



# The Columbus Square Herald

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## Windstorm damage prompts quick response at Columbus Square

**George Hadler,**  
President, **The Hadler Companies**

Hurricane Ike has left us with memories, not to mention some clean up to do. With wind surges up to 78 miles per hour, we're fortunate Columbus Square didn't experience more damage. We lost some signage and experienced some canopy and minor structural damage. Additionally, a parking lot pole light and about 24 of the colorful canvas banners attached to the poles were damaged. We're already making arrangements to replace them as soon as possible.

Worse yet, we experienced a power outage that shut down the center for nearly four days. We are inspecting the various buildings and roofs to see if other damage occurred incurred. To report damage, please contact property management at 614-457-6650.

This was a storm unlike we've seen before. You may want to check with your insurance agency to determine if you have business interruption coverage that may entitle you to compensation if your sales suffered during the outage, or you experienced product loss such as perishable food. If you don't have business interruption coverage, we suggest contacting your agent for a price quote. There will be future storms, so it's always a good idea to add it to your policy.

In case you're wondering about the recent snafu we experienced in updating our pylon sign, let me share the facts here. We have been working on a plan to add several panels to our pylon signs to allow for the Kroger oval logo – plus extra panels for their pharmacy, and future fuel station we're hoping to attract to Columbus Square. Somehow the working drawings prepared for discussion purposes were sent to production, and well, the sign went up, but shouldn't have.

The fuel station panel has been removed until we obtain a firm commitment from Kroger to proceed to build it.

Speaking of Kroger, we would appreciate it if you could make the Columbus Square Kroger your regular grocery shopping destination. It makes sense since you're right there in the center everyday. It is a large Kroger offering a pleasant shopping experience with wide aisles and plenty of parking. Encourage your employees to shop there, as well. What's good for Kroger is good for Columbus Square, and that's good for you. With more than 60 tenants, and even more employees shopping Kroger and doing anything we can to help them build sales, may help us in our efforts to secure a fuel station at Columbus Square.

Feel free to introduce yourselves to Kroger employees as being another tenant in the center, and ask the clerks to shop at your store as well; maybe even offer them savings coupons if they do. And don't forget, waiting in line also is an opportunity to make small talk with other customers, and presents another way to promote your business.

We appreciate everyone's support of the farmers' market that continues to exceed expectations! Also, we distributed a merchant directory as a convenient resource. Please use it to direct customers to our other many fine merchants if you don't have the service, merchandise, or schedule the customer needs. Please keep it by your cash registers and make sure your employees make the extra effort to see if someone else at Columbus Square can make the sale if you can't. This pleasant cooperation sends customers the message that all of our merchants really care about them. If everybody does this more often, all of our tenants will profit eventually. If you need an extra copy of the merchant directory, just call our office at 614-457-6650 and we'll be happy to mail one to you.

Despite current economic challenges, Columbus Square is still 80 percent leased, and we hope to announce another major lease soon. We're faring much better than many older centers because we are reinvesting more, working harder, and thinking outside of the box at every opportunity. We invite you to mirror our efforts with your own store. If you want to thrive in today's market, you have to be better than your competitors. At The Hadler Companies, we live and breathe this and our team is performing better than ever before. If you adopt the same winning approach, you'll likely see the same positive results, so dare to dream as we have and if you do the right things for the right reasons, you'll watch your business grow as well.

Remember, every customer has a choice of where to shop, so let's do what we can to keep them shopping at Columbus Square, then thank them kindly for supporting the center. The more customers we have, the easier it is to lease our vacancies and attract new tenants that also will provide a new source of customers for everybody.

## Vacancies continue to be filled at Columbus Square

The Hadler Companies are excited to announce **the former Sears Hardware Building at 5725 Forest Hills Blvd. has been leased.** Information will be made available as is appropriate.

The Hadler Companies leasing team continues to work hard to promote the center both through community involvement and through investments in the center. These types of activities attract new tenants which will benefit all Columbus Square merchants by increasing shoppers and visitors to the center.



## NABA holds mystery dinner theater fund raiser

The Northland Area Business Association presents "Murder at Bedside Manor" -- a mystery dinner theatre fund raiser. Join your fellow NABA members and friends Friday evening, Oct. 24, at Cloak and Dagger Dinner Theatre, 1048 Morse Road, for a "bloody good time." Proceeds will help to fund ongoing NABA activities and operations on your behalf. Watch for your invitation with complete details coming soon to your U.S. mailbox. Call NABA Trustee Roseann Hicks at 614-267-1968 for additional information.

## Don't forget to visit [mycolumbusquare.com](http://mycolumbusquare.com)

[mycolumbusquare.com](http://mycolumbusquare.com) is a useful tool for tenants and customers of Columbus Square offering an up-to-date store directory, leasing information, and storeroom availability. Check out **In The News** for upcoming store openings and mall activities, and new and archived editions of the Columbus Square newsletter. The **Related Links** page, takes you to other Hadler-owned sites, Northland Area Business Association, and a place to e-mail questions on leasing availability at Columbus Square.

## Weekly spotlight ads for Columbus Square merchants

Don't forget to take advantage of a great **free advertising** opportunity offered by The Hadler Companies. Columbus Square Spotlight Ads are now running weekly in the Suburban News and ThisWeek publications covering 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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Columbus Square is owned and managed by:



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