



The Columbus Square Herald

Volume 8

www.mycolumbussquare.com

August 2008

Columbus Square Herald Gets a new look!

Improvements for the center include an upgrade to your merchant newsletter.

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From George Hadler, President, The Hadler Companies

Center improvements get high praise

Columbus Square continues to gain ground as Northland's most community-minded shopping center. Aside from our strong association with The Northland Community Council, NCC; The Northland Business Association, NABA; and other area groups, we are pursuing opportunities to reach out to each individual Northland-area shopper.

The farmers' market is our first community-oriented event and I am delighted to report it is hugely successful, attracting many new and repeat shoppers to Columbus Square. The Pearl Alley Grower's Association operates four other farmers' markets; Nationwide Insurance, Bexley, Grandview, and Upper Arlington; affluent neighborhoods, but Columbus Square has out performed Upper Arlington each week since opening! That speaks volumes for the sales potential in the Northland area.

Market Director Marcy Musson recently e-mailed us reporting, "There is only one thing to say after last Tuesday's Grand Opening, and that is WOW! What a sight to behold. I believe Tuesday was the largest opening we have ever had!"

The opening ceremony included Columbus Mayor Mike Coleman's presentation and participation in the ribbon cutting ceremony. Hadler representatives, including myself, have attended each Columbus Square market. We each have received praise not only regarding the market, but also for all of the improvements and re-investment we have made at Columbus Square and the positive impact it has had in the Northland community.

It's clear we are achieving our goals to change and improve the public's image of Columbus Square. That has been among our highest goals, and I can share with pride the Hadler team has performed brilliantly.



I recently spoke with Fran Ryan, a long-term Northland area resident and former Columbus City Council member. She expressed her appreciation for our improvements at the center and in the neighborhood. She said she had quit shopping at the center in recent years following the loss of some larger tenants and the center's declining appeal. Today, she is shopping there again, saying the center's beautiful landscaping and improved night time lighting make all the difference in the world!

One tenant said the farmers' market is attracting some affluent customers lost over the years. Our on-site maintenance supervisor says individual shoppers frequently seek him out to tell him how much they appreciate his efforts, and how vastly improved the center has become in all respects.

All of this speaks well for our goals to revitalize the center, but the rest is up to you. Please do your best to keep your stores clean and modernized, and ask your employees to go out of their way to talk with your customers. Let them know that the Columbus Square Farmer's Market has been hugely successful, and receives compliments like the ones I have shared here.

I encourage each of you to become acquainted with the goods and services.

All of this affirms our goals to revitalize the center, but the rest is up to you. Please do your best to keep your stores clean and modern, and ask your employees to go out of their way to talk with customers. Let them know the Columbus Square Farmers' Market has been hugely successful, and receives compliments like the ones I have shared here.

Become acquainted with the goods and services offered by every Columbus Square merchant. **If your store doesn't have what a customer needs, please refer them to another center merchant.** If possible, call that merchant while the customer is there to inquire if the other store has what the customer wants.

Little differences like this help attract repeat shoppers, and it's a tremendous way to build customer loyalty. It costs nothing, and makes a huge difference!

We are enclosing a list of current center merchants. We hope you will place it near your customer service counters for reference. Please also remind customers a merchant list is available at www.mycolumbusquare.com. Merchants are grouped by category so shoppers can call first or pre-plan shopping trips.

Lastly, I want to report this year's paving projects have been completed. The main traffic lane from Cleveland Ave. to Forest Hills Blvd. has been resurfaced along with the large areas surrounding Kroger on the center's east side. We're also painting the back walls of buildings along the major service corridor behind the center, one of the last major painting projects remaining.

Thank you all for your continued efforts to help us achieve our many goals for the center. It is extremely gratifying for all of us at The Hadler Companies to watch this come together so successfully, and we appreciate your continued support.

An old college professor of mine once told us, "Some people **watch** what happens. Some people **make** things happen, and some people say **"What happened?"** As always, the truth is in the middle. At Hadler, we're committed to **making** things happen at every turn! We invite you to do the same.

New store to open at Columbus Square by September 1
Columbus Square Shopping Center welcomes **Proverbs 31:29** to 5769 Emporium Square. Stop in and check out this boutique selling jewelry, handbags, belts, and other accessories. Proverbs plans to open on or before September 1, 2008.

Northland area businesses meet to continue safety efforts
The Northland Area Business Watch, NABW, will hold its



Photo courtesy Dave Paul, Northland Community Council

monthly meeting Thursday, Aug. 21, at 6 p.m. in the Knights Room at Columbus Square Bowling Palace. Plan to attend and get involved in ongoing efforts to report and prevent crime in Northland business districts. Visit www.naba161taskforce.org/bizwatch/ to learn more about NABW and its online forum. Call 614-578-9787 for information.

Meet your local Candidates at two Northland area forums

The Franklin County Consortium for Good Government, a Central Ohio coalition of religious groups and non-partisan organizations is hosting two "Meet the Candidates" Forums at the Haimel Center of Ascension Lutheran Church, 1421 Morse Road (near Karl Road) on Monday, Oct. 6.

A morning and evening session are open to the public to meet and question public office candidates. Proponents and opponents of issues may also be invited to the forums depending on decisions by the governing board of the Consortium.

Races and issues include U.S. congressional and Ohio house district candidates, several county offices, the Columbus Capital Bond Issue, and the Columbus City Schools Levy.

For a session schedule, including candidates and times, call (614) 837-1089 or visit www.franklincountyconsortium.com.

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The Columbus Square Herald is a periodic publication of The Hadler Companies, 2000 West Henderson Road, Suite 500, Columbus, Ohio 43220. Questions or comments regarding this issue can be e-mailed to: David McKean, advertising director at dmckean@hadlercompanies.com, or by contacting The Hadler Companies at (614) 457-6650. For more information, visit our Web site at www.hadlercompanies.com.