

What's Up Downtown!

Details from Old Town Cape

Volume 1 | Issue 1 | November 12, 2010

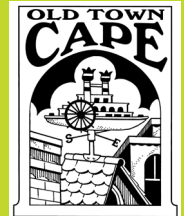


418 Broadway
Cape Girardeau, MO 63701

573.334.8085

info@oldtowncape.org

www.oldtowncape.org



Downtown Branding

Old Town Cape recently worked with AECOM, branding and marketing experts to develop the beginnings of a downtown branding system.

Certain areas of the Old Town Cape district were ready to be marketed based upon the personalities they had developed or were being developed through the downtown strategic plan.

The riverfront and two separate sections of Broadway were identified as influential areas ready to undergo an initial commercial branding process. It is our goal to bring additional

...BRANDING continued on page 2



Shoppers Megan Catoor and Candice O'Hare inside Renaissance during last year's Open House.

Christmas Parade, Open House & More

PARADE OF LIGHTS: The 19th Annual Parade of Lights will kick off the holiday season downtown at dusk on Sunday, November 28th. There might still be room in the parade line up, so if you'd like to participate give us a call. This year's theme is Christmas Dreams. Thanks to long time parade organizers & volunteers Kent & Vicki Zick-field!!!

DOWNTOWN CHRISTMAS OPEN HOUSE: Celebrate Christmas downtown during the Downtown Christmas Open House on Friday, December 3rd from 5 to 9. The official deadline for business

entry has passed, but if you're interested in being a part of this festive night give us a call at 334-8085, and we'll try to squeeze you into the fun! As always we'll have carolers, free carriage rides, the town crier, free pictures with Santa, children's activities and a HUGE shopping spree give-a-way. We encourage you to decorate your store, and be prepared for at least 500 people to step over your threshold!

CHRISTMAS DECORATIONS: Did you know that Old Town Cape pays for both the up-

...CHRISTMAS continued on page 2



Downtown Divas Cathy Davis & Paula Haas love the new banners!

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



Your businesses keep downtown 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! We could also use help keeping up with what's happening. If you know of a business opening or closing let us know! Also let us know about rehab plans and building sales!

NEW BUSINESSES:

- * Asian Express, 1001 Broadway
- * Holiday 365 Florist & Gifts
- * Campus T's, 817 Broadway
- * Riverfront Art Supplies, 5 N Main
- * Property Damage Appraisers, 833 Broadway
- * Alternative Energy Solutions of MO, 334 N Frederick
- * Pink Squirrel, 519 Good Hope
- * H & S Construction Group, 427 Broadway
- * MoZaic, 5 N Main
- * WESTRAY Studio, 5 N Main
- * Gallery of Inspiration, 19B Spanish



TOP LEFT: Jeanie Eddleman, manager of WESTRAY Studio, poses inside the gallery at 5 N Main.
BOTTOM LEFT: A peek inside MoZaic. RIGHT: Shoppers look through merchandise at Holiday 365.

BRANDING continued from page 1

branding resources to other areas of the district in the future including the Good Hope Haarrig district, Sprigg Street and more.

The banners lining Broadway and the Riverfront were called for in our branding process to provide a sense of arrival as patrons walk, bike or drive through these sections of the district.

An official branding guidelines document was created from this process. It can be viewed on our website on the Resources tab. This venture was funded by a Preserve America Grant written by Old Town Cape on behalf of the City of Cape Girardeau in 2008.

CHRISTMAS continued from page 1

keep and hanging of the downtown Christmas decorations? Each year they cost over \$7,000 to maintain. Old Town Cape is very thankful to the Christmas in Old Town Cape sponsors who continue to make the Christmas decorations & Christmas activities such as the Parade of Lights and Downtown Christmas Open House viable. We couldn't do it without you: **Drury Southwest, Rhodes 101 and Regions Bank.** Thank you!!!

Christmas decorations will be hung before the Parade of Lights & Thanksgiving weekend.

UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
November	28	Christmas Parade of Lights	Broadway, Main Street
December	3	Downtown Christmas Open House	Riverfront District
January	25	Merchant Meeting	TBA
February	17	OTC Annual Dinner	TBA
February	22	Merchant Meeting	TBA

THIS NEWSLETTER
BROUGHT TO YOU BY:

Gateway Business Solutions
821 A Broadway
Cape Girardeau, MO 63701

573-837-4468

Gluey
Group LLC
Gateway Business Solutions

xerox
Authorized Sales Agent
www.xerox.com

A word from your Main Street staff...



Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

What's up downtown! Thanks to Gateway Business Solutions, our new official newsletter sponsor, we are able to once again deliver a copy of our newsletter directly to your mailbox! We feel this is an important way to reach all of our merchants and business owners in the Old Town Cape district.

Our break in delivery gave us time to freshen the face of our newsletter. We hope you enjoy the new What's Up Downtown! We want this newsletter to serve as an invaluable communication

tool between you and us, so let us know what kinds of information you want to see.

Old Town Cape works to revitalize and promote downtown. We are a nationally accredited Main Street organization under the National Trust for Historic Preservation. We hope that each of you will take pride and ownership in your Old Town Cape organization and want to be a part of it. Please consider investing in Old Town Cape through your time in volunteering and your financial support. As a not for profit, volunteer driven organization, our success depends on you.

To learn more about Old Town Cape and Main Street visit our website at www.oldtowncape.org/about.us.



Marla Mills (OTC Executive Director), Santa Claus and Toni Eftink (OTC Project Manager) at last year's Open House.

Sign up for our weekly email updates by sending your email address to info@oldtowncape.org. Also check out our website www.oldtowncape.org and look us up on Facebook and Twitter.



Our Partners

*Cape Girardeau
Convention & Visitors Bureau*

*Cape Girardeau Area
Chamber of Commerce*

City of Cape Girardeau

Southeast Missouri State University

Thank You 2010 Event Sponsors

CHARLES L. HUTSON AUCTION

[Buckner Brewing Company](#)

TUNES AT TWILIGHT

[The Bank of Missouri](#)

[Southeast Missouri Hospital](#)

RIVER TALES CLASSIC CAR SHOW

[Napa Auto Tire and Parts](#)

CHRISTMAS IN OLD TOWN CAPE

[Drury Southwest](#), [Rhodes Convenience Stores](#), [Regions Bank](#)

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 _____

THANK YOU 2010 INVESTORS

LEWIS & CLARK | \$2,500

Girardeau Ventures, LLC - Steve & Rita Crain

HOUCK BUILDERS | \$500

Lisa Bertrand

Breakaways

Broussards

Capaha Bank

Dr. Steven Hoffman

Jayson Jewelers, LTD & Ervin Metal

Johnson & Schneider Attorneys

Rhodes 101 Convenience Stores

Security Services of America

Southeast Missourian

Spanish Street Mercantile

HUTSON PLANNERS | \$300

Annie Laurie's Antiques

Bellevue Bed and Breakfast

Bob's Shoe Service

Heather Brooks

Brown's Shoe Fit Co

Christ Episcopal Church

Concord Printing

First Missouri State Bank

Imo's Pizza

Stephen & Marsha Limbaugh

Dennis Meyer

PDQ Printing

Pitter's Cafe & Lounge

Port Cape Girardeau

Renaissance, LLC

Lee Schlitt

Shivelbine Music Store

Zickfield's Jewelers and Gifts

LORIMIER COUNCIL | \$1,000

Benton Hill Investment

Cape Girardeau Area Chamber of Commerce

Cape Girardeau Convention & Visitors Bureau

Chad & Geneva Hartle

Hutson's Fine Furniture

Jim & Teresa Maurer

Ole Hickory Pits

Saint Francis Medical Center

TRH Accounting

US Bank

FRIENDS | OLD TOWN CAPE

Arts Council of Southeast Missouri

Bavarian Grassroots BMW

CP McGinty Jewelers

Celebrations by Request

Courtesy Cleaners

Garden Gallery

Girardeau Distributors

Robert & Kaye Hamblin

Hempies

Horizon Screen Printing

KFVS-12

Kidd's

Miller Barber & Beauty Supply

Mississippi River Radio Group

O'Tenem Gallery

Pagliari's Pizza

Plaza Tire Service

Pyramid Group of Home Health

Red Letter Communications

Security Bank & Trust

Southeast Missouri Hospital

State Beauty Supply

Withers Broadcasting

Invest in your downtown!

Invest in Old Town Cape!