

# What's coming up in *The District*

## November

- 2 MU Basketball vs. Bemidji St.
- 8 MU Basketball vs. Missouri Southern
- 12 MU Football at home vs. Baylor
- 14 MU Basketball vs. Sam Houston State
- 20 Holiday Parade
- 20 MU Basketball vs. Northwestern State
- 24 Thanksgiving
- 29 MU Basketball vs. UMKC



## December

- 2 Living Windows Festival
- 10 MU Basketball vs. Texas A&M
- 16-17 MU & Columbia College Commencement
- 18 MU Basketball vs. Furman
- 28 MU Basketball vs. Eastern Illinois
- 30 MU Basketball vs. Oakland
- 31 First Night New Year's Eve Celebration

## January

- 2 MU Basketball vs. Louisiana Monroe
- 7 MU Basketball vs. Oklahoma State
- 10 Stephens College classes resume
- 14 MU Basketball vs. Colorado
- 16 MU Basketball vs. Kansas
- 17 MU & Columbia College classes resume



**The District**  
11 South 10th St.  
Columbia, MO 65201

**Welcome New CCA Members!**



Fall 2005

# The District!

A PUBLICATION OF THE COLUMBIA SPECIAL BUSINESS DISTRICT

## Special Issue: *Canopy Removal*

- Canopy Update
- Disaster Preparedness
- Website 101
- Twilight Festival
- Quarterly Calendar of Events

## Canopy Update! *Benefits of canopy removal*

The Boards of the Columbia Special Business District and the Central Columbia Association have recently voted to support efforts to remove the Broadway canopy. Although each canopy is owned by the individual property owner, board members believe that their support will encourage interested owners to fix up their buildings.

### Why the push for canopy removal?

SBD staff extensively researched the canopy removal process and looked to other Midwest towns that have gone under similar downtown restorations. The benefits of canopy removal in these towns were the encouragement board members needed to move along with the process. We found that:

*Sales increased for businesses--some up to 50%.*

*Drive-by traffic could now see businesses previously hidden under the canopy.*

*Signs and window displays became more effective at drawing in customers.*

*Usable sidewalk areas became larger, sidewalk cafes opened up, and there was more room for festivals.*

*People started saying things like "When did you plant the trees downtown?" and "Is this a new restaurant?"--even when the trees and restaurants had been there for years.*

*Other beautification measures became possible, such as street trees, new street lights, added benches and so forth.*

We feel that the canopy removal has endless possibilities to enhance the Broadway scene.

### Why was the canopy built?

The canopy was erected in 1968 in response to the development of Parkade Plaza Shopping Center in Columbia. Downtown business owners were afraid that the popularity of covered malls would hinder their businesses. That threat never materialized. In the ensuing years we not only found our niche but remained a strong economic base for the city. In fact, *The District* remains vital even as other competing strip malls have failed.

The success of Ninth Street and the Flat Branch area also shows us that lack of canopies is not a deterrent to shoppers. As research shows, it's even a plus. As more and more generic structures litter the nation, people are drawn to the architecturally interesting buildings that downtowns provide. The trend is historic preservation of downtowns and history never goes out of style.

### The next step

The City Council has asked the SBD for a comprehensive plan for a post-canopy Broadway--something that will do justice to "main street." The board has begun this process by looking at great streets in other downtowns and seeing what makes them both beautiful and vibrant. Although the process is still in the early stages, the resulting plan will likely focus on elements such as landscaping, signage, canvas awnings and various sidewalk amenities.

**Continued on Page 3**



**Columbia Special Business  
District Board of Directors**

**John Ott**  
The Paramount & Tiger Columns  
*Chair*

**Mary Wilkerson**  
Boone County National Bank  
*Vice-Chair*

**Rosie Gerding**  
Gerding, Korte & Chitwood  
*Treasurer*

**Arnie Fagan**  
Cool Stuff

**Blake Danuser**  
Binghams

**Chuck Wilms**  
Klos Diamond Center

**Karl Kruse**  
Bear Creek Village

**Skip Walther**  
Walther, Antel & Stamper

**Vicki Puckett** *NEW!*  
Puckett's for Men & Women

**Central Columbia Association  
Board of Directors**

**Kurt Mirtsching**  
Shakespeare's Pizza  
*President*

**Stephanie LaHue**  
My Secret Garden  
*Vice President*

**Dick Walls**  
Boone Tavern & Restaurant

**Jennifer Perlow**  
Poppy

**Kathy Fluesmeier** *NEW!*  
Village Wine & Cheese

**Larry Colgin**  
First National Bank & Trust

**Richard King**  
Blue Note

**Robert Tucker**  
Tucker's Fine Jewelry & Gift Gallery

**Tom Brinker**  
Cyclextreme

# When Disaster Strikes

## *Be Prepared*

Would your business be prepared and know what to do if a disaster hit today? Hurricane Katrina has made us all stop and think. Here's a starter checklist to see if you and your employees are prepared.

- Flashlight with extra batteries
- Battery-powered radio
- Food (enough non-perishable food for at least 3 days)
- Water (at least one gallon)

- Medications (pain relievers, stomach remedies, etc.)
- First Aid Supplies (adhesive bandages, anti-septic wipes, etc.)
- Tools and Supplies (blankets, paper plates & cups, plastic utensils, change of clothing and footwear, etc.)
- Any other personal items

This information and more useful tips can be located at:  
[www.redcross.org/services/disaster/beprepared/](http://www.redcross.org/services/disaster/beprepared/)

You can also check out *The District* website and click on Emergency Guide for Businesses for downloadable documents that will help you and your employees prepare for emergencies.

# Website 101

## *What makes a website work?*

How effective is your website? Check out these five attributes of effective websites. If you are interested in enhancing communication and boosting your sales Greg Gianforte, president of RightNow Technologies which provides customer service solutions for businesses, offers the advice below.

### **Don't delay creating a website**

If you haven't jumped on the cyber train yet, consider creating a website that answers the fundamentals of your company first and then add content over time. It's been proven that a relatively small amount of content can take care of a tremendous amount of business.

### **Make email easy to use**

On many sites the "contact us" button allows customers to email with a pre-addressed email screen. Make sure the user knows how soon they can expect a reply and where else to look for information if they get stuck on your site. Include the businesses phone number where it's easily visible.

### **Get "pushy"**

By offering a variety of email notification options, you can turn a person's email box into an extension of your website. Ask site visitors if they would like to be included on an email list that offers coupons or be notified if there is any change to a specified content area.

### **Respond quickly**

If you are going to offer an email contact mechanism make sure it results in a fast reply. Once someone has been disappointed by how slowly their question was answered, they are unlikely to try again.

### **Track religiously**

A large percentage of site visitors tend to have the same set of questions and it is critical to track these requests to determine where to direct your efforts. You can use e-service applications that automatically track and rank information as well as track who your customers are. Many of these services can be found free online.

# Twilight Festival Brings New Activities to *The District*

## *Flat Branch Park and Kid's Camp a success*

Hopefully you made it out for the 2005 Twilight Festival. We broke attendance records and festival goers helped boost *The District's* economy--as usual!

A record 90,000 people walked the streets in June and September to enjoy dancing, live music, artists showing off their wares and a circus at Flat Branch Park. Thanks to advertising by the Columbia Convention & Visitor's Bureau and an event each night at Flat Branch Park, we saw an average of 8,000 attendees each night--some nights topping 11,000.

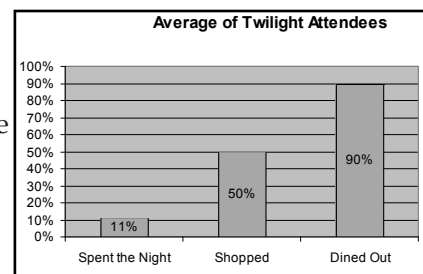
An estimated 50% of attendees shopped, spending an average of \$43. Restaurant sales increased with an estimated 90% of attendees dining, spending an average of \$30. Surveys indicated that 11% of attendees spent the night, up 3% from 2004, spending an average of \$149.

The horse-drawn carriages were located at the Missouri Theatre again this year and South Ninth Street was hopping. The U.S. Cellular Kid's Camp was another big hit for the little ones as stilt walkers, puppet shows and magicians provided entertainment.

Cumulus Radio and KMIZ-TV brought the Mid-Missouri Idol to the William Wood's Stage every

Thursday in June. Local Chris Hatfield prevailed as the winner and won an audition on *American Idol*.

The success of the Twilight Festivals would not be possible without the help of our sponsors. A big thanks to:



Columbia Parks and Recreation, U.S. Cellular, Columbia Convention and Visitor's Bureau, William Woods University, Cumulus Broadcasting, KMIZ Broadcasting, and the Missouri Symphony Society.

Thank you, as well, to all of the flowing *District* businesses: 9th Street Bookstore, Bluestem Missouri Crafts, Butterfly Tattoo, El Rancho, Flat Branch, Harpo's, Kent's Floral Gallery, Missouri Shirt Co., My Secret Garden, Poppy, Saffee's, Shakespeare's, US Bank, The Blue Note, Tiger Spirit, Tropical Liqueurs, Village Wine and Cheese, Villager on Broadway, Cyclextreme, Candy Factory, Boone Tavern, First National Bank, Boone National Savings & Loan, Commerce Bank, Jimmy John's Gourmet Sandwich Shop and Main Squeeze.

## It's All in The Numbers!

*discoverthedistrict.com*

**70: Bars & restaurants**

**110: Unique and stylish retailers**

**45: Live concerts and performances each week**

**5,900: Parking spaces**

**20: Festivals and other great events**

**3: Colleges and universities**

**7,100: Residents (including colleges)**

**5,290: Employees**

**It's All in *The District!***

## Canopy Update

*Continued from Page 1*

### Want to learn more?

We just introduced an assistance package for voluntary canopy removal. The packet includes low-interest loan opportunities from Boone County National Bank, Boone National Savings, Commerce Bank, First National Bank, Premier Bank, and US Bank. The packet also includes descriptions of tax incentives for development, such as the 25% state tax credit and the 20% federal tax credit for historic restoration.

Anyone interested in learning more can call 442-6816 or visit our website at [discoverthedistrict.com](http://discoverthedistrict.com) where a copy of the packet can be downloaded along with lots of other valuable information.