

# What's Up Downtown!

Details from Old Town Cape

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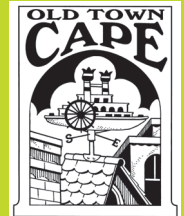


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## Tunes at Twilight

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 free outdoor concert series is on Friday nights at the Common Pleas Courthouse Gazebo (Lorimier & Broadway).

The spring series starts Friday, May 13 at 7 p.m. with Coles Whalen. Whalen is a singer-songwriter in the American tradition. She has toured through the U.S. and Canada, released two follow-up length records and sold more than 11,000 CD's. She has also appeared with hip hop superstar Akon and has opened for Joan Jett, Pat Benatar and Paula Cole.

Future spring performers include Jimmy Davis, Giant City Slickers, John Latini, Craig Carothers and Dana Cooper. For the lineup visit [www.oldtowncape.org/events](http://www.oldtowncape.org/events).



A look at last year's Tunes at Twilight.

## Are you making the most of it?

**Old Town Cape Facade Improvement Program Applications Now Available!**

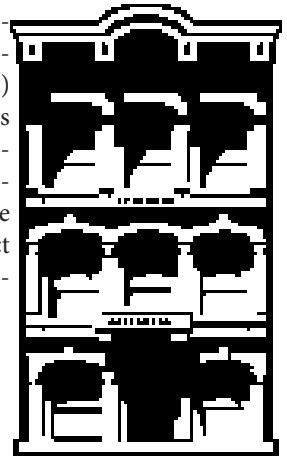
The Façade Improvement Program, a partnership between Old Town Cape, the Industrial Development Authority of Cape Girardeau County and the Cape Girardeau Area Community Development Corporation, provides low interest loans to property owners/tenants that want to improve the exterior of their building.

This new program will target Broadway properties first and then move to other areas of the Old Town Cape District. The loan is limited to a maximum of \$7,500 but can be part of a larger project with other funding sources.

One of the exciting aspects of this program is that initial design assistance is available at no charge. Often people don't improve their buildings because they just don't know what to do or how to get started. Initial design assistance can help overcome these obstacles and help make the most of the improvement project.

This program is designed to give an incentive (low interest) for property owners or businesses to consider a new improvement project to move forward on a project they have been considering.

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## Operation Main Street: Business Success Series

Old Town Cape has partnered with the Southeast Missouri State University's Douglas C. Greene Center for Innovation and Entrepreneurship to develop a business success series SPECIFICALLY targeted to you, a Cape Girardeau Downtown business owner. Can't get more customized than that!

The CIE will provide, at no charge to the business, a multi-week program including face-to-face classes, webinars and business and finan-

cial counseling all based on pre-class individual business review and analysis. Program completion incentives will be provided by our partnering organizations.

Strengthening small businesses is part of the Old Town Cape mission. This series of trainings will be beneficial to any Old Town Cape

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Sign up for our weekly email updates at [www.oldtowncape.org](http://www.oldtowncape.org), and check us out on Facebook and Twitter.



## Welcome New Businesses

Yes, We're  
**OPEN**

Since our last newsletter downtown has welcomed six new businesses! Make sure to pay them a visit and welcome them to the neighborhood. Congratulations! If we have missed any others please let us know. We love welcoming new faces to the downtown community!

- \* 4U Beauty & Fashion
- \* Signs of Success
- \* Ambient Art Photography
- \* China Wok
- \* Calix Coffee Bar
- \* Cape Mart



TOP: 4U Beauty & Fashion. BOTTOM LEFT: A peek at some t-shirt samples that Signs of Success offers. BOTTOM RIGHT: Andrew Whaley, owner of Calix, mixes up a delicious latte.

## TUNES AT TWILIGHT continued from page 1

Tunes at Twilight is proudly sponsored by Southeast Health (premier sponsor), Cape Air and Montgomery Bank. We would also like to thank Mississippi River Radio, our official radio sponsor for the event. Additional support is provided by Shivelbine's Music, KRCU Public Radio, Underberg House Contracts and Missouri Arts Council.



## A word from your Main Street staff

It's hard to focus on one subject when we have so much going on! So here are some tidbits for you:

\* Thanks to Lisa Bertrand, our amazing **Downtown Historic Home & Garden** Tour Chair. She created another great event that highlights downtown as a great place to live. But then we already knew that, didn't we?

\* **Kudos** to Old Town Cape volunteer Dr. Steven Hoffman who was named this year's Cape Girardeau Area Chamber of Commerce University Educator of the Year. Dr. Hoffman helped found Old Town Cape and his extensive work with the organization and downtown is part of why he is being honored – well that and the fact that he is also an amazing teacher! We have

some great volunteers and are so happy when one of them gets recognized. Congratulations Dr. Hoffman.

\* A steering committee of local property and business owners are working to develop a **Community Improvement District** as a way to enhance what is provided to the area. Over the next few months, there will be more information available and opportunities to learn more about this process and what it means to you. Please take advantage of these opportunities when presented to get all your questions answered!

\* Watch for news about the **UP Excursion** visit to Cape Girardeau on June 5. Plans are being made to make it a day you won't want to miss!

## Meet the new Project Manager

Meet Nicholle Hinkle – Old Town Cape's newest Project Manager! Nicholle has a B.S. in Mass Communication from Southeast Missouri State University. As Project Manager, Nicholle will be responsible for coordinating events and special projects, working with volunteers and managing Old Town Cape's online community.

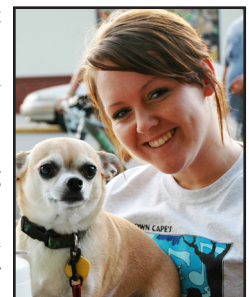
Nicholle worked as a PR intern at Old Town Cape during the summer of 2010 and has been a volunteer on the organization's promotions committee since. She started her position at Old Town Cape on April 14.



## Meet the Intern

Meet Koryssa Clymer – Old Town Cape's newest intern! Koryssa is pursuing a degree in Mass Communications at Southeast Missouri State University. She is already familiar with the ropes because she was a work study student from January 2010 - February 2011.

Koryssa will be helping us with upcoming events, the weekly newsletter 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!







Small businesses met last year for a tweetup at Broadway Books & Roasting

First, what is Twitter again? Twitter is instant messaging made available to the public. Each day 5 to 10 thousand new people join Twitter. Current estimates of total users top around 5 million.

Twitter allows you to post updates (called Tweets) as often as you want (and limited to 140 characters). When you follow other people on Twitter, you see their tweets and

vice versa.

### 1. Use Twitter search

Twitter search is a great tool to find subject matters that interest you. This can help you find people, businesses and organizations that share your personal interests. Connecting with these people will help you build your brand image.

### 2. Use it effectively

It is important to use Twitter as much as you can but not to the point where you are wasting valuable time. Tweet

## 7 Twitter tips for small businesses

about anything new going on at your small business, any specials you are running and any articles you may have read that relates to your business.

### 3. Reply, reply, reply

Whenever you get a response (@yourname), make sure that you respond to the reply. This is extremely important because your most valuable followers are the people that respond and communicate with you.

### 4. Promote your Twitter URL

Add your Twitter URL to all promotional material, including your website, business cards, flyers, etc. This will encourage more of your networking friends to follow you and communicate more effectively.

### 5. Research

This is a great way to know what's hot in the market and what your customers want. It's also the perfect opportunity for asking poll questions that can help you for product development. A well researched product has more chances to sell.

### 6. Shrink your URL's

One of the most common uses of Twitter is sharing links with your followers, but you only have 140 characters to work with. So, instead

of sharing a long URL, use one of several URL-shortening services to shrink that link. Some examples include tinyurl.com, bit.ly and ow.ly.

### 7. Direct Messaging

With Twitter's direct messaging function, you can send a private 140-character message to another user, kind of like an abbreviated e-mail. However, you can only direct message users that are following you.

### 8. Set up your profile

Your Twitter profile can offer a lot of information about your business including a direct link to your website. You can supply a contact e-mail address; choose your language; set up a local time; and choose your tweet location.

Here are a few of the small businesses that Old Town Cape follows on Twitter:

@VintageVavoom, @Mixing 10, @DiscoverPlay, @broadwayroast, @BrownsShoeFit49, @molliescafe, @BucknerBrewing, @socialscave, @broussardscajun and @108Main-Antiques.

For help with Twitter, call us at 334-8085.

## Our Partners

*Cape Girardeau  
Convention & Visitors Bureau*

*Cape Girardeau Area  
Chamber of Commerce*

*City of Cape Girardeau*

*Southeast Missouri State University*

# INVEST

I would like to be an investor with Old Town Cape.

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 \_\_\_\_\_

## Valuing a business

*Q: What goes into valuing a business?*

Old Town Cape has enlisted business expert Jennifer Hendrickson to deliver quarterly advice in "What's Up Downtown."



Jennifer Hendrickson

If you have questions you'd like answered send them to [info@oldtowncape.org](mailto:info@oldtowncape.org), and we'll do our best to get them answered!

This quarter's question came from Jennifer herself as she feels that it's important for owners to know how a business is valued.

**Question:** What goes into valuing a business?

**Answer:** Most business owners think they have a good idea what their business is worth. Sometimes they're right, usually they're not.

There are many types of business valuations depending on your situation: selling a business, securing an SBA loan, converting from a C-corp to an S-corp, creating an Employee Stock Option Plan (ESOP), going through litigation or divorce, creating buy/sell agreements, etc.

The investment required depends on the complexity of the process and the credentials required to perform (and defend) the results.

Most business owners who are considering selling will need a Broker Opinion of Value (BOV). This is a relatively quick and inexpensive process that takes a business' tax returns and financial statements and assigns a value to the business itself, independent of any real estate. Earnings and comparable sales are the primary drivers of a business' value. Sometimes, even when a business has negative earnings, there are certain expenses that can be added back which might translate to positive earnings. The stronger the adjusted earnings, the higher the value.

Due to the complex considerations, it is important to seek professional assistance when valuing your business.

*Jennifer Hendrickson is with 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.*

## FACADE continued from page 1

Businesses in attractive, well maintained buildings can attract more customers. And in addition to increasing the market value of your property, the improvement can enhance the look of your

neighborhood and all of downtown.

For an application or more information, call Old Town Cape at 573-334-8085 or go to the Development page of the Old Town Cape website at [www.oldtowncape.org](http://www.oldtowncape.org).

Did you know that Old Town Cape has been designated a nationally accredited program for seven years?

## OPERATION continued from page 1

business owner who wants to become more competitive, effective, and aware of new opportunities. Successful businesses are the key to creating a successful downtown.

The seven week series will start in

mid-July. Space is limited so call the Center for Innovation and Entrepreneurship at 573-651-2929 or go to [www.semo.edu/cie/](http://www.semo.edu/cie/) training to sign up (when calling ask to sign up for downtown training).

*Cost to provide - \$1,000.*

*Cost to you - \$0.*

*Value to you - Priceless.*



A look at doing business downtown.

## UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
May	13-27	Tunes at Twilight	Courthouse Gazebo
June	3-17	Tunes at Twilight	Courthouse Gazebo
August	12-26	Tunes at Twilight	Courthouse Gazebo
August	20	Charles Hutson OTC Auction	Details coming soon!

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