

## **Tips for businesses: how to survive road construction**

### **Here are some basic actions business owners can take to help survive roadway construction:**

- Plan ahead as much as possible; get involved early. A year is not too far ahead to begin organizing and planning.
- Form an alliance with other businesses in your locale.
- Attend public meetings to stay informed. Have knowledge of the project. Contact Minnesota Department of Transportation to voice your concerns.
- Hold frequent and regular meetings with other businesses for support and strategies. Write down your fears and questions for discussion.
- Pool resources to purchase group advertising.
- Hold a pre-construction meeting with the Mn/DOT project manager and contractor to find out how long the project will take, what to expect, i.e. dirt, mud, ground shaking, etc.
- Meet the on-site project manager. Keep his/her telephone number in a handy place.
- Establish a line of communication with the project manager. Project managers coordinate with the contractor.

### **Brainstorm for innovative ideas to promote your business and to communicate with customers:**

- Hold events prior to construction start-up to draw attention to the area.
- Work with the Mn/DOT Community Relations Coordinator to plan groundbreaking activities.
- Design a logo for use by all affected merchants during the construction period.
- Hold special promotions such as free hot dogs and pop, or a one-day sign-up in parking lot for a free vacation.
- Print placemat advertisements.
- Place advertisements in outlying newspapers.
- Plan hard-hat promotions—some for sale, some as giveaways.
- Sell hard-hat lunches to go.
- Schedule a grand finale—work with the Mn/DOT Community Relations Coordinator to plan ribbon cutting ceremonies; plan street dance, t-shirts, prizes.
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