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July 29, 2025

Missouri Main Street Connection Awarded the Main Street Business Recruitment, Accredited Tier Award to Old Town Cape

Branson, MO. – Missouri Main Street Connection (MMSMC) awarded the Main Street Business Recruitment, Accredited Tier Award to Old Town Cape during Missouri's Premier Downtown Revitalization Conference's Evening of Excellence Awards Ceremony and Dinner at the St. Charles Convention Center. They were one of the 23 community, individual, business, and organization award recipients that were recognized Thursday night.

Old Town Cape received this award for their ongoing Main Street Business Recruitment efforts that have revitalized downtown Cape Girardeau, which is a large downtown district with 130 blocks consisting of multiple commercial areas at various stages of revitalization. They accomplished this by successfully recruiting businesses to the district, helping to revitalize vacant properties, create jobs, and foster increased foot traffic throughout the area.

Downtown Cape Girardeau's vacancy rate across its large district is down to 20% and is a product of Old Town Cape's strategic approach to business recruitment, commitment to fostering a vibrant downtown, and collaboration with local leaders, business owners, and the community. One component of their strategic approach is their **Vacancy to Vibrancy** open houses. Old Town Cape reports that they average close to 100 attendees each year for the **Vacancy to Vibrancy** event with about 50% of participating properties being leased or sold within a year following the event.

On top of a low vacancy rate, Liz Haynes, Executive Director of Old Town Cape, shares the steps behind securing the right downtown tenant, "it's about fostering long-term growth and community engagement. Our recruitment plan includes personalized, high-touch outreach to prospective business owners including a district driving tour."

Old Town Cape deserves the Main Street Business Recruitment, Accredited Tier Award for their years of success in business recruitment, which stems from strong support from their community and a comprehensive, data driven strategy.

About Old Town Cape, Inc.

Old Town Cape is a community driven, nonprofit organization that utilizes the Main Street Approach™ to preserve, promote, revitalize, and enrich the historic, cultural, and economic landscapes of downtown Cape Girardeau, Missouri. They imagine Old Town Cape as a thriving, diverse downtown that is cultured, historic, and the pulse of Cape Girardeau.

For more information on this award, contact Old Town Cape's Executive Director Liz Haynes at lizhaynes@oldtowncape.org or 573-334-8085.

About Missouri Main Street Connection

Missouri Main Street Connection is the leading statewide nonprofit organization devoted to preservation-based economic development. Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri historic commercial districts in both rural and urban settings. Since 2006, Missouri Main Street districts have seen \$1.4 billion in public and private investment and MMSC has worked in over 150 communities. These Missouri Main Street communities and districts are thriving and vibrant by engaging the community members in revitalization strategies to create experiences that preserve their history and culture. Follow Missouri Main Street Connection on Facebook @MissouriMainStreetConnection and Instagram @MOmainstreet.

For additional information, contact State Director Gayla Roten at 417-334-3014.

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