

# Discover Downtown

## Americus Georgia

### What's New ?

#### Anita's Bakery

131-B Cotton Ave  
(adjacent to Danfair Fleet Service)



Ana Brito, owner of Anita's Bakery opened for business on January 20th. Anita's bakery offers cupcakes, all varieties of cookies, cakes, specialty cakes, donuts, croissants shells. For more information call Ana at 706-264-8581 or stop by and visit and enjoy a free cup of coffee with a Pastry Purchase. Welcome to Downtown Americus!!

### Downtown Americus—26 Years of Main Street



Pictured above are Angie Singletary, Main Street Manager for the City of Americus along with Commissioner Mike Beatty and Americus DDA Board Chairman, Mark Minick.

The Georgia Department of Community Affairs presented a certificate to the City of Americus in recognition of 26 years in the Georgia Main Street Program. On Monday, January 25th, the Georgia Main Street Program hosted a luncheon in downtown Atlanta to celebrate the 30th Anniversary of the program. Sponsored by Georgia Power, the event was attended by over 150 guests and valued partners from Main Street and Better Home town cities from across the state, the Georgia Downtown Association, Georgia Department of Economic Development and the Georgia Municipal Association/Georgia Cities Foundation. Commis-

sioner Mike

Beatty ensured communities that Georgia's economy would turn around and Stated that he believes that Main Street and Better Hometown cities would be a key element in establishing job crea

### Customer Relationships Are Key to Your Marketing Strategy

- \* Repeat customers spend 33% more than new customers.
- \* Referrals among repeat customers are 107% greater than non-customers.
- \* It costs six times more to sell something to a prospect than to sell that same thing to a customer.

#### Ten questions every business needs to ask itself!

1. Do we have regular on-going training in customer care skills?
2. Do we have a clear vision of what we want the customer experience to look like?
3. Do we talk about how to delight our customers at our staff meetings?
4. Is our company culture -- customer-focused?
5. Do we know what our customers' expectations are?
6. Do we have a strategy for keeping more of our customers?
7. Do we have a set of customer care standards?
8. Do we measure our performance against those standards?
9. Do we know why we lose customers?
10. Do we have a "recovery strategy" for dealing with customer problems?

### Streetscape in Progress

Watch your step... as sidewalks in certain areas of downtown are under construction. Beginning on the corner of Lee and Lamar Streets and circling the entire block, sidewalks in need of repair are being replaced. This project should be completed by the end of February.

# Downtown Development Authority



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*Think Local... Buy Local...  
Be Local !*

Join Our  
Downtown Americus  
Facebook Fan Page  
Today!

## What's Happening DOWNTOWN !

### The Rylander Theatre

*"The Finest Playhouse South of Atlanta"*

**Friday, February 12th — 7 pm**

**NPHC Greek Step Show—Rylander Theatre**  
Tickets are \$10 in advance, \$15 at the Door  
Prepare to witness a high-energy performance from the  
GSW HPHC Greeks.

**Thursday, February 18th — 6:30 pm**

**Americus-Sumter Chamber of Commerce  
90th Annual Meeting—Rylander Theatre**  
Leadership Lessons and Laughter Featuring Derek Sills  
For more information, contact the Americus-Sumter County  
Chamber of Commerce at 924-2646.

**Saturday, March 13th — 10 am—6 pm**

**Family First Conference—Rylander Theatre**  
Tickets are \$15

For more information please contact Chase Ostrander at 938-3100.

**Thursday, March 25th—Sunday, March 28th**  
**Sumter Players present South Pacific—Rylander Theatre**

Tickets are \$15 Adults—\$10 Students, Senior Citizens

### The Windsor Hotel

**Saturday, February 13th**  
**Valentine's Day at the Windsor**

Dinner for Two  
Or  
The Romantic Getaway  
For more info call Brian at 924-1555  
ext 136

**Friday, February 26th & Sat-  
urday, February 27th**  
**Murder Mystery Dinner**

**6 pm—Cocktail Hour**  
**7 pm— Dinner**  
For more info call Brian at 924-1555  
ext 136

**Saturday, March 20th—2—  
4 pm**

**Disney Princesses—Windsor Ho-  
tel**

For more info call the Middle Flint  
Chapter of the  
American Red Cross at 924-2026.

**SAM**  
Shortline  
Excursion  
Train



The train is  
gearing up  
for the 2010 Season  
and headed our  
way!

#### Train Dates

**Saturday, Feb 20th**  
**Saturday, Feb 27th**  
**Friday, Mar 5th**  
**Saturday, Mar 6th**  
**Friday, Mar 12th**  
**Saturday, Mar 13th**  
**Friday, Mar 19th**  
**Saturday Mar 20th**