



Columbus Square Herald

www.MyColumbusSquare.com

April 2015

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 meantime, make sure we serve our customers better than our competitors.

We plan to continue to do everything we can to draw customers to the center, including the **6th Annual Classic Car Show on July 4th**. 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 as 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 motto should be "Try us, you'll like us." It's a very simple idea, but one that can show results.

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 in 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

Have you noticed the new renovations going on?

In case you haven't been watching, we'd like to tell you about 3 new tenants who will be moving in as soon as their interior renovations are finished. **Kulmiya American/Somali Style Restaurant** will open at 5666



Columbus Square, two doors south of **SunLight Cleaners**. **Estilo Brazil Restaurant & Grocery**, at 5814 Columbus Square, will be next door to **Sol Y Luna Full-Service Salon**, and **Sheba Sweets/Queen Sheba Incense & Perfume** will be located at 5866 Columbus Square, between **Square's Carryout** and **Mi Li Cafe**.

We hope you'll take the time to welcome your new neighbors when they open their doors.

Property Management News

LANDSCAPING

Our landscape contractor will soon start prepping the landscape beds around the shopping center. Then edging and trimming will begin. Weather permitting, mulching will start soon after. They will also handle the grass cutting this year at the center.



BANNERS

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



SPRING IS HERE

The weather is warming up, and 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.

Tenant Anniversaries

Columbus Square congratulates our tenants with business anniversaries in April:

- Foxy Nails - since 1997
- A Artistic Hair Design by Tacia - since 2004
- 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.

www.nabacolumbus.org/

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.

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.

www.scorecolumbus.org/

STOP IDENTITY THEFT

The 19th Semi-Annual
**Northland Community
Shredding Day**
and food drive to benefit
Mid-Ohio Foodbank
Saturday, May 16, 2015
10 am to 2 pm
MENARDS®
1805 Morse Road
(at Tamarack Boulevard)

Help protect yourself and your family from identity theft! Bring personal papers, computer disks and other materials* containing unneeded confidential information to our Community Shredding Day to be shredded using Fireproof Records Center's mobile shredding unit at no charge. Keep these materials out of the hands of identity thieves!

Please bring three non-perishable food items (e.g., boxed dry foods; canned meats, fruits and vegetables; cereals and mixes; pasta and rice) to donate to **Mid-Ohio Foodbank** to help feed hungry people in central Ohio. Visit <http://www.midohiofoodbank.org> for more information.

To learn more about identity theft, visit the Federal Trade Commission ID Theft Web site at <http://www.ftc.gov/idtheft>. * Limit 5 boxes or paper bags, please.

Special Event!

e-Waste Recycle Drive



Recycle Girl

What is e-Waste? Unwanted consumer and business electronic products and equipment nearing the end of their useful life are called e-Waste or e-scrap.

Recycle Girl Ohio collects unwanted consumer and business electronic products and equipment nearing the end of their useful life, including computers, computer components, TVs, monitors, VCRs, DVD players, tapes, CDs, stereos, telephones, cell phones, PDAs, cameras, chargers, power adapters, printers, copiers, scanners, fax machines, ink and toner cartridges, networking equipment (servers, routers), cable cords and connectors, Lithium Ion (rechargeable) batteries, digital cable boxes, MP3 players (iPod, etc), video game systems, stereo equipment, audio-video equipment, and appliances (microwaves, fitness equipment, vacuums, etc.). *A \$10 donation/disposal fee is required for CRT computer monitors or TVs.*

For more information on Recycle Girl Ohio, email recyclegirl ohio@gmail.com, visit <http://facebook.com/RecycleGirlOhio> or call (937) 360-1547.

Presented by the Northland Community Council, Menards, Recycle Girl Ohio, and the NABA State Route 161 Task Force and endorsed by the Columbus Division of Police with support from Fireproof Records Center and The Ink Well Business Center.



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www.columbuspolice.org

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