. Spanish)
 - * Coffey's Comics and Games (1031 Broadway)



Old Town Cape submitted six nominations for awards that will be presented at the Missouri Main Street Conference in Kansas City, MO July 23-25.

The nominations included the Cape Riverfront Market for Top Special Event; Broadway Prescription for Business Excellence; Julius Vasterling Building for Top Special Project; Broadway Corridor for Streetscape and Public Space Improvements; Bill Dunn for Volunteer of the Year; and Old Town Cape for Greatest Achievement.

We will attend the Evening of Excellence and Awards Ceremony on July 25 where we will celebrate the achievements happening with downtown revitalization.

Stay tuned to our website and social media to find out which awards we bring home from the Missouri Main Street Conference.

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

Tracking your business reviews and why they matter

When potential customers search for your business or services, do you know what they're finding? What if, instead of finding your website and the information you want them to see, they are finding a negative review?

According to an internal analysis of small business search results conducted by Marchex, a provider of small business marketing products, more than 80 percent of results do not point to the websites of the businesses. Instead, they point to social network results and consumer reviews. The businesses surveyed were those of restaurants, travel, legal, beauty, plumbing and automotive - all highly susceptible to consumer reviews. Businesses need to be aware of where they stand in search results with their own website, compared to the rankings of reviews and comments from social media users.


Increasingly, every business is being reviewed by consumers. Often, the reviews and ratings might not even be justified. So, not only is it important to know where you stand on these sites but also to have a plan

of defense with resources ready to speak out on your behalf. Of course, the best way to do that is to provide quality experiences before they become viral hate campaigns. Any coach will tell you: the best defense is a good offense. Here are a few steps to take toward reputation management:

- Search for your business on social sites like Facebook, Twitter, Foursquare and Yelp.
- Set up a Google alert for your business, which will notify you anytime your business' name appears on the web.
- Don't hesitate to ask your customers to leave reviews. The best time to ask is immediately after they have had a positive interaction with your brand.

For more information on this topic and more, including how to research the social sites for information that is available on your business, please join us at the next Connections meeting for merchants and business owners. The meeting will be held at both 8:30 a.m. and 5:30 p.m. at the Old Town Cape office.

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

Bring your kids to the Cape Riverfront Market for learning and fun



The Cape Marketeers Club (CMC) started in June through the Cape Riverfront Market for kids ages 5-12 to promote healthy eating habits by:

- Educating kids about the variety of local produce available;
- Equipping kids with nutritional knowledge so they can make healthy food choices

- Demonstrating the growing process so they have an understanding of how food is produced and where it comes from
- Giving kids a scientific background about the importance of local

Submit content for the blog

Remember how we told you in the last newsletter that we had plans to launch a blog in the spring? The blog was launched in May and has had quite the activity! If you haven't already visited it, you can do so by heading over to www.oldtowncape.org/blog.

The blog is designed to promote downtown as a great shopping, dining, living, entertainment and professional service destination while also encouraging people to visit and support local business.

There have been a variety of posts so far, but we're always looking for new ideas. Have you won an award or been recognized in a publication? Are you up on the latest trends or consider yourself a how-to guru? Write a short 200-400 word post with informative content, but keep it conversational.

It is helpful if you attach pictures and include contact information along with a link to your website and any social media outlets that you utilize. If you have an idea for a blog post or would like to submit an interesting story about your business or organization, please send it to Nicholle at info@oldtowncape.org.

A WORD FROM YOUR MAIN STREET STAFF...

We are excited to announce that Cape Girardeau received the Best Overnight Stop award from the Great Race! The Director of the Great Race shared that the racers overwhelmingly chose Cape Girardeau because of the hospitality that they received during their visit.

Here at Old Town Cape, our focus is to make downtown a destination to live, work and play. On June 25th, we were fortunate enough to show off downtown and the enthusiasm of local residents at the Great Race. Over 5,000 people came out to witness the spectacular display of antique cars, and the Great Racers were more than pleased with what they received in return.

The success of this event could not have happened without the efforts of everyone involved. We would like to give much thanks to all the

fresh food

- Cultivating the next generation of market-goers.

The CMC has activities at the market on the 3rd Saturday of each month thru October, such as extracting DNA from strawberries to learn about their nutritional makeup.

Participants receive lanyards that hold their marketeer's passport when they sign up. These passport act as a membership card, a means of tracking participation and as proof of a proud Markeeter! At the end of the activity or before they leave the market for the day, their passport is stamped and turned in for safekeeping. Incentives and rewards are given out based on the frequency of participation in the form of \$2 tokens that can be spent at produce booths. All club activities are free to the community.

Come by the market any Saturday to learn more and sign up! Visit www.caperiverfrontmarket.com for more information and follow the market on Facebook, Twitter and Pinterest.

Meet the Interns - Kelsey & Annabelle

Meet Kelsey Stratton - one of Old Town Cape's summer interns! Kelsey is pursuing a degree in Business Administration with an emphasis in Marketing, a minor in Psychology and a certification in Sales and Customer Development from Mizzou.

Kelsey is passionate about leading a healthy and holistic lifestyle. She enjoys being active, learning about nutrition, and cooking.

Meet Annabelle Criddle - Old Town Cape's other summer intern. Annabelle is pursuing degrees in Environmental Science with an emphasis in Public Relations and in English with a minor in Small Press Publishing from Southeast Missouri State University.

Annabelle is a long-time resident of Cape Girardeau and enjoys living here immensely. She enjoys a challenging recipe, tending her herb garden, and drinking coffee usually while reading a book.

