

What's Up Downtown!

Details from Old Town Cape

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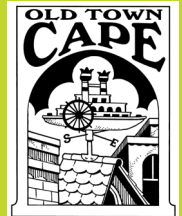


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OTC Annual Dinner

Old Town Cape's Annual Dinner, sponsored by Red Letter Communications is Thursday, February 17th at Dockside The Upper Deck, 4 North Spanish.

We would love for you to join us as we celebrate downtown accomplishments in 2010 and honor deserving businesses and individuals for special projects. Social hour starts at 6, and the dinner and program begin at 7.

This year we're shaking up social hour with an arts mingle. Instead of starting in the banquet room at Dockside we'll walk through the mid-section of the building to the adjacent Bilderbach Arts Plaza. There you can mingle among art and friends at O'Tenem Gallery, Westray Studio and MoZaic. A cash bar will be available, and music will be provided by the legendary Doc Cotner.

Dinner will be catered by Celebrations, so you can expect great presentation and delightful food because they always bring

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A scene from last year's Annual Dinner.



Local business owners and Old Town Cape staff gathered for a social media webinar last year.

How to use Facebook in Cape Girardeau

It takes time and energy to make a Facebook Page shine, but the great news is it's FREE, fun and easy to use. It's a powerful tool and should not be ignored.

1. Either do it or don't.

We recommend that you do, but if you're not going to take it seriously it's better that you don't. Once you have launched publicly on Facebook you have to give your page attention because your potential customers are paying attention.

We've seen several businesses in Cape Girardeau set up pages on Facebook and then let them sit. A neglected page reflects poorly on your business. It's comparable to buying a full page ad in

a newspaper, placing your logo in the corner and leaving the rest of the page blank. Customers will think you have nothing to say...and maybe nothing to sell! We're sure you have a lot to share with your customers, so talk to them on your social media outlets. Make sure they know you are proud of your business and the products you have to offer.

2. It's serious business, but have fun with it!

By liking your page it's as if your fans have invited you to hang out in their social communities, so don't be lame! Be engaging. Be a conversationalist. Ask questions. Post pictures of your employees

...SOCIAL MEDIA continued on page 4

DID YOU KNOW: The Old Town Cape Scholarship Garden raised over \$1,000 in 2010 for our endowed scholarship at SEMO.

Welcome New Businesses

ANNUAL DINNER
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Yes, We're
OPEN

Since our last newsletter, downtown has welcomed four new businesses EVTV MotorVerks, AMS Beauty Supply, Dino's & United Travel Association. Make sure to pay them a visit, and welcome them to the neighborhood. Congratulations! If we've missed any others please let us know! We love to welcome new faces to the downtown community.



TOP: Nail laquer lines a shelf inside AMS Beauty Supply. BOTTOM LEFT: Maggie, Dino's owner serves a delicious and fresh from the oven pizza. BOTTOM RIGHT: A peek inside Dino's.

their A-game!

OTC President, Kent Zickfield will lead the program during which the Preservation of Heritage Award, Visionary Award, Volunteer of the Year and Business Excellence Award will be announced. He will also honor outgoing board members in addition to welcoming the 2011 President of Old Town Cape to the podium. If Kent's half as entertaining as last year you're in for a fun program!

Tickets for the Annual Dinner are \$30 each and full tables are available for \$240. Please RSVP to Old Town Cape (573-334-8085 or info@oldtowncape.org) by February 11th. Seating is limited, so make sure to reply early.

Red Letter is the official sponsor of our Annual Dinner. Thank you!



Q&A with Virginia McDowell, Isle of Capri President & COO

Q: Cape Girardeau is a fairly small community, and we like to know our business partners. Tell us a little about yourself.

A: My pleasure! 2011 marks my 30th year in gaming, and my fourth year at Isle of Capri Casinos. My college degree was in journalism, and I started my career working for CBS in Philadelphia. After gaming was legalized in New Jersey, I started my casino career in Atlantic City in 1981, and worked at three different casinos before moving to the Midwest to work for Argosy Gaming Company in 1997. We have called Chesterfield, MO our home since; my husband Bill and I have two children – our daughter Devon will graduate from St. Louis University in May with a degree in business, and our son Ryan is a junior in high school.

Q: What attracted the Isle of Capri to downtown Cape Girardeau for this project?

A: When the last license became available in Missouri, we looked for a location that would generate the most incremental revenue for the state and our shareholders, and would have the least impact on existing casino operations. We've been told that Cape Girardeau is the largest city between St. Louis and Memphis,

and our research indicated that Cape presented the best opportunity. Aside from the location, we were warmly welcomed on our initial visits to the city by elected officials, civic leaders and many of Cape's citizens, which we knew could be the basis for a very productive working relationship. It has certainly been a pleasure working with Cape leadership on maximizing this great opportunity for both the city and Isle.

Q: Outside of the casino what kinds of community projects have you done in other Isle communities? Any ideas brewing for Cape?

A: The charitable arm of Isle of Capri Casinos is our Community Aces team, which supports a wide variety of civic and charitable events and organizations across the United States. From building and painting houses for Habitat for Humanity, to developing fun events to raise funds for United Way campaigns, to helping to beautify our host cities by helping to clean up local roads and highways, we are an active, involved company who strive to be good corporate citizens. We like to customize what we do for the local community at each of our properties, and I am certain our very creative team at our corporate headquarters in St. Louis has already started

thinking about how best to partner with Cape on some fun projects.

Q: What are some attractions you'd like to experience in Cape Girardeau?

A: One of my favorite attractions in St. Louis is the City Museum, so I am looking forward to seeing the Discovery Playhouse. I'm not a golfer, but my passion is gardening, so I am looking forward to seeing the grounds of Dalhousie. As a former entertainment director, I love discovering new performers, so I hope to enjoy Tunes at Twilight when visiting. And I am truly looking forward to my first SEMO football game!

Q: Anything else you'd like to share?

A: Just to convey that the entire Isle team is excited about the project, and truly looks forward to becoming a member of the Cape business community. My husband has yet to visit Cape, so we are planning to come down for a long weekend visit sometime this spring. We certainly look forward to visiting the downtown businesses, as well as continuing to get to know our new host city.



Virginia McDowell.

A word from your Main Street staff: A Look Back through 2010

The Year – and Power – of Partnerships

It is mind boggling to think of everything that has happened downtown over the past year. Old Town Cape has been fortunate to play small and large roles in many of these ventures, but we acknowledge most of these would not have happened without exceptional partnerships! It is the power of our partnerships that multiply the work of Old Town Cape, our staff and our volunteers. 2010 was an exciting year downtown. Thanks to all who helped make it happen!

- The Children's Museum opened its doors and never looked back. It continues to grow daily in direction and space.
- Vacant windows became art displays.
- The Cathedral of St. Mary's of the Annunciation completed a capital project which added

significant space to its school, land to its campus and beauty to the neighborhood.

- A grant was approved to help redevelop 635 & 637 Broadway, saving one of Cape's oldest buildings and the essence of the neighborhood.
- The citizens of Cape passed TTF4, including major streetscape improvements to Broadway and parts of William and sidewalk improvements for the Riverfront.
- The Isle of Capri received the state's only available gaming license and will be investing \$125 million into a casino development, in addition to investing in the future of downtown Cape Girardeau.
- The Fountain Street extension was completed.
- Through a Preserve America Grant, a comprehensive wayfinding (signage) design was developed, and downtown banners hung.
- OTC was recognized with three MO Main



Main Street staff thanks you for help in 2010!

Street Awards – Breakaways Bar & Billiards for the façade rehab; Concord Publishing, Rust Communications & Southeast Missourian for Business Excellence and Jim & Teresa Maurer as state volunteers of the year.

- AND – what about all the events and activities sponsored by Old Town Cape and hosted downtown. It was an eventful year!

Sign up for our weekly email updates at www.oldtowncape.org, and check us out on Facebook and Twitter.



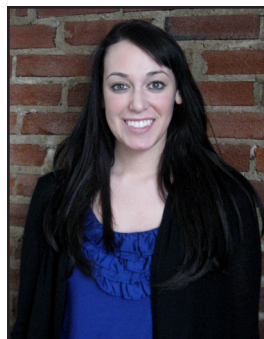
Our Partners

*Cape Girardeau
Convention & Visitors Bureau*

*Cape Girardeau Area
Chamber of Commerce*

City of Cape Girardeau

Southeast Missouri State University



Meet the Intern

Meet Denise Schmidt – Old Town Cape's newest intern! Denise is pursuing a degree in Mass Communications at Southeast MO State and can't wait to learn the downtown ropes.

Denise will be lending her talents to help us with upcoming events, writing our Downtown Entertainment Guide and much more. We'll be sending her into your businesses with the latest news, so make sure to welcome her to the downtown community when she drops by.

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 _____

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Advice for Small Businesses

Know your options and plan ahead for selling a business

Old Town Cape has enlisted business expert Jennifer Hendrickson to deliver quarterly advice in



Jennifer Hendrickson

get them answered!

This quarter's question came from Jennifer herself, as she has seen an unfortunate trend in business closures. And while we hope to see you stick around for ages, it's always smart to plan ahead and know your options.

Question: I'm not ready to sell my business yet, but how early should I begin planning my exit strategy?

Answer: Sadly, it's hard to miss that General Sign, Falkoff's in Sikeston and Frosty's in Poplar Bluff all closed their doors recently. Did it have to happen that way? Maybe not. With a proper exit strategy, many businesses can transition ownership without taking losses or

putting their employees out on the street.

Most businesses that are profitable can be sold. Sometimes when a business closes its doors they have simply waited too long and cash flow is slim to none. Other times they simply begin telling people the business is for sale and it self-destructs – employees leave, customers are concerned about warranties, etc. The key is to develop an exit strategy, sometimes years in advance, so you can sell your business while it is still attractive to buyers. When it's time to sell, 60% of buyers come from outside the market, so it's helpful to engage a brokerage firm that confidentially markets the business to qualified buyers across the country. Who wouldn't want to relocate from the coast where the cost of living is high to buy a business in the beautiful environment offered by Old Town Cape? Plan your exit strategy early for the highest probability of success.

Jennifer Hendrickson is president of Hendrickson Business Advisors, a management and marketing consulting firm, and Murphy Business of Cape Girardeau which offers business brokerage services. She can be reached at 573.335.1885.



Get creative with the tools on Facebook! We used a photo album above to introduce members of Surtsey, a band playing at Tunes.

SOCIAL MEDIA continued from page 1

having fun at work. Your fans want the inside scoop, and they don't want it delivered stiffly. Give them something fresh, so they keep coming back for more! Of course how much "fun" you decide to have and what "voice" you use depends on your brand and what you're trying to sell.

3. Pass up the big dogs with your local advantage!

You can be just as professional and fancy as big name brands, while also enjoying a local connection with your fans. Big name brands are using Facebook Pages and you should too. Profiles and groups come across as unprofessional. And by golly you are an intelligent, awesome professional.

Now that you're on the same playing field as the big name brands, get ahead by taking advantage of your local position. You have the power to develop much closer and meaningful relationships with your customers because you are a part of Cape Girardeau. You are more relatable. When it snows in Cape you can talk about it in your posts. Big name brands have no idea it's snowing in Cape.

4. Self-Educate

Keeping up with Facebook and social media can be overwhelming. We recommend self-educating yourself to stay relevant. Here are our favorite social media blogs:

www.mashable.com

www.copyblogger.com

www.resultsrevolution.com

If you would like help setting up a page or refreshing your Facebook presence give us a call at 334-8085.

UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
February	9	Main Street Accreditation Review	Old Town Cape
February	17	OTC Annual Dinner	Dockside The Upper Deck
February	22	Merchant Meeting	TBA
May	7	Home & Garden Tour	Downtown Homes

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