



Downtown Longmont

Cone Zone Survival Guide

A guide to helping your business
plan for and survive road construction



This publication is brought to you by:

The logo for Downtown Longmont consists of the word "downtown." in a bold, lowercase, sans-serif font, with a period at the end. Below it, the word "LONGMONT" is written in a smaller, all-caps, sans-serif font. The entire logo is set against a red rectangular background.

downtown.
LONGMONT



Downtown Longmont Community,

Road construction and maintenance can present challenges for businesses, but with the right information, proper coordination and strategic planning, your business can not only endure the process, but also prosper during and after.

We are optimistic that the information contained in this “Cone Zone Survival Guide” will be a good start to our communication and outreach efforts. We have several big road construction projects happening this year and we hope this guide will help you and your employees prepare for any potential disruptions.



The City of Longmont, Longmont Downtown Development Authority (LDDA), and our contractor teams look forward to working with you before, during, and after construction to plan appropriately and effectively for your business endeavors. Our goal is to share and receive information as clearly and frequently as needed and to respond as quickly as possible to our community’s needs.

Your input is critical to our collective successes and collaborative solutions. You are invited to participate in community meetings and events planned during the project. We encourage the entire community to support and patronize our local businesses even more than usual so they thrive during this downtown improvement project.

In gratitude for your support and participation,

Holly Milne
City of Longmont
Media Contact

Del Rae Heiser
Longmont Downtown Development Authority
Project Liaison

Take action to protect your business

The City of Longmont recognizes that your business is profitable because you chose to locate downtown along Main Street which provides convenient access for a large number of customers. However, roads, alleyways, sidewalks, and utilities do not last forever, and construction is necessary to maintain, repair, and rebuild these vital transportation and infrastructure facilities.

In the short term, this type of construction can disrupt traffic flow, increase congestion, restrict parking, and temporarily alter customer access to businesses. Construction in the heart of downtown may make it more difficult for customers to visit your business. Some projects may also include undergrounding utility lines, which may briefly interrupt electric or telecommunications services.

Just remember...

Once reconstruction is complete, your business will benefit from the project's improvements. The long-term results of this type of construction includes increased safety, better drainage, smoother traffic flow, enhanced access, and an improved image for your customers.

So, don't panic! There are things you can do to mitigate the effects on your business. It will require patience; unforeseen issues that delay or lengthen projects always arise, so recognize that the City of Longmont and project contractors are doing their utmost to resolve issues. It's in their best interests, too, to complete projects on time.

To help businesses survive construction during this next phase of downtown improvements, the City of Longmont, LDDA, and DeFalco Construction collaborated to create this customized guide containing tips and suggestions for surviving the construction process.

Through communication and cooperation, your business will not only succeed during construction, but emerge better equipped to capitalize on opportunities from the improved roads, alleys, and breezeways. With this positive outcome in mind, be prepared ahead of time. Plan carefully so that once the project is completed, your business can continue to thrive.



Get involved early

The earlier your concerns are voiced, the better prepared the project team will be to respond to them. Communicate with your local government officials, watch the Downtown Longmont website for updates, join local organizations, and attend as many meetings as you can.

Large downtown construction projects typically require several months or years of planning prior to the actual start of construction. During this time, the City of Longmont and LDDA will start the process of reaching out to businesses and homeowners within the impacted project corridor. This communication will likely include mailings, email newsletters and personal visits to business owners inviting them to planning and informational meetings for the project.

Plan to attend these initial meetings to learn more about the project and to provide any input that you may have. Your concerns, questions and suggestions are very important at this stage of the planning process. The greatest opportunity to suggest changes to a project is early in the planning process as the City still has the greatest flexibility to incorporate changes into the project at this time.

This is also the time to **contact your local government officials** and open the lines of communication. If they are aware of your concerns and wishes early on, they can be a better advocate for your business community throughout the construction planning process.

Reach out to businesses in other neighborhoods that have dealt with similar construction projects around downtown. Specifically, talk with other business owners on Main Street who were involved in the Downtown Longmont Alleyscape and Breezeway Project. Discuss how they prepared for the project and what actions they took during and after construction. Ask what worked well and what they'd have done differently—there's no need to reinvent the wheel.

Once a contractor has been hired to complete the work, additional meetings will be held between planners, engineers, project managers, the contractor, LDDA, and affected businesses and residents. The goal of these meetings is not to gather input, but to ensure that everyone is aware of the upcoming construction schedule and pertinent construction contacts. **Disruption from construction can be lessened if there is proper coordination** between property owners, construction officials, contractors, and businesses.

Expect the Unexpected

Good planning and preparation for construction is critical to a successful project. Still, things will come up during construction that you don't expect such as unexpected rain or snow, buried sewer and utility lines, or underground fuel tanks that aren't shown in the records. Construction crews do their best to stay with the plan they laid out when the project started, but sometimes adjustments in schedules are necessary when the unexpected happens.

Business planning: what to do before construction begins

Work with your employees to develop a game plan. Talk to your employees about the process and strategies to stay prosperous during construction. Discuss marketing efforts and allow employees to offer ideas and share any concerns they may have. Your employees will appreciate being heard and the dialogue may spark ideas that will benefit your business.

Gather customer contact information. Work on gathering contact information before construction begins so you can keep them apprised of road conditions, best routes and promotional specials during the construction period. You might consider sending weekly e-mails to customers with the idea that if you keep them informed and in the loop, they won't be as likely to change their buying habits during construction.

Inform customers in advance. Keeping your customers informed gives them the ability to maneuver construction and access your business. Examples can include putting up signs or passing out copies of alternative parking and routes to your place of business before the project starts.

Keep your staff lean. It's an unfortunate reality, but if you expect a significant decrease in customers once construction begins, you may need to consider keeping a lean staff. If someone quits in the spring, you may decide to keep the position vacant if there is a construction project coming up that summer. Other options might include job sharing or reducing hours.

Reduce inventory. When possible, reducing inventory can be a useful strategy to respond to slower periods due to construction.

Keep your vendors in the loop. Just like your customers, your delivery people will need to know how to get product to your store. If you can, stock up or arrange for deliveries to be less frequently. Otherwise, give your delivery person alternative parking and routes to the store before the project begins so they will have the ability to maneuver construction and access your business.

Contact lenders. Inform current lenders of the upcoming project and see if there are opportunities to restructure existing debt and lines of credit in light of potentially diminished revenues.

Secure a good line of credit. It's important to work with your banker to secure a line of credit when times are good and sales are up. That way you'll have it if there is an emergency.

As a business owner, you are always planning and improving on your business model. When you're informed ahead of time, construction is something you can prepare for. Follow these tips from other business owners who've been through the construction process already.

Business planning: what to do before construction begins



The City of Longmont and LDDA will be using the “Support Business in the Cone Zone” construction awareness logo during construction time. It’s also available for businesses to use.

Work with local business associations. Remember, you are not alone. The LDDA, local Chambers of Commerce, Small Business Development Centers, business associations, and other organizations can offer advice and support, and they can help to coordinate periodic communications to the community.

Identify marketing, advertising, and design firms. Local firms in the area might be willing to provide low cost or pro bono assistance to help develop flyers and customer promotions during construction.

Use Facebook, Twitter and other social media. These are excellent channels for providing updates, offering specials, advertising promotions and reminding customers you are open for business.

Stay informed. Sign up to receive email newsletters and updates from LDDA at www.downtownlongmont.com. Also, be sure you have contact information for the City of Longmont Project Manager, the contractor’s Project Superintendent and the Public Information Manager (see page 15).

Allocate more time and money to cleaning. While there’s little you can do to reduce the dust and noise of a construction site, you can focus on keeping your own business as dust-free as possible. If you only clean your windows once a week right now, you might consider increasing that during the construction period. You may also decide to allocate more time or money for general cleaning and upkeep, in order to keep construction dust to a minimum.

Planning Checklist:

- Inform your customers as soon as you know about plans on your block for breezeway, alleyway, or parking lot construction.
- Gather customer contact information and deliver regular emails.
- Use the Support Business in the Cone Zone logo on your marketing materials (contact the LDDA at 303-651-8586 to request a jpg file).
- Hand out flyers or include menu inserts for customers to let them know you will be open during construction and how to best access your business.
- Develop new marketing ideas such as a customer loyalty coupon book.
- Plan ahead for cash flow issues.
- Consider upgrading your facility during construction.
- Don’t relocate! Improvements are coming soon.

Tips for survival once construction begins

Create a friendly rapport with construction workers. While the on-site construction workers aren't the appropriate people to contact about concerns, it can only improve the situation if you create a friendly rapport with them. You might supply ice water to crews in the summer or invite them into your business for lunch. Crews are encouraged to patronize local businesses during construction.

This said, it is important to emphasize that construction workers are following instructions from their supervisors. Communicating concerns to the Public Information Manager or Project Supervisor is the best way to get results. Know who those people are for the project and keep their contact information close at hand.

Make sure signage is clear. Traffic delays will also be inevitable during a construction project, but signage can help a great deal. See what sort of signs are going up to direct traffic and make sure they make sense for your customers. Construction crews aren't aware of your needs and often it's just a matter of asking.

Also, make sure there's signage properly directing your customers to parking spaces. Make sure signs put up by construction crews make sense for your business. If they don't, contact the Public Information Manager.

The City will issue temporary sign permits for most projects. The issuance of temporary signage is usually the responsibility of the City's project manager who will be different for each project. There are three types of temporary business signs that can be installed to assist customers: driveway signs, alternate business access signs, and directional signs.

Driveway Signs help to tell motorists where to turn since construction can make it difficult for motorists to find the driveway.

Alternate Business Access Signs are installed by the contractor. These signs state "Alternate Business Access" and have an arrow on them. They are placed in advance of intersections to inform motorists where to turn.

Directional Signs are used when the alternate business sign is not an available option. They're used to direct the motorist using a side street or alley toward your business. The business provides and installs these signs.

Dust and noise are inevitable during a construction project in areas where you will not have a great deal of control. Traffic delays, limited parking, and blocked access routes are also difficulties that may arise during construction. Here are some ideas to deal with these issues.

If you wish to place any temporary signs—highly recommended to provide easier access for your customers during construction—you will need a Temporary Sign Permit which you can get from the City of Longmont's Planning and Development Services Department at 303-651-8330.

Tips for survival once construction begins



Direct customers to an alternate entrance. Access to your business may be a problem during a construction project. Depending on the type of business, your customers may normally come through the front door or the back alley door. If construction impacts the **primary** entrance, make sure there are signs directing your customers to the alternate entrance. During construction on Main Street, the City of Longmont will work to keep your front door accessible at all times and will notify you of any temporary closures. Most likely parking will also be impacted so be sure to provide your customers with alternatives and have a plan and signage to direct customers appropriately.

Communication is Critical

As a business owner, you must communicate with the construction project managers, your employees, other businesses and, most importantly, your customers before, during and after construction.

Provide a list of special events or other dates to the Public Information Manager so they can try to plan to work around the event as part of the initial project scheduling.

Keep the project contact information close at hand. The Public Information Manager should be your first line of contact with questions or issues about the construction project. This contact information will be supplied to you ahead of construction on a flyer and business card, during public meetings, and on the LDDA website and in email newsletters.

Provide directions and access information for your employees. Don't let them make the area more congested. Provide a map of alternate City public parking lots and all day parking streets. Depending on the number of people you employ, you might consider offering a carpool from an agreed upon location.

Join local business organizations or consider forming one. Strength is found in numbers. Make sure to communicate with other local leaders so you can band together and make concerns heard.

Deliver products to your customers. To reach customers unable or unwilling to navigate the construction area, consider a delivery service. This could include starting a catering business, using a food delivery service such as Yelp Eat24, or offering free local mail delivery to bring your products to your customers.

Keep on Message. Consider keeping a script next to your phone so that you and your employees have quick and easy directions to provide to customers. Make sure all your employees know what to say and how to say it.

Tips for survival once construction begins

Stay informed! Attend all public meetings relating to the construction project to get the latest news. Be sure to open all correspondence from the City of Longmont, LDDA, the Public Information Manager, and the contractor.

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.

Make the construction work for you. If you were considering a remodel for your business, why not do it during the construction period? Use this slower traffic period to get things done that you haven't had time to address. Contact LDDA or your lender to find out more about financial options to help get started.

Try a few creative promotions. Businesses have come up with lots of creative ways to make the construction period fund for customers. Do something beyond what you would usually do in your business to attract customers. Try planning promotions around construction milestones. Check the end of this guide for fun Marketing Ideas.

Be Creative and Have Fun!

- Ask a construction worker to sit outside during the lunch break and talk to kids and families about the project—trucks and heavy equipment are a big draw.
- Hold a “construction sale” and send out promotional postcards or flyers featuring your staff wearing hard hats.
- Create your business version of “Where’s Waldo” and invite customers to search store windows each week for a hidden character. Have people submit the location into an orange barrel draw names for weekly prizes.
- Invite contractors to your restaurant and find out what their favorite item is on the menu and then offer a daily “construction lunch special” named after that worker.

Consider pooling advertising resources with other businesses. Join up with other businesses on the west side of Main Street to let the public know you are still open for business. This may include a professionally prepared local guide map showing location and types of businesses. Make it colorful, compact, easy to read, carry, and distribute.

Be positive. Encourage and generate a positive, healthy environment to support your staff and ensure retention of valued employees.

You made it! Post-construction: Now what?



Once construction is over, it's time to focus on recapturing market share and winning back customers.

Consider promotion and advertising. You can capitalize on the finished product by letting customers know construction is complete and the alleyways, breezeways, and parking lots are open. Promote the new image and convenience of the completed section of downtown.

Celebrate the project's completion. Take advantage of your Chamber or business association membership by holding a ribbon cutting ceremony and invite the news media to the ceremony. Or consider pooling resources with local businesses for a grand celebration and/or shared advertisement.

Host a Grand Reopening Event. Sponsor a grand reopening for all businesses impacted by the project. Invite members of the media, elected officials, businesses and the general public. A ribbon-cutting was a great opportunity to celebrate the completed construction project with the businesses and their customers.

Support other businesses that undergo a similar process. Give them your patronage and provide helpful feedback based on your experiences. Remember, together we can Support Business in the Cone Zone.

SUPPORT
BUSINESS
IN THE  **zone**

Sales promotion themes

Unique marketing programs will be important to all businesses during construction. The following are some possible ideas for sales events.

A Green Sale	Girls Day Out
Anniversary Sale	It's Gotta Go
Armed Forces Week Sale	Luck of the Irish
Back from Hiking/Biking/Skiing	It's Your Birthday – Celebrate with a (the person's age) % Discount
Bargains	Loyalty Coupon Book
Back to School	Marathon Sale
Blood Donor Discount	March Madness
Cheaper by the Dozen	Night Sale
Christmas in August	October Extravaganza
Customer Appreciation Sale	Our New Year's Resolution – Keep you happy as a customer
Daylight Savings Savings	Private Sales for Special Groups
Discover Ridgway	Rainy Day Sale
Dog Days of Summer	Red White and Blue Sale
Don't Forget Father's Day	Salute to Senior Citizen's Sale
Don't Forget Mother's Day	Salute to Veterans
Easter Egg Hunt Sale	Sell-A-Thon
Election Day	Stretch Your Dollar Sale
End of Summer Specials	Trick or Treat Sale
Fabulous Fall Buys	Warm Up to Our Cold Day Special
Fall Close Outs...Winter Previews	Welcome Skiers Sale
Founder's Day	Win Discounts with your Losing
4th of July in January	Lottery Tickets
Full Moon Sale	Winter Preview
Concert Series Sale	Winter Close-Outs
Get Acquainted Sale	
Get to Know Us Sale	

Don't forget cross promotions. These can offer you twice the advertising and promotional value for half the money and can expand your market share by bringing you new customers already accustomed to shopping downtown.

Marketing campaign ideas

The following is a list of unusual – but true – American holidays that you also can organize sales events around.

January is National Hobby Month, National Soup Month and Hot Tea Month.

- January 2 Run Up the Flagpole and See if Anybody Salutes It Day
- January 6 Bean Day
- January 15 Hat Day
- January 17 Blessing of the Animals at the Cathedral Day
- January 19 National Popcorn Day
- January 23 National Handwriting Day and National Pie Day
- January 26 Australia Day

February is Black History Month, National Embroidery Month, National Grapefruit Month, National Snack Food Month, Responsible Pet Owner Month, Creative Romance Month, and International Twit Award Month.

- February 7 Charles Dickens Day
- February 10 Umbrella Day
- February 15 National Gum Drop Day
- February 23 International Dog Biscuit Appreciation Day
- February 24 National Tortilla Chip Day
- February 26 National Pistachio Day
- February 27 International Polar Bear Day
- February 29 National Surf and Turf Day

March is Foot Health Month, Humorists Are Artist Month, National Frozen Food Month, National Noodle Month, and National Peanut Month.

- March 1 National Peanut Butter Lover's Day
- March 3 National Anthem Day
- March 11 Johnny Appleseed Day
- March 12 Alfred Hitchcock Day
- March 15 Everything You Think Is Wrong Day
- March 16 Everything You Do Is Right Day

April is Keep America Beautiful Month, National Humor Month, National Welding Month and National Garden.

- April 2 National Peanut Butter and Jelly Day
- April 5 Go For Broke Day
- April 9 Winston Churchill Day
- April 10 Golfers Day
- April 14 National Pecan Day
- April 17 National Cheeseball Day
- April 19 Garlic Day

May is National Photo Month, National Salad Month, National Egg Month, National Barbecue Month and National Hamburger Month.

- May 5 National Hoagie Day
- May 8 Have A Coke Day
- May 14 National Dance Like A Chicken Day
- May 15 National Chocolate Chip Day
- May 21 National Waitresses/Waiters Day
- May 28 National Hamburger Day
- May 31 National Macaroon Day

Marketing campaign ideas

June is Adopt-A-Shelter-Cat Month, Dairy Month, National Fresh Fruit and Vegetable Month, National Ice Tea Month and Zoo and Aquarium Month.

June National Rocky Road Day
June 6 Teacher's Day
June 7. National Chocolate Ice Cream Day
June 9. Donald Duck Day
June 17 Watergate Day
June 20. Ice Cream Soda Day
June 22. National Chocolate Eclair Day
June 26. National Chocolate Pudding Day
June 28. Paul Bunyan Day

July is National Baked Beans Month, National Ice Cream Month and National Tennis Month.

July 5. Workaholics Day
July 6. National Fried Chicken Day
July 7. National Strawberry Sundae Day
July 9. National Sugar Cookie Day
July 15. Respect Canada Day
July 16. International Juggling Day
July 17. National Peach Ice Cream Day
July 23. National Vanilla Ice Cream Day
July 24. Amelia Earhart Day
July 28. National Milk Chocolate Day
July 30. National Cheesecake Day
July 31. Parent's Day

August is National Catfish Month, National Golf Month and Peach Month.

August 1 Friendship Day
August 2 National Ice Cream Sandwich Day
August 3 National Watermelon Day
August 4 Twins Day Festival
August 8 Sneak Some Zucchini Onto Your Neighbor's Porch Night
August 14 National Creamsicle Day
August 15 National Relaxation Day
August 18 Bad Poetry Day
August 23 National Sponge Cake Day
August 26 National Cherry Popsicle Day
August 30 National Toasted Marshmallow Day
August 31 National Trail Mix Day

September is National Chicken Month, National Courtesy Month; National Honey Month, National Piano Month, National Rice Month, and Classical Music Month.

September 10 Swap Ideas Day
September 12 National Chocolate Milkshake Day
September 14 National Cream-filled Donut Day
September 16 Collect Rocks Day
September 17 National Apple Dumpling Day
September 18 National Play-doh Day
September 19 National Butterscotch Pudding Day
September 20 National Punch Day
September 26 National Good Neighbor Day and National Pancake Day
September 28 Ask A Stupid Question Day
September 30 National Mud Pack Day

Marketing campaign ideas

October is Hispanic Heritage Month, Adopt-A-Dog Month, National Clock Month, National Dessert Month National Pickled Pepper Month, National Popcorn Poppin' Month, National Pretzel Month, National Seafood Month and Vegetarian Awareness Month.

- October 1. World Vegetarian Day
- October 4. National Golf Day
- October 6. German-American Day
- October 14 Be Bald and Free Day and National Dessert Day
- October 16 Dictionary Day
- October 24 National Bologna Day
- October 30 National Candy Corn Day

November is International Drum Month and Peanut Butter Lover's Month.

- November 2 National Deviled Egg Day
- November 3 Sandwich Day
- November 4 Waiting For The Barbarians Day
- November 6 Saxophone Day
- November 7 National Bittersweet Chocolate With Almonds Day
- November 12 National Pizza With The Works Except Anchovies Day
- November 15 National Clean Out Your Refrigerator Day
- November 22 Start Your Own Country Day
- November 23 National Cashew Day

December is Hi Neighbor Month and Read a New Book Month.

- December 1. National Pie Day
- December 2 National Fritters Day
- December 6. National Gazpacho Day
- December 9. National Pastry Day
- December 15 National Lemon Cupcake Day
- December 16 National Chocolate Covered Anything Day
- December 17 National Maple Syrup Day
- December 19 Oatmeal Muffin Day
- December 30 Festival of Enormous Changes at the Last Minute; National Bicarbonate Of Soda Day

Additional resources

For additional help, consider seeking free guidance from local business organizations such as:

Longmont Downtown Development Authority

528 Main St., Longmont CO 80501

303-651-8484

ldda@longmontcolorado.gov

www.downtownlongmont.com

Longmont Area Economic Council and Small Business Development

630 15th Ave., Suite 100A, Longmont CO 80501

303-651-0128

laec@longmont.org

www.longmont.org

Longmont Area Chamber of Commerce

528 Main St., Longmont CO 80501

303-776-5295

info@logmontchamber.org

www.longmontchamber.org

Latino Chamber of Commerce of Boulder County

332 Main St., Longmont CO 80501

202-423-7060

info@latinochamberbc.org

www.latinochamberbc.org

Longmont Area Visitors Association

512 4th Ave., Unit #103, Longmont CO 80501

303-776-9011

info@visitlongmont.org

www.visitlongmont.org

Workforce Boulder County

515 Coffman St., Longmont CO 80501

720-864-6600

www.wfbc.org



Current downtown project information

There are several construction projects currently underway around the downtown Longmont area. Below is project and contact information to keep you in the loop. Check the City of Longmont transportation website for updated information at <http://longmontcolorado.gov/departments/departments-n-z/transportation>.

Longmont Downtown Alley Improvements – Phase 2

City of Longmont:

Josh Sherman
Project Manger
303-651-8626
josh.sherman@longmontcolorado.gov
www.longmontcolorado.gov

Contractor:

DeFalco Construction Company
Cathy Kramer, Public Information Manager
303-883-3709
westalley@defalcoconstruction.com
www.downtownlongmont.com

Focus on South Main – Main Street Pavement Reconstruction

City of Longmont:

Tom Street
Project Manager
303-651-8694
tom.street@longmontcolorado.gov
www.longmontcolorado.gov/fosm

Contractor:

New Design Construction
Lisa Simpson, Public Information Officer
303-774-3676
fosm.pavement@gmail.com
www.longmontcolorado.gov/fosm

Focus on South Main – Main Street Bridge Replacement

City of Longmont:

Allan Bryning
Project Manager
303-651-8908
allan.bryning@longmontcolorado.gov
www.longmontcolorado.gov/fosm

Contractor:

Zak Dirt
Janet DeMott, Public Information Officer
303-774-3676
fosm.bridge@gmail.com
www.longmontcolorado.gov/fosm

Contributors to this guide include the City of Longmont, Longmont Downtown Development Authority, DeFalco Construction, Colorado Department of Transportation, The Greater Madison Chamber of Commerce, San Luis Valley Development Resources Group, City and County of Denver, and Colorado Department of Local Affairs.