

# What's Up Downtown!

Details from Old Town Cape

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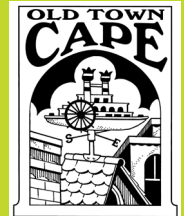


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Indiana University's male a cappella sensation *Straight No Chaser*.

## Charles L. Hutson Auction & Straight No Chaser Benefit Concert

**CHARLES L. HUTSON AUCTION:** The 23rd Annual Charles L. Hutson Auction will take place on Saturday, August 20 at 5 p.m. in the John and Betty Glenn Convocation Center, located in the Cultural Arts Center at Southeast Missouri State University's River Campus.

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

Tickets are \$45 each and include a cocktail reception, auction, preferred seating for the *Straight No Chaser* Benefit Concert (see right) and a VIP

meet & greet with the act following the show. They can be purchased at the Old Town Cape office. The auction is the largest fundraiser for Old Town Cape. All proceeds benefit downtown revitalization through Old Town Cape.

**STRAIGHT NO CHASER BENEFIT CONCERT:** A partnership between **Isle of Capri Casinos, Inc.** and **Southeast Missouri State University** will help raise funds for Old Town Cape as they sponsor a benefit concert featuring Indiana University's male a cappella sensation *Straight No*

...AUCTION/CONCERT continued on page 2

## Downtown Clock Birthday

Old Town Cape and the Special Business District celebrated the 25th birthday of the Downtown Clock on June 28 with a community celebration.

Property owners within the Special Business District pay additional property taxes to fund improvements in the riverfront area. Along with the clock, other projects included maintaining decorative lighting, purchasing benches and planters, and improving parking lots. The district, formed 30 years ago, includes Spanish, Main and Water streets, from Merriwether to Bellevue.

...BIRTHDAY continued on page 2



The Downtown Clock loved its birthday decorations!

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 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: Monk's & Brook's Kitchen has a variety of BBQ items. TOP RIGHT: Framing options at River City Custom Framing.

### NEW BUSINESSES:

- \* River City Custom Framing, 1027 Broadway
- \* Monk's & Brook's Kitchen, 435 Morgan Oak
- \* Merchapolitan (Market Research), claireobruce@gmail.com



## BIRTHDAY

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The 1890s style clock was erected in 1986 to recall the Sturdivant Bank clock, a longtime fixture on Main Street. It was designed to be a focal point for downtown and a throw back to the French inspired 19th-century architecture. Since then, it has served as a visible symbol of the downtown area and defines the character of Cape Girardeau. It was one of the first projects funded by the city's Special Business District.

The celebration included refreshments, cupcakes, hotdogs from **Buckner Brewing Co.** and ice cream from **Port Cape Girardeau**.

## AUCTION/CONCERT

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*Chaser* on Saturday, August 20 following the Charles L. Hutson Auction.

The concert will be held in the Donald C. Bedell Performance Hall, located in the Cultural Arts Center at Southeast Missouri State University's River Campus.

Tickets start at \$15 and are available at the River Campus box office, which is open 9 a.m. to 4 p.m., Monday - Friday. Tickets can also be purchased by calling the box office at 651-2265.

All proceeds from the concert benefit downtown revitalization through Old Town Cape.

## Committee Spotlight

As you may already know, Old Town Cape is a nationally accredited Main Street program under the National Trust for Historic Preservation. This comprehensive program utilizes the four points (corresponding to four volunteer committees) of Design, Promotion, Economic Restructuring and Organization to create a sustainable revitalization effort.

We are so thankful for all of our committee volunteers and think it would be a good idea for you to

get to know them, so this quarter we will spotlight the Promotions Committee. This committee sells the image and promise of Main Street through special events, promotions, marketing and advertising.

The committee consists of 14 volunteers in addition to the Old Town Cape staff. The volunteers include Tina Bryan, Sally Owen, Debbie Devers, Meg Davis-Proffer, Roseanna Whitlow, Lisa Bertrand, Deb Maevers, Vicki Zickfield, Justin Pobst, Cynthia Schutt, Jessica Sexton, Toni Eftink and Patty Johnson. The committee members are a diverse group of individuals who each represent a different specialty area.

## UPCOMING OLD TOWN CAPE EVENTS

MONTH	DAY	EVENT	LOCATION
August	12-26	Tunes at Twilight	Courthouse Gazebo
August	20	Charles L. Hutson Auction	River Campus
August	20	<i>Straight No Chaser</i> Benefit Concert	River Campus
September	2-16	Tunes at Twilight	Courthouse Gazebo
September	18	River Tales Classic Car Show	Riverfront District
September	27	Volunteer/Investor Appreciation Event	Port Cape Girardeau

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BROUGHT TO YOU BY:

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## Lame Ducks: How do I give my business more energy?

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

**Question:** Lately, I've noticed I just don't have the energy or drive I used to have toward my business and my numbers are starting to show it. What should I do?

**Answer:** In politics, a lame duck refers to an office holder who knows he's leaving, but hasn't been replaced yet. Business owners can also become lame ducks, but it's the value of the business that suffers from their waning interest.

It's perfectly normal for a business owner to lose steam as time passes.

Some want to spend more time on the golf course, others want to spend time with family. When you start to notice your priorities shifting, it's time to seriously consider selling your business before your financials start to slip. Nobody wants to buy a fixer-upper business. We hear all the time "someone could really make a go of this business if they had the energy and the passion." Buyers want to know why you haven't taken advantage of those opportunities yourself.

To preserve the value of your business it must be operating at peak performance. Don't be one of the many owners who let their business shrink little-by-little until it is a fraction of the size and then scratch their head when it's time to sell and wonder what happened. Be proactive – and don't be a lame duck.

*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.*

## Old Town Cape Scholarship Garden

In 2002 the Scholarship Garden was built by members of the Downtown Merchants Association and Old Town Cape. The Merchants Association merged with Old Town Cape many years ago but the garden lives on! Located at the west end of the Old Town Cape Spanish Street parking lot, this urban garden creates beauty, grows vegetables and raises funds for scholarships at Southeast Missouri State University.

Many neighborhood people have worked in and promoted the garden through the years. But none have worked as tirelessly and continually as Bill Dunn. He nurtures the garden and tries new things. He tills the earth, plants, harvests and delivers the produce. He has worked to build the garden into a beautiful and productive plot and has endlessly promoted the scholarship.

The first Old Town Cape Scholarship, earmarked for students who work in or have ties in the Old Town Cape boundaries, was endowed with \$10,000 in 2005. The 4th year for a scholarship award, this year's scholarship recipient was Stephanie Buchanan.

The Garden is heralding a 10-year anniversary in 2012 with funds presently approaching the halfway mark for a second \$10,000 endowed scholarship.

Evolving through various business models, such as farmer market style Sunday sales and Saturday afternoon garden parties, the most successful model has proven to be delivering fresh produce daily to downtown restaurants. Produce output from the 900 square-foot plot is limited but sure makes for fresh and tasty dishes at the restaurants that use it!

Main crop staples in the garden are tomatoes, cucumbers and peppers. In addition, annual and perennial herbs abound in and around this downtown green space.

Visitors are always welcome to look and learn and donations for the scholarships are always welcome. Donations are tax deductible and can be made to Old Town Cape Scholarship Garden. For more information about the project, please contact Bill Dun at [scholarshipgarden@yahoo.com](mailto:scholarshipgarden@yahoo.com).



LEFT: Old Town Cape Scholarship Garden Sign RIGHT: A look inside the garden at the peppers and tomatoes.

## A word from your Main Street staff...



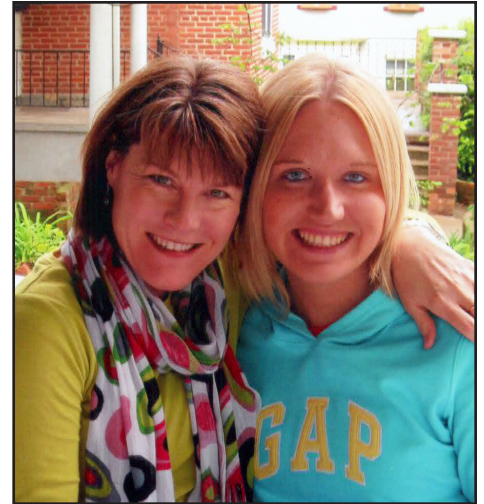
**Main Street**  
NATIONAL TRUST FOR  
HISTORIC PRESERVATION

We realized that we find ourselves daily saying "I am so excited about..." and you pick the topic. There is so much going on! We have many downtown business owners involved in the Operation Main Street: A Business Success Series. We have new streets and streetscape being planned. We have buildings being rehabilitated. We have new businesses and new business owners. And just look at all the events and activities we have coming up. WOW!

Speaking of activities, there are a few you

won't want to miss. Thank you to all who donated to the Charles L. Hutson Auction (and if you haven't, it isn't too late...give us a call please). But don't stop there. We truly hope you will attend both the Auction and the Benefit Concert on August 20. See the article above for more details. It will be a night you won't want to miss!

Also, YOU ARE INVITED to Old Town Cape's Volunteer & Investor Appreciation Dinner at the Yacht Club (Port Cape Girardeau) sponsored by Alliance Bank and Port Cape Girardeau on Tuesday, September 27 at 5:30 p.m. This is our annual THANK YOU to our volunteers who make us look good and our investors who help us continue our work. RSVP to 573-334-8085 if you wish to attend.



**Marla Mills (OTC Executive Director) and Nicholle Hinkle (OTC Project Manager) at this year's Home & Garden Tour.**

Sign up for our weekly email updates by sending your email address to [info@oldtowncape.org](mailto:info@oldtowncape.org). Also check out our website [www.oldtowncape.org](http://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*



## Meet the Intern

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

Kacie will be lending her talents to help us with upcoming events (Tunes at Twilight, Parade of Lights, etc.), writing the Band Block part of our weekly update 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 \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3 Digit Code \_\_\_\_\_