

“We’ve been there!” - Tips from Other Businesses for a Road Construction Project

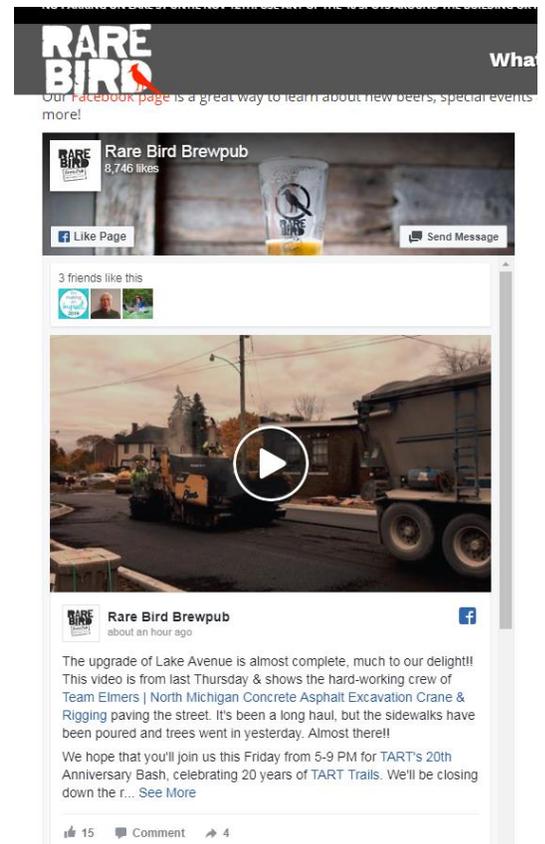
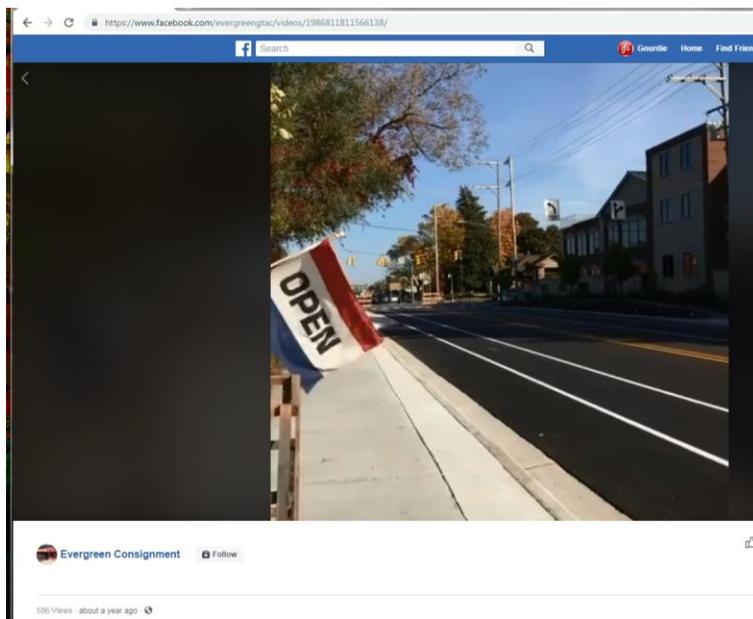
# USE YOUR WEBSITE

Rare Bird put a line at the top of every webpage with alternative parking choices:



# PUT YOUR SOCIAL MEDIA TO WORK

You can also keep getting the message out through Facebook – local businesses have posted photos and videos to help customers stay aware of ongoing work. It’s also a good chance to remind customers of parking and entry options at a point when they are apt to make plans.



# KEEP YOUR REGULAR CUSTOMERS ENGAGED

Alex Hawke works at The Northern Angler on West Front Street and had to reroute his commute from his home near Long Lake, but he has yet to hit any bad traffic snarls.

"I take a different route now, so I get to come along the bay and get a nice view on the way in," he said.

He said the retailer reached out on social media to direct customers around the construction and into the store's back parking lot. It's a specialty shop, so Hawke hasn't noticed a big impact on business.

"Maybe you have to drive through an alley now or cut through a parking lot instead of going right down Front Street, but I don't think people mind," he said. "If they really want to come in, they'll still come in."

Karry Barolo, owner of the pet shop Daisy & Oscar's Gourmet Bakery, echoed Hawke's sentiment.

"Our regular customers have been wonderful and have continued to kind of fight through it for us," she said.

She estimated sales are down about 10 percent compared to last year because of construction, but she's hopeful the reconstruction will attract more foot and paw traffic once it's all complete.

"We're just thrilled to be getting a little bit of attention on this end of town," Barolo said. "I think the finished product is just going to be great."

Visit [record-eagle.com](http://record-eagle.com) to see a video of businesses discussing the

## REACH OUT TO YOUR NEIGHBORS

Local businesses have teamed up, sharing parking and access during construction projects - with great results.

## PLAN SOME SPECIAL EVENTS

## OTHER TIPS

- Contact suppliers to provide directions. Find out when they will be delivering and talk with the delivery driver to reschedule deliveries when construction may impact deliveries.
- Work with your employees to develop a game plan. Share construction updates and information on marketing efforts and allow employees to share their ideas.
- Keep on message. Consider keeping a script next to your phone, in order for you and your employees to access quick and easy directions to provide to customers.
- Be positive. Encourage and generate a positive, healthy environment to support your staff and to ensure retention of valued employees.
- Deliver products to your customers. To reach customers unable or unwilling to navigate the construction, one restaurant initiated a catering business. They credit this as one method that helped their business endure construction.
- Extend business hours. Consider staying open later in the evening after construction crews are finished for the day. Be flexible to accommodate customer demands and other perceived needs.
- Creative Promotions. Come up with creative ways to drive traffic during construction.
  - Examples:
    - Hold a prize drawings or a big event that is above and beyond what you would usually do in your business to attract customers.
    - Host a trunk show with a designer meet and greet.
    - Host a sip and shop event.
- Consider pooling advertising resources with other businesses in the construction zone to let the public know you’re still open for business. If you’re part of a business association, consider agreeing to increase dues temporarily, so the organization can do district-wide marketing.
- Reach out to businesses in other neighborhoods that have dealt with construction projects. Discuss how they prepared for the project and what actions they took during and after construction. Ask what worked well and what didn’t.