



# Columbus Square Herald

www.MyColumbusSquare.com

December 2011

## HAPPY HOLIDAYS

I want to begin by thanking each of you, our valued merchants for making Columbus Square what it is today. Considering the state of the economy and the large number of new and older centers we have to compete with, we have so much to be thankful for this year. We have a broad mix of retail goods and services in the heart of a highly populated area, and we continue to pursue new tenants aggressively to fill the vacancies that exist.

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. I hope each store owner will do their part to help celebrate the diversity of all our tenants at Columbus Square.

To be successful, you sometimes 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 and 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 New Year's resolution. That's what we have done, and it's working.

Whether you celebrate Christmas, Chanukkah, Dhu al-Hijjah, Diwali, Kwanzaa, Sadeh, or any of the many other winter festivals, I want to wish **Happy Holidays and a prosperous, healthy, and Happy New Year from the Hadler team to all!**

**George Hadler,**  
CEO, The Hadler Companies

## HERE IS AN OPPORTUNITY TO PROMOTE YOUR STORE AND GOOD RELATIONSHIPS BETWEEN COLUMBUS INTERNATIONAL HIGH SCHOOL & THE NORTHLAND COMMUNITY

Columbus Square Shopping Center merchants have a great opportunity to promote your businesses and build community relations by partnering with Columbus International High School, located in the former Clinton Middle School on Karl Road.

Thanks to a Greater Columbus Arts Council Franklin County Neighborhood Arts grant, Columbus International High School has an after-school art program that runs through January.

A press release from the school said the project is an

effort to "promote good relationships between Columbus International High School and the Northland community in which we are located."

Local businesses are asked to display one to five pieces of art created by Columbus International High School students.

The school will provide framed pieces and short descriptions about them, the artist and Columbus International High School.

Business owners interested in hosting the art pieces can email [amanda.comstock@yahoo.com](mailto:amanda.comstock@yahoo.com).

# Columbus International High School

# Property Management News

## COLUMBUS SQUARE SNOW REMOVAL

Two different companies will be used to plow the snow and salt the lot again this winter at Columbus Square Shopping Center. The center is divided into two parcels and each company will do one of the parcels (half the center). The on-site maintenance men will fill in where needed as always. This change allows the snow and ice to get plowed and salted faster, as more snow plows are on site sooner after each snowfall.



ALL snow removal contractors for Hadler Real Estate Management locations are to adhere to the following directions: **The contractor must always be vigilant and listen to various local weather forecasts and be prepared to mobilize to get the work done.**

### If it snows between midnight and 5 AM:

- 1" or more - The drive lanes and entrances are all plowed salted before the stores open.
- Special attention is to be given to the parking field in front of:
  - 24 Hour supermarkets;
  - Stores that open very early;
  - Other stores with shopping carts;
  - Handicap parking spaces;
  - Delivery areas at the rear of Shopping Center should also be plowed and salted, but last.

### If it snows during the daytime hours:

- The contractor plows the drive lanes and entrances, then salts. This may be the best that can be done during the day;
- The contractor returns at night to plow and salt the entire center.

### During daytime icy conditions:

- The contractor salts the drive lanes and entrances.

As another reminder, ice and snow removal on the sidewalks in front of your store and your rear doors is the individual responsibility of each tenant.

## THE HEATING SEASON IS NOW HERE

Every tenant should have your own heating system checked by a licensed and reputable HVAC service company. Proper service of your equipment will save energy and extend the life of the equipment. The filters in your units need to be changed frequently to assure proper operation.

## DUMPSTERS

The trash must be in the dumpster for your hauler to make the pick ups. If you have a problem with overflowing trash dumpsters, perhaps you need to add some pick-ups to solve the problem. Trash on the ground is unsightly, unsanitary and can cause serious vermin problems.

## COMFORT DENTAL

The construction and remodel work for the new dental office is under way. The contractors have their scaffolds up around the building to make repairs to building exterior.

## SIGNS

Have you noticed that all of the shopping center's road signs have been reworked?

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

It is your responsibility to keep your exterior signs in good working order and turned on at night. Do not miss an opportunity for a customer to see your business – turn your signs on so they can find you.

If you need some help with your sign controls, feel free to call Property Management @ 614-457-6650 and they will try to help you.

## DID YOU KNOW?

American Electric Power is offering big rebates to commercial customers to retrofit their lighting? The reason is that AEP wants to reduce the amount of electricity used and this is an easy way for them to do it. These rebates can be substantial, and you can save a lot of money immediately on your electric bill. If you want more info, or the name of who to talk to, call the Property Managers and they will help you (614-457-6650)

The Bowling Palace just completed retrofitting their entire buildings lights. Stop over and take a look.

## REMINDER

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 the operation of your unit and save you money on energy.

## Tenant Anniversaries

Columbus Square congratulates our tenants with business anniversaries in December:

- Royal Touch Barber & Beauty - since 2007

Columbus Square is owned and managed by:



The official contractor for Columbus Square:

