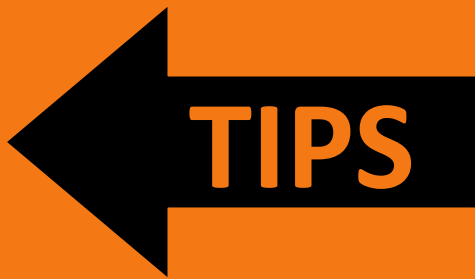


Construction Ahead!

Don't panic; there are things you can do to mitigate the effects on your business. Recognize that local government and project contractors are doing their absolute best to resolve issues.

It is in everyone's best interest to complete construction on time.

For more information, visit
DowntownLongmont.com



Road construction is necessary as our pavement, sidewalks, sewers, and utilities do not last forever. Keep in mind, once construction is complete, your business will benefit for years from the improvements.

This guide was produced for the Main Street Rehabilitation Project, part of the City of Longmont 2017 Pavement Management Program. For specific information about the project, call (720) 526-0966 or email MainStRehab@gmail.com.



downtown.
LONGMONT

Your input is critical to our collective successes and collaborative solutions. Please let us know what we could add to this guide to help businesses like yours survive during construction in the future.

Email LDDA at
ldda@longmontcolorado.gov



Pre-Construction

- Attend any construction project or public meetings that may occur.
- Seek advice from business owners that have experienced similar periods of construction. Discover what methods they found effective in maintaining normal levels of business.
- Work with neighborhood and business organizations to help build a communications strategy.
- Communicate your business' needs to the project contractor or City staff to assure that customer access, deliveries, and other requests are considered.
- Begin informing customers about the construction as soon as possible. Post construction mailers, send out regular emails, provide detour maps, and share information through social media.
- Consider reducing inventory and staff during construction. When possible, it can be a useful strategy.
- Talk to your banker and secure a good line of credit or restructure existing debt.

During Construction

- Use social media to let your customers know you are open for business and share your hours of operation, alternative parking, and detour maps.

- Promote alternate entrances during construction to ensure customers know how they can access your business.
- Provide alternate directions and access information to your employees to reduce road and parking congestion.
- Consider setting up a temporary delivery service to reach customers unwilling to navigate the construction area.
- Consider staying open later in the evening after construction has cleared out for the day and/or host special events after normal business hours and on the weekends.
- Continue to stay informed! Check the project website and sign up for the LDDA's email newsletter at **DowntownLongmont.com**. Also check the City of Longmont website for comprehensive area construction updates at **LongmontColorado.gov**.
- Use the construction period to get things done that you haven't had time to address. Schedule remodels, staff parties, or deep clean days.
- Participate in downtown events and consider sponsoring or hosting a party or open house to bring new customers into your business when they are downtown for scheduled events.
- Try a few creative promotions around construction milestones and unusual holiday dates to keep customers coming back during construction.

Post-Construction

- Let customers know when construction is complete via social media, advertising, or a grand downtown re-opening event.
- Promote the new image, improved sidewalk and road conditions, and other features of the completed project.
- Host an end of construction event. Invite residents, elected officials, business owners, employees, and members of the media.
- Support businesses that undergo a similar process. Provide helpful feedback based upon your experiences.

When the project is complete, access, visibility, safety, and travel will be better than ever.

