



Downtown Road Construction Planning Strategies for Success

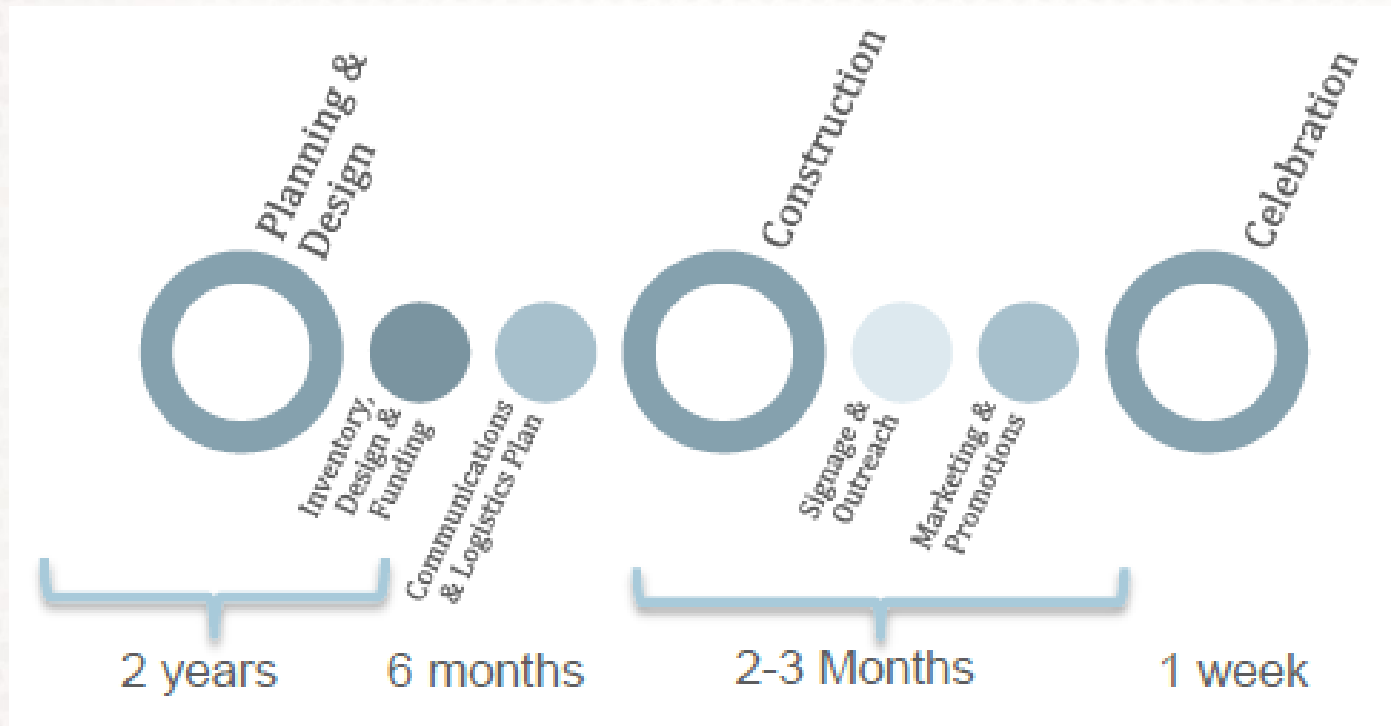
LOCAL TOPICS FOR CONSIDERATION



- Logistics & Concerns
- Business Retention & Support
- Joint Marketing & Promotion



LOCAL TOPICS FOR CONSIDERATION



➤ To do now:

- Business Engagement – Surveys
- Establish Retention Tools
- Begin Marketing Conversations



COMMUNITY CHECKLIST



- What events will be impacted?
- How can we support our businesses?
 - Marketing
 - Shared Space
 - Promotions
- What opportunities for improvement exist?
 - Property Enhancement
 - Rear Entrance Improvement
 - Parking Lot Upgrades
 - Lighting, bike racks, wayfinding signage



INNOVATIVE & LOW COST IDEAS



➤ Parking lot art



➤ Alley/Rear door activation



➤ Pedestrian draws



BUSINESS CHECKLIST



- Do you have a secondary entrance? Is it accessible?
- Where do your customers typically park? Employees?
- How do you typically communicate with regular customers?
- When do your deliveries/pickups typically occur?
- Are there property improvements you need/wish to make?
 - Can these be coordinated with slow periods during construction?
 - Can we negotiated a lower rate for projects on multiple businesses at once?
- Do you have business continuation insurance?
- Do/could you offer online sales/delivery options?



PROMOTION & MARKETING



- District maps with businesses, parking and routes marked
- Live webcam of construction
- Consider evening hours one/night/week for all businesses
 - Create a pedestrian zone with activities around a weekly theme
 - Incorporate construction zone into activities
 - Touch a truck, cone art display, kids build activities
- Plan a celebration
 - Ribbon Cutting
 - Pre-opening street dinner
 - Kids trike race

