



# Columbus Square Herald

www.MyColumbusSquare.com

April 2013

## APRIL SHOWERS BRING MAY FLOWERS AND SOME NEW IDEAS FOR ATTRACTING CUSTOMERS

It's nice to see spring arrive after winter. Landscaping at Columbus Square is happening and the flowers and plants will be blooming soon. The warm weather is sure to make us all feel better about everything, including the economic news. Our government and the best minds in the country are working overtime to solve our problems. We just need to run our businesses soundly and in the mean time make sure we serve our customers better than our competitors.

We continue to do everything we can to draw customers to the center, including the Classic Car Show and the Farmers' Market in July. These goals take time, but there is always the point of beginning. It takes time before you see the

benefits of your efforts, but whatever you do to promote your business it will surely increase from year to year so long as you're constantly asking prospective customers to patronize your business. You can see what we have done with Columbus Square. It is working because we have been consistent.



The extra time and effort you spend in promoting your business, especially the customer experience once they enter your door, will also pay off. Make it a goal to be better than your competitors, then commit to remain ahead of the pack. You can do this by creating your own special

way to treat customers, creating an experience that's unique, or creating a totally new and effortless way for people to get a result is how you stand out from the pack. It's how you create a difference that can be easily felt by the customer, and it's how innovation comes to small business. Maybe your moto should be "Try us, you'll like us," It's a very simple idea, but one that can show results.

**4TH ANNUAL  
COLUMBUS SQUARE  
CLASSIC  
CAR SHOW**



### THE COLUMBUS SQUARE GREAT SWEEP UP EVENT

The annual "Columbus Square Great Sweep Up" will be happening this month. The maintenance men, Santos, Scott, and Steve, will use rakes, brooms, and blowers to get all of the trash and dirt out of the corners and cracks. A diesel-powered vacuum sweeper will then sweep up all the debris and takes it away. The areas around the dumpsters and the places where the snow piles melt are also swept up and cleaned.

Customers will ask themselves, "Why should I go to you? What makes you better than the next guy?"

You can build your business on word-of-mouth marketing and customer referrals, but that marketing can only go so far. It just takes time to plant a seed and watch your business grow.

There are ways to nurture that seed and boost its growth, even when there is competition nearby. Start by thinking cosmetically. Make sure the exterior of your store is inviting and the interior is attractive.

Another way to attract attention is to sponsor community events, like including a give-away at the Classic Car Show goodie-bag in July. Clothing drives, sidewalk sales, adopt-a-pet days and craft fairs can attract potential customers.

But don't just do one event and that's it. Do these events regularly. Keep the community's attention. It's easier and easier to get people's attention; it's harder and harder to influence them and keep them coming back.



*George Hadler, CEO, The Hadler Companies*

## Property Management News

### LANDSCAPING

**Garcia's Landscaping**, is our landscape contractor this year. They will start prepping the landscape beds around the shopping center. Then edging and trimming will begin. Weather permitting, mulching will start soon after. Garcia's Landscaping will also handle the grass cutting this year at the center.



### BANNERS

The local neighborhood association banners will be put up on the light poles around the center, and will add a great touch of color.

### SPRING IS ALMOST HERE

When the weather warms up, it's time to clean up around your store. Washing the front windows and hosing off the sidewalk is a good way to present your best appearance to your customers. A clean sidewalk makes a good impression, and also keeps the dirt out of your store.

### REMINDER

Warm weather means AIR CONDITIONING soon. You should have your equipment checked by a reputable commercial heating and air conditioning company. Don't wait until the hot weather is here as these companies are then swamped with calls and a repair could be delayed. Many of these companies have "**Spring Specials**" that may save you some money by doing the check earlier in the season.

### Leasing

If you know anybody who is looking for retail space, please have them call Stacie Warren at 614-545-6230, or email her at [swarren@hadlercompanies.com](mailto:swarren@hadlercompanies.com).

## Tenant Anniversaries

Columbus Square congratulates our tenants with business anniversaries in April:

- Foxy Nails - since 1997
- A Artistic Hair Design by Tacia - since 2004
- A Sister's Touch - since 2006
- Show & Sell Merchandise - since 2007

## SMALL BUSINESS RESOURCES

### Northland Area Business Association

To serve the Greater Northland Area by promoting businesses and developing successful relationships between the businesses and community.

<https://www.facebook.com/ShopNorthland?fref=ts>

### Small Business Association

SBA has resources in starting & managing businesses, loans & grants, contracting, a learning center and local assistance.

<http://www.sba.gov/about-offices-content/2/3138>

### Small Business Counseling for Greater Columbus Ohio

SCORE Columbus OHIO serves the greater Central Ohio area and is part of a national nonprofit association dedicated to the success of the nation's small businesses.

<http://www.scorecolumbus.org/>

### Columbus State Community College Center for Workforce Development

The Ohio Small Business Development Center (SBDC) at Columbus State Community College, a public - private partnership supported by the U.S. Small Business Administration, the Ohio Department of Development, Columbus State Community College and local partners. Through the programs and services, they provide entrepreneurial and small business development assistance and high-end business consulting to start-up and emerging business owners free of charge.

<http://www.csc.edu/workforce/sbdhome.asp>

### Ohio Small Business Development Center

Events/Workshops

<https://www.ohiosbdc.org/events.aspx>

### Economic and Community Development Institute

Provides a Business Center, Individual Development Accounts, Small Business Loans, Home Repair Programs, Children's Health Insurance Enrollment, and training to acquire the knowledge and tools to be successful.

<http://www.ecdi.org/programs/>

### Business Information Class 2 - Research Strategies for Business Growth

On **Monday, April 8**, Are you an entrepreneur? Attend a FREE two-hour class at Columbus Metropolitan Library to learn how to: Use our resources to research an industry and target your market, Create demographic and market segmentation reports by using Business Decision, Find trade journal articles about your industry through Business Source Premier, Find tutorials to help you research a company, industry or demographics

<http://www.bizjournals.com/columbus/calendar/334941>

### Small Business Expo

<http://www.bizjournals.com/columbus/event/88491>

### National Association of Women Business Owners

[http://nawbocolumbusohio.com/content.php?page=roundtable\\_speakers](http://nawbocolumbusohio.com/content.php?page=roundtable_speakers)

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**NABA**  
Northland Area Business Association

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