

BEFORE CONSTRUCTION:

- Learn about the project that will take place, when it will start and how long it will take to complete.
- Ask questions:
 - How much will it cost?
 - Who is the construction company?
 - How will this benefit my business?
 - How will this benefit the general public?
- Reach out to the City with your feedback via a phone call or e-mail.
- Communicate with your customers that there will be construction, and provide them with an alternate route to your business.

Construction may soon be affecting your business.

If there are any concerns or questions, please do not hesitate to call the City of Traverse City's Engineering Department at (231) 922-4460.



City of Traverse City
Engineering Department
www.traversecitymi.gov

TRAVERSE CITY BUSINESS OWNERS:



In order to keep the city's infrastructure up to date, it is necessary for this temporary construction to take place. Once the construction is over, the infrastructure will be improved for many years to come.

The City of Traverse City has created this guide to offer you some tips.



DURING CONSTRUCTION:

- Get to know the business owners around your business and the construction workers outside.
- Have promotions that will draw customers in, even though there is construction.
- If business is too slow during construction, experiment being open at different times. Try staying open later, when the construction workers have gone home for the day.
- If your product is able to be shipped, offer customers delivery options so they do not have to drive in the construction.
- To minimize disruptions to your business, the City will work with you to allow temporary signage to your business during construction.



AFTER CONSTRUCTION:

- Tell the construction team ‘thank you’ for the improvements that have made.
- Communicate again with your customers that the construction has ended.
- Have another promotion to celebrate the end of construction.
- When construction begins on different streets, share what worked best for your business with the businesses that will now be affected by the construction.

