



WELCOME TO
#DowntownCG!



contents

- about old town cape, inc. **2**
- the main street approach™ **3**
- downtown events **4**
- maintaining your business **5**
- best business practices **6**
- safety downtown **7**
- public infrastructure **8**
- general contact information **9**



About Old Town Cape, Inc.

What is Old Town Cape, Inc.?

Old Town Cape, Inc. is a volunteer-driven, not for profit, nationally accredited Main Street Program that works to revitalize Downtown Cape Girardeau. The Old Town Cape, Inc. district includes 131 blocks and more than 300 businesses and organizations. As a not for profit, Old Town Cape, Inc. works on behalf of the entire downtown, providing self-help opportunities for all of Downtown Cape's businesses and property owners including education and marketing support. Together we can make Downtown Cape a great place to live, work, and play!

Mission

Old Town Cape, Inc. is a community-driven, nonprofit organization that utilizes the Four-Point Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of Downtown Cape Girardeau, Missouri.

Vision

Old Town Cape, Inc. envisions a thriving, diverse downtown that is the cultural and historic heart of our community.

Getting Involved

As a volunteer-driven organization, Old Town Cape, Inc.'s efforts hinge on community involvement. If you want to help move downtown forward, would like to volunteer at an event, participate on a committee, or invest in Old Town Cape, Inc., please contact us at 573-334-8085 or info@oldtowncape.org. For more information, visit our website at www.downtowncapegirardeau.com

(While on the website, be sure to sign up for our weekly e-newsletter "What's Up Downtown.")

Connect with Other Businesses

Keep in touch with downtown business owners and managers by joining our private Facebook group: Old Town Cape Merchants. We will post information pertinent to your business there in addition to including the information in our weekly Merchant Email. This group is private and not open to the general public.

Business owners and managers are invited to join us the second Wednesday of each month for Mornings with Merchants, an opportunity to network with other downtown business owners, get information about what's going on downtown, and have the opportunity to ask questions and give input on downtown topics of interest. See the Merchant Email and Old Town Cape Merchants Facebook group for updates on the location each month.



Old Town Cape was recognized as a Great American Main Street Award (GAMSA) winner in 2015!

Each year, the National Main Street Center recognizes a few exceptional Main Street communities whose successes serve as a model for comprehensive, prevention-based commercial district revitalization with the Great American Main Street Award (GAMSA).

The Main Street Approach™

Main Street America™

The national Main Street® program was established in 1977 by the National Trust for Historic Preservation to help communities of all sizes revitalize their traditional and historic commercial districts. Currently, the National Main Street Center® is a subsidiary of the National Trust for Historic Preservation.



The Four-Point Approach™

The Four-Point Approach™ utilized by Old Town Cape, Inc. has a proven record of success. With the help of engaged and empowered volunteers, historic preservation and community driven economic development can affect lasting change downtown.



Organization

Develops Partnerships

By developing volunteers, investors, sponsors, and partners, Old Town Cape provides ongoing support and advocacy for Downtown Cape Girardeau.



Economic Vitality

Develops Business

Old Town Cape, Inc. works to strengthen the economic vitality of downtown by supporting existing and developing new businesses.



Design

Develops Space

As an advocate for quality design for buildings, storefronts, public spaces, and merchandising in the district, Old Town Cape works to improve the physical characteristics of downtown.



Promotion

Develops Customers

Old Town Cape hosts events and promotes downtown as a destination for shopping, dining, entertainment, tourism, and business.

Downtown Events

Downtown Cape Girardeau is always buzzing with events! Old Town Cape, Inc, coordinates and assists* with many events each year including:

First Friday with the Arts* // First Friday of each month
Morning with Merchants // Second Wednesday of each month
Tunes at Twilight // May-June and August-September
Cape Riverfront Market // Saturdays May-October
River Campus Summer Arts Festival* // June
Manifolds on Main Street Classic Car Show* //September
Monster Mash Car Bash // Saturday before Halloween
Christmas Tree Lighting // Friday after Thanksgiving
Small Business Saturday // Saturday after Thanksgiving
Parade of Lights // Sunday after Thanksgiving
Downtown Christmas Open House // First Fri. & Sat. in December
Outdoor Holiday Market // First Saturday in December

You may consider having extended hours or special promotions during one or more of the downtown events to capitalize on the increased traffic downtown.

There are many other events and activities happening in downtown every week. For information regarding these and other destinations downtown, check out local calendars including:

VisitCape <http://www.visitcape.com/>
i Luv Local Places <http://www.iluvlocalplaces.com/>
Southeast Missourian <http://www.semoevents.com/>
KFVS12 <http://events.kfvs12.com/>
KRCU <http://www.semo.edu/sepr/news/index.htm>
What's Up Downtown Old Town Cape, Inc.'s weekly e-newsletter



If your business is having an event, let us know!

You can upload your events to downtowncapegirardeau.com on our interactive calendar!!

Maintaining Your Business

Patrons prefer establishments which appear clean, safe, and professional. Help keep downtown vibrant and active by following the suggestions below.

Maintenance

- Remove trash and debris and sweep and/or hose down sidewalk area on a daily basis.
- Keep upper floor windows clear of clutter.
- Conduct regular upkeep procedures such as painting the interior and exterior.
- Clean and clear windows help promote your business. Make sure to clean windows and glass doors on a regular basis. Please promptly repair cracked windows.
- Keep storefront windows from becoming cluttered. Display products in the window which tell customers what your store has to offer. Visual merchandising is an effective tool to increase sales!

Trash

- Keep trash receptacles from public view and pedestrian areas. If it is necessary to place the receptacles in a pedestrian area for pick up, please remove them as soon as possible after pick up.
- Help prevent pollution of downtown by keeping chemicals, used grease, excess construction materials, and cleaning wastes out of floor and storm drains and off of paved areas.

Awnings

- Be sure to repair tears and regularly upkeep and clean your awnings.
- If installing awnings, be sure to install ones that complement your façade to provide a clean appearance. ***Awnings require a city permit - Contact Development Services.***

Signs

Be sure your business name and address are clearly labeled on the front door or façade windows. Displaying store hours helps encourage your customers to return to your business. ***(See ordinance Sec. 25-502 - 25-506)***

Graffiti

Property owners are responsible for removal of graffiti. Please remove ASAP. ***(See ordinance Sec. 13-38)***

Alley Maintenance

If your business is near an alley, partner with adjacent establishments to clean litter, broken glass, and graffiti.

Snow & Ice

- The city will remove snow and ice from the streets.
- City Public Works (573) 339-6351 capepublicworks@cityofcapegirardeau.org
- Please do not block other parking spaces or walkways with snow.
- The city will not remove snow and ice from your sidewalks and driveways, so please do so as soon as possible. It is possible to contract with a private snow removal service.

Best Business Practices

Be a Good Neighbor

The downtown area is a unique environment that requires good neighborly practices. What you do DOES impact your neighbor. Your success is their success. Everyone is working toward the same goal. By helping each other, everyone is more successful.

Hours of Operation

Customers value consistency. Please display your hours of operation and have your business open during posted business hours. If you plan to close outside of your posted business hours please let your customers know via social media, website, phone message, etc.

10 Tips to Spread the Word about Your Business

- 1** Keep a business card including the name of your business, your name, business hours, contact numbers, e-mail address, social media information, and website information.
- 2** Start a guest book. Encourage interested customers to share their e-mail address and/or phone number so they can be contacted about new products and services, sales, and downtown events.
- 3** Join a social networking site. Social networking websites such as Facebook and Instagram can provide information to customers quickly and often. These sites are user-friendly, simple to maintain, and can be updated as often as you'd like to send your customers information.
- 4** Participate in the growing social media trends. Tagging other businesses and using #DowntownCG allows you to reach out to a captivated audience. You can also widen your reach by using trendy tags such as #ShopSmall, #TransformationTuesday, and #EatLocal among others.
- 5** Start a website to represent your business. Business websites can be an effective marketing tool. The visual look and layout of your website can be tailored specifically to your business in order to reflect items such as a high level of quality, a customer friendly atmosphere, or a strong sense of professionalism.
- 6** Register your business with an internet search engine. Search engines can provide your customers with instant information about your business when they are used to look for businesses in the area.
- 7** Send information about activities, specials, and events to info@oldtowncape.org for publication in our "What's Up Downtown" weekly e-mail update.
- 8** Submit your business events to our interactive calendar at www.downtowncapegirardeau.com
- 9** Claim your business location on Google Places. It's free, and since most people search for products and services online, you can't afford not to be there!
- 10** Word of mouth is an often overlooked, but a very important form of marketing. Customers who do business with you will share their experience with their social circle, so be sure the information they pass along is positive by providing a quality experience.

Safety Downtown

To reduce crime and/or the perception of crime or danger, pay attention to the elements related to the physical environment of your storefront, sidewalks, public spaces, etc.

Windows

- Keep ground floor windows clean and free of clutter
- Remove faded and outdated posters and flyers
- Keep drapes and blinds open
- Make sure the space from knee height and higher is clear so people can see in and out of the business windows
- Be mindful of window display opportunities correlating with special events and seasons

Lighting

- Leave storefront lighting on after dark to both highlight your business and improve area safety
- Ornamental and pedestrian-scale lighting on buildings help illuminate faces and reduce shadows
- Reflective light makes people feel safe
- Burned-out bulbs should be replaced immediately

Landscaping

Use landscaping such as flowers, shrubs, and plants to guide people to entrances and exits. Don't allow plants to become overgrown.

Security

Be responsible for your patrons who enjoy Downtown Cape Girardeau. If visitors, patrons, or customers are likely to get out of hand, provide security. If you serve alcohol, please respect limitations on consumption. Be aware of serving someone already impaired. Keep watch over the neighborhood and report suspicious activities to the Cape Girardeau Police Department at **(573) 335-6621**, or by dialing 911 for emergencies.

Additional Security Measures

The Downtown Cape Girardeau CID works with the Cape Girardeau Police Department to provide additional police presence. This includes security cameras and officers on foot patrol for select evenings, such as weekend nights, and events.

Enforcement of City Ordinances and Regulations

The City of Cape Girardeau and Cape Girardeau County have adopted ordinances and regulations pertaining to many potential uses in the neighborhood. Trash, noise, parking, and other nuisances can erode the integrity of downtown. If you have concerns regarding adherence to the neighborhood ordinances and regulations, a person-to-person dialogue may resolve the conflict. If this does not appear to be a viable solution, you can report noncompliance to the city's Nuisance Abatement officer by calling **(573) 339-6311**. The appropriate city department will address the situation.

Southeast Missouri State University Students

For non-emergency issues involving Southeast Missouri State University students, contact:

Dean of Students - www.semo.edu/dean
Department of Public Safety (DPS)

(573) 986-6888
(573) 651-2215

Public Infrastructure

Parking

In order to best use parking in downtown, please consider the following suggestions:

- Prime parking should be reserved for customers and patrons.
- Do not park in front of your own business or neighboring businesses during business hours.
- Become familiar with public parking lot locations so you can direct employees and customers to them.
- Remember that walking two to three blocks in an urban environment is evidence of a healthy and vibrant downtown.
- Discuss parking options with your employees. Require them to park in public parking lots instead of using street parking.

Public Transit

The following public transit systems are available in downtown Cape Girardeau:

Cape Girardeau Transit
Authority (CTA)
(573) 335-5533

Designated Driver
(573) 200-3388

CarGo Rideshare
App Required
(314) 325-4778

Noise

Downtown Cape Girardeau is a dense environment, which results in increased noise. The city's ordinance (Sec. 17.157) regarding noise can be found on the city's website at: www.cityofcapegirardeau.org

For additional questions regarding public infrastructure, contact the following:

Burned Out or Broken Street Lights	Old Town Cape, Inc.	(573)334-8085
Broadway Streetscape (benches, trash cans, trees, bushes & weeds)	City Parks & Recreation Dept.	(573)339-6340
Christmas Decorations and Banners	Old Town Cape, Inc.	(573)334-8085
Excessive Trash, Litter, or Weeds	City Nuisance & Abatement	(573)339-6311
Excessive Noise	City Police Department	(573)335-6621
Manhole Covers	City Public Works	(573)339-6351
Minimum Property Standards	City Inspections Division	(573)339-6327
Permits for Construction or Improvement Projects*	Development Services	(573)339-6327
Public Restrooms at Broadway & Main	City Parks & Recreation Dept.	(573)339-6340
Snow and Ice	City Public Works	(573)339-6351
Street Sweeping	City Public Works	(573)339-6351
Weekly Teen Challenge Litter Pickup	Old Town Cape, Inc.	(573)334-8085

*Note: Exterior improvements within the Central Business District may require design approval (no fee). Call Development Services before starting a project, even if it does not require a building permit **(573) 339-6327**.

General Contact Information

Safety & Emergency

Cape Girardeau Police Department

Emergency **911**

Non-Emergency **(573) 335-6621**

Cape Girardeau Private Ambulance

Emergency **(573) 335-3305**

Non - Emergency **(573) 335-3306**

Southeast Missouri State University

Department of Public Safety..... **(573) 651-2215**



City Resources

City of Cape Girardeau **(573) 339-6300**

City Hall **(573) 339-6322**

City Manager **(573) 339-6320**

Development Services **(573) 339-6327**

Customer Service **(573) 339-6322**

Cape Girardeau County

County Clerk **(573) 243-3547**

Archive Center **(573) 204-2331**

County Auditor **(573) 243-2184**

Recorder of Deeds **(573) 243-8123**

County Sheriff **(573) 253-3551**

Small Business & Entrepreneur Resources

Old Town Cape, Inc.	www.downtowncapegirardeau.com	(573) 334-8085
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Small Business & Technology Development Center	www.semo.edu/engage	(573) 651-2929
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US Small Business Administration (SBA)	www.sba.gov/mo/stlouis	(314) 539-6600
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Cape Girardeau Area Chamber of Commerce	www.capechamber.com	(573) 335-3312
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Utilities

Electric Ameren Business Number **(877) 426-3736**

Gas Ameren Business Number **(800) 552-7585**

Water City of Cape Girardeau **(573) 339-6322**

Solid Waste and Recycling City of Cape Girardeau **(573) 339-6351**

Telephone

AT&T **(800) 499-7928**

Big River Telephone Co. **(800) 455-1608**

Tourism

VisitCape	www.visitcape.com	(573) 335-1631
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