



Columbus Square Herald

Issue 4

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IN AND AROUND COLUMBUS SQUARE

Various items of interest and tips to help your business be a shining example of success.



Three new billboards will announce events at Columbus Square

If you've driven east from I-71 or west from I-270 on Route 161, or south on Cleveland Avenue from I-270, you may have noticed one of our new marketing programs for Columbus Square started in February. We are now using billboards to promote the center and have secured three billboards with some of the highest traffic counts in the Northland area.

We will be using two boards through January 2010, and one of them will be a mobile board that will rotate to various locations around the area. The messages will also change periodically, and will announce special events at Columbus Square like the Farmers' Market.

Thousands of drivers will see these boards throughout the area every day and hopefully become more aware of all the shopping opportunities and events in the center.

National College opens doors in April

National College will officially open its doors to students on April 4 offering classes in office administration, business administration (in management or accounting), computer applications technology, health information technology, medical assisting, pharmacy, and information systems engineering. College

officials are planning a grand opening event in July. Watch our newsletter for more information.

Founded in 1886, National College offers more than 40 academic programs including a master of business administration, seven bachelor's degrees, and numerous associate degree and diploma programs. With locations in Virginia, Tennessee, Kentucky, Ohio, and Indiana, the College serves more than 10,000 students annually. In Ohio, campuses in Cincinnati, Dayton Area (Kettering), Stow, and Youngstown enroll more than 1,500 students.

Making progress on abandoned cars

We continue to be vigilant about removing abandoned cars at the shopping center. Property Manager Peter Romans reminds everyone, "If a vehicle has not been removed after a couple of days, it is towed to the impound lot at the owner's expense. If it has been vandalized, we tow the car immediately."

Overnight parking of semi trucks and work trucks has been reduced considerably and we continue to work on this problem as well. To report a problem vehicle, call the Property Management Department at 614-457-6650.

Farmers' Market to return to Columbus Square in July

The Hadler companies are pleased to welcome Pearl Alley Growers' Association, Inc., back to Columbus Square this year for their farmers' market. The first market will open July 7.

Northland area residents and visitors will again be able to shop for Ohio-grown fresh fruits, vegetables, and other goods.

"We're excited to work with the Pearl Alley Growers' Association again this year," said George Hadler, company CEO. "This is one more way we can support the Northland community while working with area residents and leaders to enhance the quality of life for Northland neighborhoods and business."

Marcy Musson, who worked with Hadler to coordinate the project also is upbeat about offering the market again this year. "We had such a good experience at Columbus Square in the past." Musson and her family run Musson Farm in Kenton, Ohio. She coordinated the event with Hadler on behalf of the Pearl Alley Growers' Association. For information visit: www.pearlalleygrowers.com/aboutus.htm.

Fourth of July celebration may include merchant float

This year the opportunity to be a major supporter of the 2009 Northland Community Fourth of July Parade became available, so The Hadler Companies agreed to purchase the sponsorship for Columbus Square. This is a positive thing to do, because it is a tremendous opportunity to promote Columbus Square as a community-minded shopping center, consistent with many other actions we have undertaken in this regard.

This will be a topic of future newsletters, but for maximum success, we will need assistance from you and your employees. Among other benefits, we are invited to have a float in the parade. The Hadler Companies will pay for materials if we can get a serious commitment from tenants to participate in building the float. Aside from the obvious benefit to the shopping center (and hopefully your business), it could also be an opportunity to get to know your fellow merchants, and have a lot of fun. If you are interested in helping coordinate such an effort, please call Stacie Warren at 457-6650. If there is enough interest, we anticipate we will continue to sponsor the event in coming years.

Items of interest from in and around Columbus Square

Sweep up

The shopping center maintenance men have swept the entire area with a power vacuum. Cleanup of all nooks and crannies around the center starts the spring season right.



Landscaping

Brinkman, our landscape contractor, has already started prepping the landscape beds around the shopping center. The edging is started and the trimming is done. The mulching will start soon, weather permitting. Brinkman will also handle the grass cutting this year at the center.

Banners

The local neighborhood banners are now up and look terrific.

Spring Weather

- As the weather warms, it is time to clean up around your store. Washing the front windows and hosing off the sidewalk is a good way to look your best to your customers. A clean sidewalk makes a good impression, and also keeps the dirt out of your store.
- Check the signs in your windows. Are they current, clean, neat and straight? Less can be more when it comes to having your front window signs noticed.
- Be sure to take a look out back around your dumpster to be sure everything is in order. By the way, we advise tenants to lock the lids of your dumpsters to stop people from digging in the trash and throwing it on the ground.

Reminder

Warmer weather will soon mean air conditioning. You should have your equipment checked by a **reputable commercial** heating and air conditioning repair company. Do not wait until the hot weather is here when these companies are swamped with calls and repairs could be delayed. Many of these companies have spring specials that may save you some money if you have your system checked early.

TIP

Your store sign is always a **silent salesman** it tells prospective customers who you are. We recommend signs be lighted from dusk to dawn to get the most benefit from all area traffic.

The official contractor for Columbus Square

Columbus Square is owned and managed by:



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