

OLD TOWN CAPE INC.



Old Town Cape



- Revitalizing downtown Cape Girardeau
- Making downtown Cape the best possible place to live, work, and play!
- Over 300 businesses and 4,500 residents
- 130 blocks







REVIVIFY



Revivify : “To bring new life or vigor to”

- Multi-faceted event: Livestream, radiothon, in-person open-house style event
- Raised \$42,600 (\$40K goal)
- Showcased our mission and the vibrancy of art in downtown Cape
- Promoted downtown businesses
- Uncovered new ways OTC supports business owners through interviews
- Opportunities for folks to participate in any way they felt comfortable
- 24 sponsors
- 25 volunteers
- Sponsorship trade with local news station
- Low overhead



REVIVIFY

LIVESTREAM SCHEDULE

Hour 1 *Exact times subject to change*

- 4:00 PM** - Grand Entrance
- 4:02 PM** - Welcome
- 4:08 PM** - 93.9 The River Radio Break: Gabriele Ruggieri, Gabriel's Food + Wine
- 4:13 PM** - Room Tour
- 4:18 PM** - DEMO: Pasta Prep by Gabriele Ruggieri, Gabriel's Food + Wine
- 4:24 PM** - Artist of the Evening - Dave Pfanstiel
- 4:28 PM** - Presenting Sponsor: Aaron Pantoni, Regional President of The Bank of Missouri
- 4:32 PM** - Mission Moment with Liz
- 4:36 PM** - 93.9 The River Radio Break: Bob Cerchio, Assistant Director of Holland College of Arts & Media
- 4:42 PM** - University Partnership Highlight
- 4:45 PM** - River Campus Dance
- 4:46 PM** - River Campus Theater
- 4:47 PM** - Fundraising Update
- 4:50 PM** - Downtown Business Owner: Sherry Jennings, Mississippi Mutts
- 4:55 PM** - Old Town Cape, 20 Years in Downtown Cape
- 4:56 PM** - Room Tour & Auction Item Overview

REVIVIFY

LIVESTREAM SCHEDULE

Hour 3 *Exact times subject to change*

- 6:00 PM** - Check in with Dave Pfanstiel
- 6:05 PM** - Top of the Hour Introduction with Liz
- 6:09 PM** - 93.9 The River Radio Break: Rex Rust, Rust Communications
- 6:14 PM** - See Yourself Downtown Video
- 6:17 PM** - Downtown Development Perspective: Jim Maurer, Chairman at Mayson Capital Partners
- 6:22 PM** - Fundraising Update
- 6:26 PM** - Mission Moment with Liz
- 6:30 PM** - Room Tour of Revivify
- 6:34 PM** - Say Hello to Phone Bank Volunteers
- 6:37 PM** - 93.9 The River Radio Break: Molly Mehner, Deputy City Manager
- 6:42 PM** - Downtown Community Leader: John Mehner, President & CEO of the Cape Girardeau Area Chamber of Commerce
- 6:47 PM** - Check in with Dave Pfanstiel
- 6:51 PM** - Downtown Business Owner: Doc Cain, Port Cape Girardeau Restaurant
- 6:56 PM** - Finish the Hour with Danny & Liz

REVIVIFY

LIVESTREAM SCHEDULE

Hour 5 *Exact times subject to change*

- 8:00 PM** - DEMO: Sue Ness with Yoga East Healing Arts Studio
- 8:07 PM** - Top of the Hour Introduction with Liz
- 8:09 PM** - 93.9 The River Radio Break: Kanaan Rhodes, the room. Hair Design Studio
- 8:14 PM** - Room Tour & Large Item Showcase
- 8:19 PM** - Live Music by Logan Chapman
- 8:23 PM** - DEMO: Kanaan Rhodes with the room. Hair Design Studio
- 8:30 PM** - Mission Moment with Danny
- 8:33 PM** - Fundraising Update
- 8:37 PM** - Old Town Cape, 20 Years in Downtown
- 8:39 PM** - 93.9 The River Radio Break: Liz Haynes, Executive Director of Old Town Cape
- 8:44 PM** - Final Check in with Dave Pfanstiel
- 8:51 PM** - **RAFFLE DRAWING!**
- 8:53 PM** - Room Tour of Revivify
- 8:57 PM** - Thank You!
- 9:00 PM** - The End

REVIVIFY FUNDRAISER SPONSORSHIPS | OCTOBER 22

❑ Presenting Sponsor | \$3,000

Sponsorships Available: 0 of 2

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Logo inclusion in program
- Premier signage at the event (Entrance and Event Room)
- Six mentions during live broadcast
- Logo inclusion on event web page
- Mention during radiothon (4x/hour)
- Logo inclusion on mailed invitations
- Mention in all media releases from Old Town Cape, Inc.
- Category exclusivity

❑ Technology Sponsor | \$2,500

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Premier signage at the event (Entrance and Event Room)
- Three mentions during live broadcast
- Text inclusion on event web page
- Text inclusion on mailed invitations
- Mention in all media releases from Old Town Cape, Inc.
- Scrolling logo at the bottom of the auction web page with embedded web link

❑ Premier Event Sponsor | \$1,500

Sponsorships Available: 2 of 3

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Premier signage at the event (Entrance and Event Room)
- Two mentions during live broadcast
- Text inclusion on event web page
- Text inclusion on mailed invitations
- Mention in all media releases from Old Town Cape, Inc.

❑ Silent Auction Sponsor | \$500

Sponsorships Available: 2 of 3

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Mention during live broadcast where appropriate
- Text inclusion on event web page
- Mention in all media releases from

❑ Radiothon Downtown Champion | \$300

Sponsorships Available: 1 of 5

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Radiothon mention at the top of your designated hour

❑ Phone Bank Sponsor | \$500

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Radiothon mention where appropriate

❑ Photobooth Sponsor | \$800

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Logo placement on photo frame

❑ Entertainment Sponsor | \$350

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event

❑ Wine Pull Sponsor | \$350

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event

❑ Raffle Sponsor | \$350

Sponsorships Available: 2

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event



Liz Haynes
Executive Director

lizhaynes@oldtowncape.org

(573) 334-8085

REVIVIFY

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- 4:55 PM** - Old Town Cape, 20 Years in Downtown Cape
- 4:56 PM** - Room Tour & Auction Item Overview

REVIVIFY

LIVESTREAM SCHEDULE

Hour 2 *Exact times subject to change*

- 5:00 PM** - Top of the Hour Introduction with Liz
- 5:04 PM** - Live Music by Lindsey & Landon
- 5:08 PM** - 93.9 The River Radio Break: Trad Hess, Top of the Marq
- 5:13 PM** - Room Tour of Revivify
- 5:18 PM** - DEMO: Mixology by Trad Hess (Top of the Marq)
- 5:25 PM** - Experience Downtown
- 5:28 PM** - Fundraising Update
- 5:30 PM** - The Volunteer Experience by Blake Lingle, The Bank of Missouri
- 5:36 PM** - Mission Moment with Danny
- 5:38 PM** - 93.9 The River Radio Break: Dave Pfanstiel, Local Artist
- 5:43 PM** - Presenting Sponsor: Katrina Amos, Airport Manager at United Express operated by Skywest Airlines
- 5:48 PM** - Room Tour & Auction Item Overview
- 5:53 PM** - Finish the Hour with Danny & Liz

REVIVIFY

LIVESTREAM SCHEDULE

Hour 3 *Exact times subject to change*

- 6:00 PM** - Check in with Dave Pfanstiel
- 6:05 PM** - Top of the Hour Introduction with Liz
- 6:09 PM** - 93.9 The River Radio Break: Rex Rust, Rust Communications
- 6:14 PM** - See Yourself Downtown Video
- 6:17 PM** - Downtown Development Perspective: Jim Maurer, Chairman at Mayson Capital Partners
- 6:22 PM** - Fundraising Update
- 6:26 PM** - Mission Moment with Liz
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- 6:42 PM** - Downtown Community Leader: John Mehner, President & CEO of the Cape Girardeau Area Chamber of Commerce
- 6:47 PM** - Check in with Dave Pfanstiel
- 6:51 PM** - Downtown Business Owner: Doc Cain, Port Cape Girardeau Restaurant
- 6:56 PM** - Finish the Hour with Danny & Liz

REVIVIFY

LIVESTREAM SCHEDULE

Hour 4 *Exact times subject to change*

- 7:00 PM** - Downtown Business Owner: Jocelyn Anderson, Bloom Studio & Gifts
- 7:05 PM** - Top of the Hour Introduction with Liz
- 7:09 PM** - 93.9 The River Radio Break: Michael Curry, Fingerprint Urban Dance Studio
- 7:14 PM** - Room Tour of Revivify
- 7:19 PM** - Live Music by Logan Chapman
- 7:23 PM** - DEMO: Fingerprint Urban Dance Studio
- 7:31 PM** - Fundraising Update
- 7:33 PM** - Old Town Cape Board Member: Lee Schlitt, Broadway Pharmacy
- 7:38 PM** - 93.9 The River Radio Break: Sue Nesler, Yoga East Healing Arts Studio
- 7:43 PM** - Cape Riverfront Market
- 7:44 PM** - Downtown Business Owner: Chris & Randi Dirnberger, Katy O'Ferrell's
- 7:51 PM** - Check in with Dave Pfanstiel
- 7:56 PM** - Finish the Hour with Danny & Liz

REVIVIFY

LIVESTREAM SCHEDULE

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- 8:00 PM** - DEMO: Sue Ness with Yoga East Healing Arts Studio
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- Mention during radiothon (4x/hour)
- Logo inclusion on mailed invitations
- Mention in all media releases from Old Town Cape, Inc.
- Category exclusivity

□ Technology Sponsor | \$2,500

Sponsorships Available: 1

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- Three mentions during live broadcast
- Text inclusion on event web page
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- Mention in all media releases from Old Town Cape, Inc.
- Scrolling logo at the bottom of the auction web page with embedded web link

□ Premier Event Sponsor | \$1,500

Sponsorships Available: 2 of 3

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- Text inclusion in program
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- Two mentions during live broadcast
- Text inclusion on event web page
- Text inclusion on mailed invitations
- Mention in all media releases from Old Town Cape, Inc.

□ Silent Auction Sponsor | \$500

Sponsorships Available: 2 of 3

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Mention during live broadcast where appropriate
- Text inclusion on event web page
- Mention in all media releases from

□ Radiothon Downtown Champion | \$300

Sponsorships Available: 1 of 5

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Radiothon mention at the top of your designated hour

□ Phone Bank Sponsor | \$500

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Radiothon mention where appropriate

□ Photobooth Sponsor | \$800

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event
- Logo placement on photo frame

□ Entertainment Sponsor | \$350

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event

□ Wine Pull Sponsor | \$350

Sponsorships Available: 1

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event

□ Raffle Sponsor | \$350

Sponsorships Available: 2

Sponsor will receive:

- Tag on Facebook event page
- Inclusion in What's Up Downtown email newsletter
- Text inclusion in program
- Designated signage at event

Livestream Script

4 PM: Opening Reel

4:02: Welcome, Intro, and Overview of Evening: Danny and Liz run to soft seating area

Liz: Whew, we made it just in time, Danny!

Danny: We did, indeed! Hi, folks!

Liz: Welcome to Revivify! I'm Liz Haynes, Executive Director of Old Town Cape

Danny: And I'm Danny Essner, President of the Old Town Cape board

Liz: We are so glad you could join us this evening! You're in for a treat because we have an incredible line-up of interviews, demonstrations, performances, live music, live art, and more, all showcasing the vibrancy of downtown Cape Girardeau!

Danny: We think you'll enjoy learning more about the mission of the organization and meeting some amazing folks who make our downtown community so incredible!

Liz: Tonight would not have been possible without the incredible support of our generous sponsors. We are so proud to have 24 sponsors of Revivify, who are helping us reach our goal of \$40,000!! At this time, I'd like to recognize our Presenting Sponsors, United Express operated by Skyway Express and Bank of Missouri. Both of these wonderful sponsors have been long-time supporters of Old Town Cape and we're so grateful! We are so thankful for our media sponsor, KFVS, who did a phenomenal job of helping spread the word about Revivify! I'm also thrilled to share that John Sinclair Nissan has generously pledged to match every donation dollar for dollar up to \$500 this hour! That means your donation will be doubled! We already have phone bank volunteers standing by if you'd like to be one of the first to call in your donation. Just call 573-200-8000. Make your gift count by doubling the impact by making a gift between now and 5 PM! Again, that's 573-200-8000.

Danny: Wow, that's very generous, Liz! How exciting! Well, I think we are about ready to kick off our first radio interview. Many of you are familiar with Gabriele Ruggieri, owner of Gabriel's restaurant in downtown Cape. Gabriele is going to be chatting with Jen Odden, live on 93.9 The River and we're going to capture it right here on the livestream for all of you.

4:08 (Gabriele's interview)

4:13 Liz: Well, hopefully you enjoyed hearing from Gabriele and now I bet your mouth is watering now that he's teased his upcoming pasta demo! Before we dig into that, I'd love to take you on a tour of the room!

Our goal is to make those of you who are tuning in from home feel that you're right here with us at the casino! Let's kick things off by taking a look at some of our amazing silent auction items! The Charles L. Hutson Silent Auction is sponsored by Bartlett Landscape Group, Plaza Tire, and Bryan Greaser, Attorney at Law. The community has been so generous in donating some really incredible items! So, pull out your smart phone or other device, log into the Auctria app, and you can follow along with us and bid on those items that interest you! And by the way, if you need help at home, you can call 573.382.9965 and someone can walk you through the process. (talk up silent auction items)

4:18 Liz: At this point, we're going to head back over to the demo area and Gabriele is about ready to go! Sit back, relax, and watch Gabriele prepare a scrumptious pasta dish right before your eyes! Take it away, Gabriele!

4:24 Liz: Thank you so much, Gabriele, for sharing your amazing cooking talents with all of us today! I don't know about all of you, but my stomach is growling now! It smells so wonderful! Now, we're going to take a little walk over to the other side of the room and meet Dave Pfanstiel. Dave is a local abstract expressionist artist, who you may have seen at pop-ups all around our downtown area over the last few months. We are so excited because Dave is going to paint a piece of artwork right in front of our eyes this evening! He's going to kick things off now and then we'll check in to track his progress throughout the livestream. And the most exciting part is that this piece is part of our auction, so one lucky person will have the opportunity to add this piece to their collection! Hi, Dave, tell us a little bit about yourself and what you're planning for this evening.

4:28 Very cool! We can't wait to see the progress over the next few hours! Ok, now we are going to head back to the seating area and we're going to chat with Aaron Panton, President of Bank of Missouri, one of our presenting sponsors for this evening. Bank of Missouri is a long -time supporter of Old Town Cape and we're so grateful for that incredible partnership!

- 1) Tell us a little bit about yourself and your role with Bank of Missouri.
- 2) Thank you so much for your support of Revivify! We were so excited that you came on board as a Presenting sponsor! Bank of Missouri is such an incredible supporter of the community as a whole, and we are so proud that Bank of Missouri is one of Old Town Cape's biggest supporters! Bank of Missouri has a presence in downtown Cape. Tell us what downtown Cape means to you, perhaps separately, as an individual, but also speaking on behalf of the bank.
- 3) Why do you support Old Town Cape and what aspect of Old Town Cape's work is most impactful to you?
- 4) What really strikes me is how involved your employees are in the causes Bank of Missouri supports. That speaks volumes about the company culture! Tell us more about that.

Well, thank you so much for joining us this evening, Aaron. And thanks again for your incredible support!

4:32 Liz's Mission Moment video

4:36 Well, you just heard about why I'm passionate about downtown Cape. And now you're going to hear why Bob Cerchio is. Let's tune into his radio interview followed by some amazing videos that showcase an incredible gem in our downtown community, the River Campus. Bob Cerchio is Assistant Director of the Holland College of Arts & Media at Southeast Missouri State University.

4:42 River Campus video

4:45 Dance

4:46 Theater

4:47 Fundraising Update: The River Campus truly is incredible and we are so proud it is located in our downtown community!

We are so excited to share that we have already raised _____ towards our \$40,000 goal this evening! We just received a very generous donation of \$750 through the radiothon from Steve Hoffman and Margaret Waterman. Thank you so much, Steve and Margaret for your partnership in the continued revitalization of downtown Cape! To be within the first hour of our event and be more than halfway towards the goal is truly incredible! But we need your help to get us closer to that goal! Every dollar counts, so whether you want to give \$20 or \$200, please call into the radiothon at 573.200.8000. And remember, John Sinclair Nissan is matching dollar for dollar up to \$500, but only until 5 PM, so make your donation now! There are so many ways to donate to the organization through this fundraiser! Call in to the radiothon, bid on the silent auction items, or if you want to jump in the car and come out to the event, we have a wine pull, 50/50 raffle, and a gorgeous Louis Vuitton purse and diamond necklace we're raffling, but you do have to be present to participate!

4:50 It's now time to sit down with Sherry Jennings, owner of Mississippi Mutts, and Danny Essner, president of the Old Town Cape board.

- 1) Tell us a little bit about yourself and Mississippi Mutts.
- 2) Why did you choose to open your business in downtown Cape?
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?
- 5) Why do you think it's important for the community to support Old Town Cape?

4:56 As we're wrapping up the first hour of our livestream, I'd like to take you on a tour of the room! We want you to feel like you're part of the action! Let's go check out some of our silent auction items!

5:00 Well, it's 5:00, folks, which means we have wrapped up the first hour of our livestream already! We're going to kick off this hour with some musical entertainment by Lindsey & Landon. We'll then tune in for a radio interview with Tradd Hess, bartender at Top of the Marq and downtown resident. We'll take you on a spin around the room, and then Tradd is going to invite you to join him as he creates one of his favorite drinks! Later on this hour, we'll hear from Blake Lingle, Commercial Loan Officer with Bank of Missouri, and chair of our Economic Vitality committee as well as Dave Pfanstiel, a local artist who is painting a beautiful painting right in front of our eyes. We'll round out the hour with Katrina Amos, Airport Manager, and sponsor of the event! We'll have a few videos dropped in here and there to plug you in with the mission of Old Town Cape and we'll wrap up the hour with a chat with Old Town Cape board president, Danny Essner, and me.

I am so proud to recognize our amazing sponsors, without which, this event wouldn't be possible! To name a few, United Express operated by Skywest Airlines and the Bank of Missouri are our Presenting Sponsors. Our Technology sponsor, who has made it possible for you to bid on those silent auction items online, is Broadway Pharmacy. Thanks to all our fabulous sponsors! And I wanted to take a moment to recognize tonight's event co-chairs, Jerra Hutson, Lee Schlitt, and Emilie Buelow. We are so grateful for their wonderful support and generosity! I also am so excited to share that Tim Domian with Edward Jones, has pledged to match dollar for dollar, every gift called into the radiothon this hour up to \$500! So, now is the time to call in your donations to double your impact! Volunteers are standing by right now to take your donation! Just call 573.200.8000.

Well, with that, let's head on over to enjoy some live music. Sit back, relax, and enjoy music by Lindsey Grojean and Landon Schnurbusch.

5:07 Well, I don't know about you, but I thought that was amazing! We have some incredibly talented local musicians in our area! Make sure to check out Lindsey & Landon on their Facebook page, as...you guessed it, Lindsey & Landon. Now, let's make our way back to the radiothon area so we can catch Tradd Hess, bartender at Top of the Marq and downtown resident, share with us why he thinks downtown Cape is such a wonderful place to live, work, and play!

5:13 PM Very cool! We sure have some amazing downtown residents, don't we?! Now, let's take another walk through the silent auction area. (highlight various items)

5:18 PM Next on the agenda, we're going to kick back and relax as Tradd whips up his favorite drink he makes at Top of the Marq! It looks like he's all set up and ready to go! Let's listen in!

5:28 PM (after Experience Downtown video) Do we have an incredibly vibrant downtown or what?! It makes me so proud to see the streets I grew up on thriving as they are!

Well, I have some very exciting news to share! (show thermometer) We are now at \$_____ towards our \$40K goal! We just received a donation of \$300 from Doug and Denise Lincoln, who called into the radiothon. Doug and Denise, thank you for helping us make downtown Cape the best possible place to live, work, and play! Let's keep the donations coming in! Just call in to 573.200.8000. Volunteers are standing by to take your call! You can be a part of ensuring our downtown community remains vibrant for years to come!

5:30 PM And now, it's time to sit down with Blake Lingle, who is going to tell us a little bit about himself and why he's involved with Old Town Cape.

- 1) Tell us about yourself, your role with Bank of Missouri, and your role with Old Town Cape.
- 2) Why did you choose to get involved with Old Town Cape and what motivates you to continue volunteering your time with the organization in a leadership role?
- 3) What does downtown Cape mean to you?

4) What aspect of OTC's work is most impactful to you/are you most proud of?

5:36 PM Danny's Mission Moment video

5:38 PM Now, let's tune in for local artist, Dave Pfanstiel's radio interview

5:43 PM Dave is very talented and we're so lucky to have him here with us this evening!

Next, Danny Essner is going to sit down with Katrina Amos, who is the manager of the Cape Regional Airport, and United Express, operated by Skywest Airlines, which is a Presenting Sponsor of this event.

Danny: Well, first of all, thank you for your amazing ongoing support of Old Town Cape!

- 1) Tell us about yourself and your role with the airport.
- 2) The Airport/United Express has been a long-time supporter of Old Town Cape. Can you share with us why you value downtown Cape Girardeau and choose to further that support?
- 3) What does downtown Cape mean to you?
- 4) What aspect of OTC's work is most impactful to you?

Liz: What an incredible supporter and advocate for downtown Cape Girardeau! It's people like Katrina who make the work of Old Town Cape possible!

5:48 Now, let's go take a little stroll and check out some more silent auction items!

(showcase silent auction items)

5:53 Well, I'd love to sit down and chat a little bit with Old Town Cape's board chair, Danny Essner, as we're rounding out the 5:00 hour.

(Danny and Liz chat)

Possible topics:

-Progress of event

-Highlights so far

-Sponsors

-# of volunteers

-Why Danny got involved with OTC

-Why Danny remains involved with OTC

-Why Liz is passionate about OTC/downtown Cape

6:00 PM: Well, guys, it is 6 PM, and we're going to kick off this hour by checking in with Dave Pfanstiel. If you're just tuning in, Dave is a local artist, who has been doing pop-ups all around our downtown community over the last few months. You may have seen him painting at Bloom, outside Red Banner, in the lobby of Top of the Marq. You never know where he's going to pop up! Dave is doing a painting with us here tonight and he is very generously auctioning it in the virtual auction, so this very piece could one day be on the wall of your home if you're the winning bidder! Dave, tell us how the process is evolving with the piece.

6:05 PM Alright, so this hour, a few folks you're going to hear from are Rex Rust with Rust Communications, Jim Maurer, Chairman of Mayson Capital, Molly Mehner, Deputy City Manager, John Mehner, President & CEO of the Cape Chamber of Commerce, and Doc Cain, owner of Port Cape Girardeau.

I'm thrilled to recognize some of our sponsors for this evening, without whom, we wouldn't be here tonight. Our Presenting Sponsors are United Express operated by Skywest Airlines and Bank of Missouri. Our Premier Sponsors are Realty Executives Edge, Southeast HEALTH, and Shine Medical Aesthetics. I also wanted to recognize the wonderful committee and volunteers who helped with this event. It takes a village and we're so fortunate to have a wonderful one!

And I have some very exciting news to share! Commerce Bank has pledged to match dollar for dollar up to \$500 during the 6:00 hour! So pick up those phones and call into 573.200.8000 now to double the impact of your gift!

6:08 PM With that, let's dive right into 93.9 The River's interview with Rex Rust of Rust Communications.

6:14 PM Blue Suit video

6:17 PM Danny: I'm thrilled to sit down with long-time Old Town Cape supporter, Jim Maurer.

- 1) Tell us about yourself, your background, your company/businesses.
- 2) You and Teresa have been long-time, generous supporters of Old Town Cape. Why are you passionate about the work of Old Town Cape?
- 3) What does downtown Cape mean to you?
- 4) What aspect of OTC/s work is most impactful to you?

6:22 PM We are so grateful for folks like Jim Maurer! As you heard, Jim and his wife, Teresa, have been involved with Old Town Cape for many years and have been integral in the success and progress of the organization.

Well, I'm excited to report that we've raised _____ towards our goal of \$40K! Remember, Commerce Bank is matching up to \$500 donated during this hour, so make your donation now by calling 573.200.8000. At this point, I want to take a few minutes to break down some expenses that Old Town Cape is responsible for every year to showcase the impact of your support! We all love the

Christmas decorations downtown every year, but we probably don't often think about the cost of making that happen!

-Materials & labor for installing 58 Christmas banners on Broadway: \$1,015

-Annual labor to put up, take down, and store garland wraps on Broadway, Main, and Spanish: \$6,160

-Annual labor to put up, take down, and store garland wraps on Broadway: \$1,680

-Installation and takedown of 47 Main Street wreaths: \$2,467

-Fluffing and testing garland for Main and Spanish St: \$1,260

-Yearly storage, materials, install, and labor to put up and take down 30' Christmas tree: \$4,642

That's a total of \$17,224 on Christmas decorations alone! And think for a minute about how much joy and happiness those decorations bring to families in our region. Folks travel from all over Southeast Missouri to shop, dine, and visit downtown Cape during the holiday season. And think for a minute what our downtown community would look like at the holidays without the garland, wreaths, banners, and Christmas Tree.

You can be a part of ensuring our downtown community remains a destination for folks across our region every holiday season by making a gift today! Just call 573.200.8000!

6:26: Liz's mission moment video

6:30: Well, let's take another walk around the room and check out some of the amazing auction items. Ladies and gentlemen, our community was so generous in donating some really cool items! Can't thank our local businesses and individuals enough for contributing to the auction! And we're very grateful to our silent auction sponsors, Bartlett Landscape Group, Plaza Tire, and Bryan Greaser, Attorney at Law (highlight silent auction items)

6:34: And now, I'd like to introduce you to our wonderful phone bank volunteers! We have Rachel Massey, Kasey Lynch, and Randi Dirnberger, as well as Old Town Cape's Assistant Director, Sarah LaVenture, who are all standing by right now to take your donations at 573.200.8000. Thanks for your amazing help tonight, ladies! We are so grateful to Matt ____ with Azor for donating the phones tonight and setting up the phone lines. So generous!

6:37: At this point, we're going to head over to the hear Molly Mehner, Deputy City Manager, interview on 93.9 The River. We are so thrilled that River Radio has partnered with Old Town Cape on this radiothon. They are incredible community partners!!

6:42: And now we'll head back over to the interview area and Danny Essner is sitting down with John Mehner, President & CEO of the Cape Girardeau Area Chamber to hear about downtown Cape through his lens.

Danny:

- 1) Tell us about yourself.
- 2) Tell us about downtown Cape through the lens of the Chamber of Commerce.
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?

6:47: Well, I don't know about you, but I'm really curious to see the progress of Dave Pfanstiel, our local artist, who has been painting since we kicked off the livestream at 4! Let's head over and check in with Dave. As a reminder, Dave's piece is a silent auction item, so you can bid on it right now and it just may end up on your living room wall! Dave, give us an update. How's it coming along?

6:51: We're now going to head back to our interview area where Doc Cain, owner of Port Cape is going to sit down with us to chat.

- 1) Tell us a little bit about yourself and Port Cape.
- 2) Why did you choose to open your restaurant in downtown Cape and what do you like most about having your restaurant downtown?
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?

6:56: Doc has been a valued member of the Old Town Cape board for many years and has done so much for our downtown community!

Now, Danny Essner, president of the Old Town Cape board, is going to join me for a chat.

(Danny and Liz chat)

Possible topics:

- Progress of event
- Highlights so far
- Sponsors
- # of volunteers
- Why Danny got involved with OTC
- Why Danny remains involved with OTC
- Why Liz is passionate about OTC/downtown Cape

7:00 PM: Now, we are going to sit down with Jocelyn Anderson, owner of Bloom, in downtown Cape, to chat.

Liz:

- 1) Tell us a little bit about yourself and Bloom.
- 2) Why did you choose to open your shop in downtown Cape?
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?

7:05 PM: Well, this hour, you're going to be hearing from Micheal Curry, owner of Fingerprint Urban Dance Studio and then some of the kids from the studio are going to do a special performance for us! You'll also have the opportunity to hear live music from Logan Chapman, Lee Schlitt, owner of Broadway Pharmacy, and co-chair of this event, Sue Nesler, owner of Yoga East, and we'll round out the hour with Chris & Randi Dirnberger, owners of Katy O'Ferrell's.

I'm proud to acknowledge our Presenting Sponsors of Revivify, United Express operated by Skywest Airlines and the Bank of Missouri. Our Technology Sponsor, making it possible for you to bid online in the Charles L. Hutson Virtual Auction, is Broadway Pharmacy. We're also so proud to partner with MediaLeaf to bring this livestream to life for all of you! And I'm very excited to share that Montgomery Bank is matching gifts dollar for dollar up to \$500 during the 7:00 hour! So, call 573.200.8000 now so the impact of your gift can be doubled! Big thanks to Montgomery Bank!

7:09: At this point, let's tune into Micheal Curry's radio interview on 93.9 The River.

7:14 I have an exciting surprise for you now! Hutson's Big Sandy Furniture is donating \$2,500! We are so thrilled with this incredible support and have a giant check that Dave Hutson and Ben Chase are going to present to us right here with you watching! The Charles L. Hutson Auction has been a part of Old Town Cape's history since its founding in 1999. We are so incredibly grateful for the wonderful support of the Hutson's family over the years! Thank you for your ongoing, generous support and partnership in making downtown Cape the best it can be!

7:19 PM: Now, we're going to head out to the lobby to hear Logan Chapman! Let's go!

7:23 PM: We're going to head back over to the demo area now to catch Fingerprint Urban Dance Studio's performance!

7:31 PM: How fun was that?! There is some amazing talent in our downtown community! Thanks to Micheal Curry and his amazingly talented dancers for entertaining us this evening! We were so excited to host this event to showcase, not only the mission of Old Town Cape, but also to highlight the vibrant art scene in our downtown community. From dancers like we just saw to artists like Dave Pfanstiel to musicians like Logan Chapman to the multitude of various forms of art the River Campus brings to downtown Cape, and much more, we have an incredible culture and I, for one, am very proud of all our downtown community has to offer! Speaking of that, many people are aware that Old Town Cape

facilitates Tunes at Twilight, but I wanted to take a few minutes to break down some costs associated with the event, so you can understand the impact of your support!

- Your gift of \$250 covers the cost of the portapotty for the series
- Your gift of \$500 is equivalent to the cost of 1 Musician for Tunes
- Your gift of \$900 covers the cost of the printing for Tunes for the season
- Your gift of \$2,700 covers sound and Tech

We've raised \$_____ towards our goal of \$40,000. If you want to help support the work of OTC, call in now to 573.200.8000!

Now, Old Town Cape's board president is going to sit down with Lee Schlitt, owner of Broadway Pharmacy, downtown resident and landlord, and OTC Board Member.

Danny:

- 1) Tell us a little bit about yourself and your businesses.
- 2) You have the lens of a downtown business owner, resident, landlord, downtown Community Improvement District chair and Old Town Cape board member. Through those lenses, I'd like you to speak to the following 2 questions.
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?
- 5) Why do you think it's important for the community to support the work of Old Town Cape?

7:38 PM: Now let's turn our attention to Sue Nesler, owner of Yoga East, interview with 93.9 The River.

7:43: Market Video

7:44: I'm here with Chris and Randi Dirnberger, owners of Katy O'Ferrell's.

Hi guys, thanks for joining us this evening!

- 1) Tell us a little bit about yourself and Katy O'Ferrell's.
- 2) You have the lens of a downtown business owner, residents raising a family downtown, and Old Town Cape board member. Through those lenses, I'd like you to speak to the following 3 questions.
- 3) What does downtown Cape mean to you?
- 4) What aspect of Old Town Cape's work is most impactful to you?
- 5) Why do you think it's important for the community to support the work of Old Town Cape?

7:51 : Now let's head on back over to check in with Dave Pfanstiel. In case you're just tuning in, Dave is a local artist who has been doing a painting throughout the livestream, which is part of the virtual auction, so you can bid on it right now in the Auctria app! How's it going, Dave?

7:56: It's very cool to see Dave's progress with this piece! Maybe it will end up in your house!

Well, we're reaching the end of the hour, and Danny Essner, OTC Board President, is waiting for us over in the seating area for our end of hour chat.

(Liz and Danny chat)

- Progress of event
- Highlights so far
- Sponsors
- # of volunteers
- Why Danny got involved with OTC
- Why Danny remains involved with OTC
- Why Liz is passionate about OTC/downtown Cape

8:00 PM: Ladies and gentlemen, we've reached the final hour of Revivify! As we're winding down this event, we're going to wind down with Sue Nesler, owner of Yoga East. So grab your yoga mats, relax, and enjoy yoga!

8:07: Well, I don't know about you, but I'm thoroughly relaxed now! That was wonderful! I want to take the opportunity to acknowledge our amazing sponsors one last time! We're so grateful to our Presenting Sponsors, Bank of Missouri and United Express operated by Skywest Airways. Our Technology Sponsor, Broadway Pharmacy, and our Premier Event Sponsors, Realty Executives Edge, Southeast HEALTH, and Shine Medical Aesthetics. We're also so grateful to our wonderful media partner, KFVS, for pushing Revivify out to the community. I'm also excited to share that Southern Bank has pledged to match your donations from now until the end of the event at 9 PM up to \$500! So, pick up your phones and take advantage of this final chance to double the impact of your gift. 573.200.8000. Our wonderful phone bank volunteers are standing by! I also want to thank Old Town Cape's amazing board of directors for their dedication to our mission of making downtown Cape the best possible place to live, work, and play. And I want to thank my incredible team, Sarah LaVenture, Assistant Director, and Jordyn Ruble, Marketing & Communications Coordinator, who have worked extremely long hours over the past few months to bring this event to fruition!

8:09 : And now, we're going to listen in as Kanaan Rhodes, owner of The Room Hair Salon interviews with 93.9 The River.

8:14: With that, let's take another stroll around the room. You still have time to bid on the amazing items, generously donated by members of our local community, so let's check out a few more!

8:19: Let's head out to the lobby now and listen in to some more live music with Logan Chapman!

8:23: Kanaan, who we heard from a few minutes ago, is now going to do a demo for us back in the room. Take it away, Kanaan!

8:30: Danny's video

8:33: Well, ladies and gentlemen, we have less than 30 minutes left! We've raised \$_____ towards our goal of \$40K and we just got a call from Ray's Conoco. They are donating \$500 to the campaign! This is

an incredible gift here at the end of the night. They asked that we share a few words when announcing the donation:

Although Ray's Conoco closed in 1984, its memory lives on in the minds of those who lived in Kelso in the sixties and seventies. Ray's was not only the one stop shop for everything from gas to tires to lube jobs, it was also the local hangout for Pepsi drinkers, where stories were shared every evening around the soda cooler. This evening we are encouraging any former patrons of Ray's Conoco to contribute to today's radiothon. We know it would mean a lot to Ray, who currently lives at the Chateau and is still going strong at the ripe old age of 98.

Well, you heard it from the family, guys. If you have fond memories of Ray's Conoco, you have been challenged and you have about 20 minutes left to call in and make a donation to honor those memories!

8:37: 20 Year video

8:39 Liz on the radio

8:44 Well, we are now going to visit with Dave one last time and give him the opportunity to talk in detail about the piece, his mindset, the process, and more. Take it away, Dave!

8:51 And here's the moment you've all been waiting for, the drawings for the 50/50 raffle, the Louis Vuitton purse, and the diamond necklace!

(Danny to pull winners)

8:53: In the last few minutes here, we're going to do a quick overview of the silent auction items. You'll have until 11:59 PM on Friday night to bid, at which time the auction will close and the highest bidder's registered card will be charged. You can then pick up your items next week at the Old Town Cape office.

8:57: Danny:

We want to thank all our sponsors one last time, especially our Presenting Sponsors, Bank of Missouri and United Express by Skywest Airlines. We also want to thank each of you for tuning in this evening, bidding on the items, and learning more about the continued revitalization of downtown Cape Girardeau. Our work wouldn't be possible without the generous support of the community. Thanks again for tuning in and good night!

Liz:

Good night, thanks so much, everyone!

From: lizhaynes@oldtowncape.org <lizhaynes@oldtowncape.org>

Sent: Thursday, November 19, 2020 1:47 PM

To: STUART Sheri * OPRD <Sheri.Stuart@oregon.gov>

Subject: RE: A huge thank you!

Hi Sheri,

Thanks for asking me to participate. I really enjoyed it and am happy to help any time! I also took away some golden nuggets as well. I've attached some materials from Revivify. And folks can check out the entire livestream on Old Town Cape's YouTube channel at youtu.be/L_ROjtVlg7Q.

Please feel free to share far and wide.

Thanks,

Liz



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