OLD TOWN CAPE

VISION STATEMENT

Old Town Cape envisions a vibrant downtown community that cherishes its unique historic character and culture. It is a pedestrian friendly regional destination for shopping, dining, arts and entertainment, employment and living.

MISSION STATEMENT

Old Town Cape 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.
DOWNTOWN TARGET MARKETS

DOWNTOWN CAPE GIRARDEAU is positioned as a unique community and regional destination. With completion of building rehabilitations and additions to the business mix, it offers a well-differentiated commercial and social destination for the Cape Girardeau region.

UNIVERSITY DATA (MAIN CAMPUS)

5,353 Students

1,176 Employees

EMPLOYMENT CENTERS

• SoutheastHEALTH – 2,500+
• Isle Casino – 450
• Media Row – 254
• City of Cape Girardeau – 230

DISTRICTS

• Riverfront
• Lower Broadway
• Upper Broadway
MARKET SUPPORT

Downtown Cape Girardeau is located within a dynamic, growing area. An economically complex and promising region with extensive market power to provide ample consumer demand to support entrepreneurs.

Cape Girardeau is a regional destination for entertainment, healthcare, education, business services and retail (consistently $1.4+ billion in County sales tax revenue), bringing in additional consumers from surrounding areas, including Southeast Missouri, Southern Illinois, Western Kentucky and Tennessee.

The Riverfront District is truly a destination for consumers, tourists, diners, students, residents, those to be entertained or who just want to relax by the Mississippi River. Many opportunities exist, such as public Wi-Fi and tax incentives, to support your business in the Riverfront District.
**RIVERFRONT DISTRICT**

**BUSINESS MIX/CLUSTERS**
- Restaurants/Fast Food/Bars: 24
- Retail: 20
- Other: 22
- Antiques: 7
- Art: 4
- Hair Stylist/Beauty/Tattoo: 3
- Auto Service: 1

**TARGET MARKET**
- Regional Consumers (40 mi Trade Area) = 190,975 People, 83,701 Housing Units, $59,482 Avg. Household Income

*Source: ESRI*
MARKET POSITION & VISION

THE RIVERFRONT DISTRICT is Cape Girardeau’s specialty boutique, dining and entertainment destination. This charming and historic District offers visitors a distinctive experience with river heritage and artistic appeal.

STRATEGIC PLAN

• Construct a park with pavilions and public restrooms to promote greenspace development and attract families
• Enhance public parking and include place making elements
• Develop a wedding garden to serve as a wedding destination

OPPORTUNITIES

• Full Service Restaurant
• Limited Service Restaurant
• River Outdoor Adventure Store
• Specialty Independent Store
• Upper Story Development Housing
MARKET SUPPORT

National trends have consistently demonstrated over the past few years the migration of commercial and residential development has focused on urban core renewal. The Lower Broadway District has seen such a resurgence over the past several years and additional opportunities exist for new investment.

New financial, legal, professional and independently owned shops opened their doors in the Lower Broadway District; all have experienced a passion for downtown and business success.

The Broadway Corridor has been referred to as the Tech District and Creative Corridor, encompassing a professional business district rounded out with unique residential spaces.
LOWER BROADWAY DISTRICT

BUSINESS MIX/CLUSTERS

- Media Groups: 7
- Financial: 3
- Church: 4
- Hair Stylist/Beauty/Tattoo: 3
- Restaurants: 2
- Other: 13
- Econ Dev/Tourism: 3

TARGET MARKET

Demographics (1 mi Radius) =

- 6,669 People
- 3,027 Housing Units
- $28,583 Avg. Household Income

Source: ESRI
LOWER BROADWAY is Downtown Cape’s high-density business district offering a metropolitan community experience for its tenants and clientele.

STRATEGIC PLAN

• Evaluate development of a banquet and conference center
• Develop high-end residential units
• Construct additional off street parking lots/garage to accommodate mixed use development

OPPORTUNITIES

• Technology companies/startups
• Public Wi-Fi
• Special event center
• Housing for professional, just married, retired, empty nester
• Restaurants
The Upper Broadway District has emerged as the Creative Corridor for the Cape Girardeau region. Home to most of the outdoor public art, recent additions of Southeast Missouri State University’s Catapult Creative House and complimented by eclectic robust business mix satisfying the needs and wants of the regional and local consumer.

Additional market support for the Upper Broadway District include its neighbors Southeast Missouri State University and SoutheastHEALTH, which are surrounded by residential neighborhoods within walking distance. This district has significant development potential with opportunities to add new entertainment and community venues.
UPPER BROADWAY DISTRICT

BUSINESS MIX/CLUSTERS

- Retail: 18
- Hair Stylist/Beauty/Tattoo: 10
- Restaurants/Bars: 12
- Other: 28
- Antiques/Coin Shop: 2
- Church: 1
- Video/Entertainment: 3
- Auto Service: 2
- Laundry: 1

TARGET MARKET

Demographics (1 mi Radius) =

- 10,396 People
- 3,445 Housing Units
- $44,963 Avg. Household Income

Source: ESRI
MARKET POSITION & VISION

UPPER BROADWAY is Downtown Cape’s high-density business district offering a metropolitan community experience for its tenants and clientele.

**STRATEGIC PLAN**
- Construct downtown “gateway” with signage to define the downtown boundaries, identity and visitor experience
- Business recruitment and expansion

**OPPORTUNITIES**
- Arts supply stores
- Grocery specialty
- Computer/electronics
- Market rate student housing

- Full/limited service restaurant
- Furniture home center
- Office/stationary
- Independent retail stores
VACANT BUILDINGS

LOWER BROADWAY:
Broadway – 318, 418, 420, 430, 421, 510, 512, 514, 516, 529, 632, 637

UPPER BROADWAY:
Broadway – 725, 731, 811, 813, 1001, 1027, 1029

RIVERFRONT:
N Main Street – 1, 5, 32, 107, 108, 110, 113, 120, 124
S Spanish Street – 112
Water Street – 116, 220

* Not all properties are for sale
DEVELOPMENT TOOLS

OPPORTUNITIES

Historic Preservation Tax Credits
Since 1976, federal law has provided tax incentives for historic preservation. A state tax incentive has been available since Jan. 1, 1998. The availability of the federal and state tax credits has encouraged investment in historic resources – in urban cores, residential neighborhoods and small towns throughout the state.

TIF District
Use of tax increment financing demonstrate a substantial and significant public benefit by eliminating and preventing blight; financing desirable public improvements; strengthening the employment and economic base of the City and other taxing jurisdictions; increasing property values; reducing poverty; creating economic stability; upgrading older neighborhoods and areas; and facilitating economic self-sufficiency.

Community Improvement District
The Downtown Cape Girardeau Community Improvement District (CID) was established by the City Council of the City of Cape Girardeau in 2014 to finance a number of public services and improvements through a ½ cent sales tax within the district. The goal of the district is to provide financial support for special events held in the downtown Cape Girardeau in order to build community and vibrant sense of place within the district. Generally, the CID boundaries include Water, Main and Spanish Streets in the Riverfront area and Broadway Street from the Mississippi River to Park Street.