

# The Road to Success

*Tried-and-true tips for businesses in work zones*

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## Communication

**A coordinated communication effort is important to share information quickly, efficiently and accurately.**

- Create a coordinated communications plan with a group of businesses.
- Create or identify an existing social media page or email list for businesses, residents and customers to share information about changes to the project timeline, road closures, access information and promotional activities
- Design maps or other visual materials to illustrate alternative access routes.
- Develop “open for business” ads for use on paid or social media platforms.
- Create a fact sheet about the project that highlights the benefits to the area to help your customers understand the purpose behind the inconvenience.
- Increase communication on existing social media and email communications to ensure your visitors understand access and/or parking change information to plan ahead.
- Add information to your website about the project and any alternate route guidance.
- Work with area hotels, resorts and visitors’ centers to share information about business access changes, construction maps, and other “open for business” promotions for out-of-town visitors.
- Coordinate transportation services to and from your business district from area resorts and hotels during special events or holiday weekends.
- Pool resources with neighboring businesses.

## Promotions

**Creating special “under construction” promotions can encourage your existing customers to visit and attract a new customer base during construction. Coordinating with neighboring businesses can save money and improve success.**

- Design a logo and/or create a tagline to use in your “open for business” materials and promotions.
- Hold events prior to construction to draw attention to the area.
- Sell hard-hat lunches to go and offer construction worker specials.
- Start a delivery service (or offer free delivery) during construction – pool resources with other businesses.
- Create or use an existing mascot to bring more energy to special events.
- Develop a single- or multi-day scavenger hunt to encourage patrons to visit multiple businesses while they’re in the area.
- Incentivize customers to visit the area with giveaways, special sales or discounts.
- Plan groundbreaking (before construction) and/or ribbon cutting (after construction) activities and promotions.
- Hold promotions throughout construction and focus on positive progress to keep business and customer morale up.

## Business Activities

**Adjusting your business plan to prepare for estimated changes during this time can save you time, money and stress.**

- Work with your suppliers to arrange alternative delivery times or locations as necessary.
- Determine if there are necessary projects (parking lot resurfacing, building remodeling, etc.) that you plan to take on as an individual business owner that could coincide with construction to take advantage of a potential slow-down.
- Seek out partnerships or grant funding to provide support and discuss if/how resources will be pooled among neighboring businesses.
- Partner with a local small business development center or other small business assistance organizations to seek out business consulting sessions or other support services.
- Adjust employee schedules to accommodate changes in customer volume.
- Consider adjusting hours of operation to provide customers expanded options during the evening or weekends when construction is not as busy. Coordinate these hours with neighboring businesses.
- Think strategically about inventory and hiring leading up to the construction period and adjust as needed.
- Determine if there are alternative entrance or access points to your business that could be used that would be more convenient during construction. Enhance and highlight that entrance prior to construction to show customers how easy it is to get to your business.