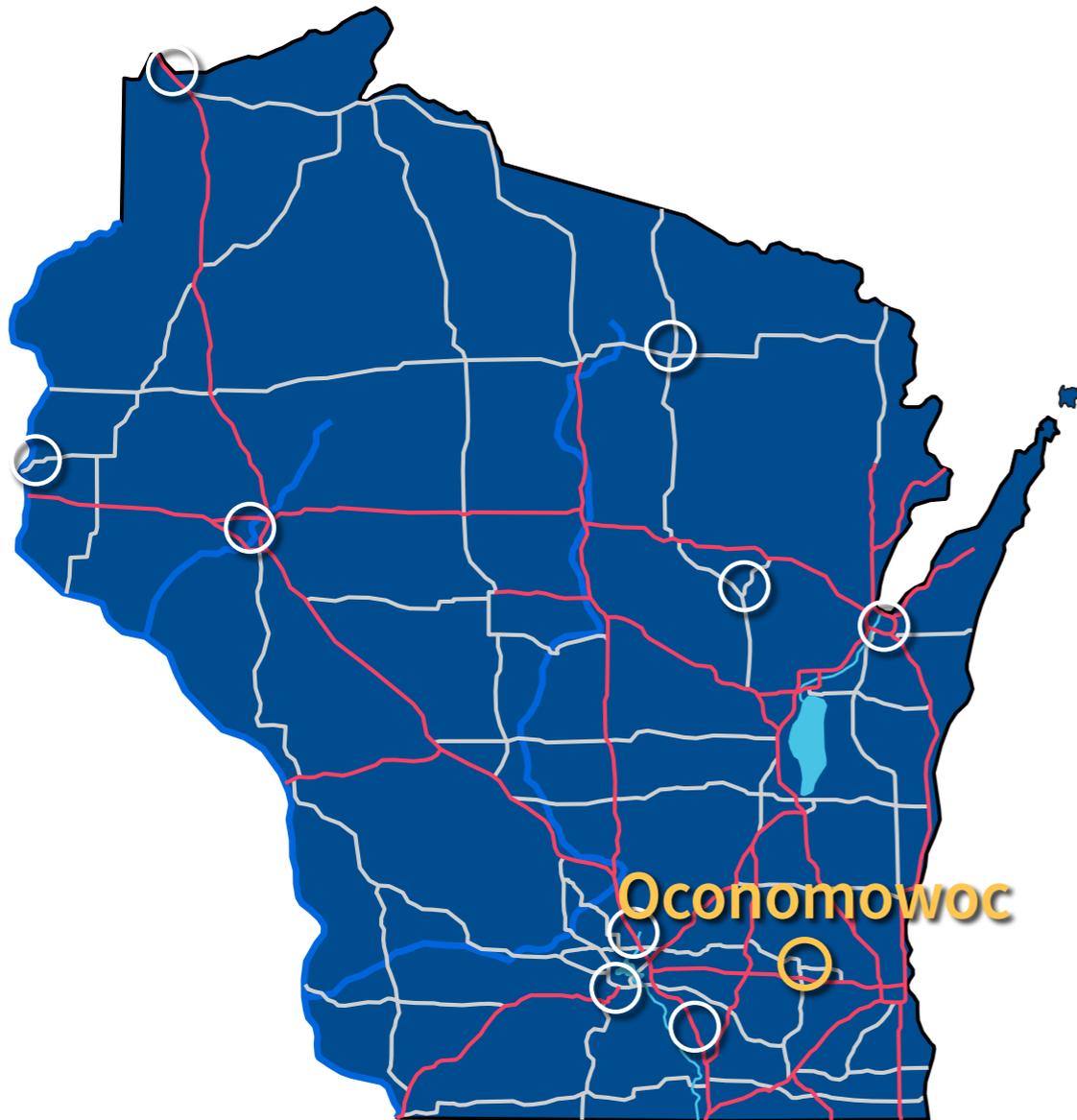


# How It's Done



## Oconomowoc WIS 67 Reconstruction

- Chamber of Commerce and the city of Oconomowoc collaborated to coordinate local promotions, campaigns and events.
- The group used a website, Facebook page and a robust email list to communicate with businesses and customers.
- City purchased mini orange cones to hand out to businesses and partnered with the Chamber on signage.
- Community worked to connect office workers and businesses in the area to offer lunch delivery. It was a win-win that meant less driving and supported local businesses when they needed it most.



**Key takeaways:** Municipalities can play an active role in the process by collaborating with local organizations and businesses to support the community comradery and promote awareness of the project.