



Columbus Square Herald

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SPOTLIGHT ADS

Boost your business with a free spotlight ad from Hadler



Columbus Square continues to achieve new milestones and goals

George Hadler,
President, The Hadler Companies

Merry Christmas and Happy Holidays to all!

No doubt you've noticed the holiday banners and wreaths have been hung. It's just one way we're trying to make the center more attractive and festive during this peak selling period.

As we approach the closing of the year, we're delighted with the progress at Columbus Square. Together, we have achieved several goals to help promote the Northland Area, including sponsoring the Northland Area Business Association annual golf outing, making a donation to cut the grass along State Route 161, and making a donation to support the second phase of the Route 161 Special Improvement District.

In addition, I continue to represent Columbus Square as a board member of Northland Alliance, one of the neighborhood's key groups involved in revitalization efforts.

This year we have much to be thankful for. I want to begin by thanking each of you, our valued merchants for making Columbus

Square what it is today. We have a broad mix of retail goods and services in the heart of a highly populated area, and we are approximately 85 percent occupied. That's an exceptional achievement considering the state of the economy and the large number of new and older centers we have to compete with.

We also have some especially good news to share for 2009! Although we haven't formally announced it, we have leased the former Sears Hardware building. This is a considerable accomplishment, as this tenant is part of a well-established chain that decided Columbus was a ripe market to expand into. They were represented by a local real estate broker who helped them evaluate some 40 to 50 vacant big box stores, and after a thorough evaluation, they selected Columbus Square as the location with the best sales and profit potential!

This is a huge step forward for Columbus Square, and a great use for this building. Among the reasons this tenant chose Columbus Square are the improvements, new

life, and energy the Hadler team has implemented at the center in recent years.

The Hadler Company's construction arm, TransAmerica, has been awarded the remodeling contract. The planned use of this building parallels our goals to attract a steady stream of repeat shoppers to the center, and the additional traffic should help everyone. Once again, the Hadler leasing team did an excellent job in making sure we closed the deal.

Let me close with this thought, sometimes you have to dig deeper and reinvest in your business without knowing if and when you'll see a return on your investment. If you establish solid goals, then carefully plan your actions toward achieving them, you are more likely to get the results you seek. The more you try to improve your store, your customer service, and advertise to the public, the more likely you will be to thrive. Often there is an element of blind faith, but if you do the right things for the right reasons, you stand a strong chance of earning the right results.

One of the biggest mistakes you can make is to let your business become old and tired. Today, the formula for success is ever changing, and shoppers vote with their wallets. Are you equal to or better than your competitors? Do you make an effort to know what your competitors are doing? If not, make this your year's resolution. That's what we have done, and it's working.

Here's hoping the holiday season is good to you and yours, and warmest wishes for a prosperous, healthy, and happy new year from the Hadler team.

Reminders to help you keep things running smoothly

Heating:

We have had numerous calls about heating problems already this year. We continue to advise everyone to have your heating system checked out by a reputable *commercial* heating contractor before the really cold weather arrives.

Proper adjustments and a filter change can really help improve the operation of your unit and save you money on energy.

Snow & ice:

It is each tenant's responsibility to remove the snow or ice from the sidewalks of their stores.

Signs:

Your exterior sign is your silent salesman. It tells your customers about your business. Signs are important both *day and night*.

It is the tenant's responsibility to keep their exterior signs in good working order and turned on at night. Do not miss an opportunity for a customer to see your business.



Holiday banners decorate the light poles at Columbus Square.

If you need some help with your sign controls, feel free to call Property Management at 614-457-6650 and we will assist you.

Area shredding day and food drive was a big success

Northland Shredding Day sponsors thank everyone who came out to Columbus Square on December 6 to participate in the community shredding day and food drive event.

Despite the inclement weather, with your help, sponsors collected approximately **5000 pounds** of shredded documents, keeping them out of the hands of identity thieves. In addition, participants donated **675 pounds** of non-perishable food items. By the Mid-Ohio Foodbank's measure, that's 675 meals for hungry Ohioans! Thank you all!

Weekly spotlight ads mean free advertising for you!

Don't Forget to take advantage of a great **free advertising** offer from The Hadler Companies. Columbus Square Spotlight Ads are now running weekly in the Suburban News and ThisWeek covering the Northland communities. Don't miss out on this great opportunity to have your business featured in a free ad! Call David McKean at 614-457-6650 for information.

The official contractor for Columbus Square



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