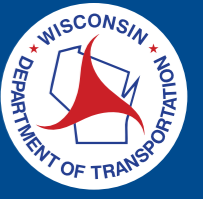



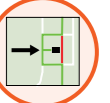





Road to Success Checklist

Communication tips for businesses impacted by work zones



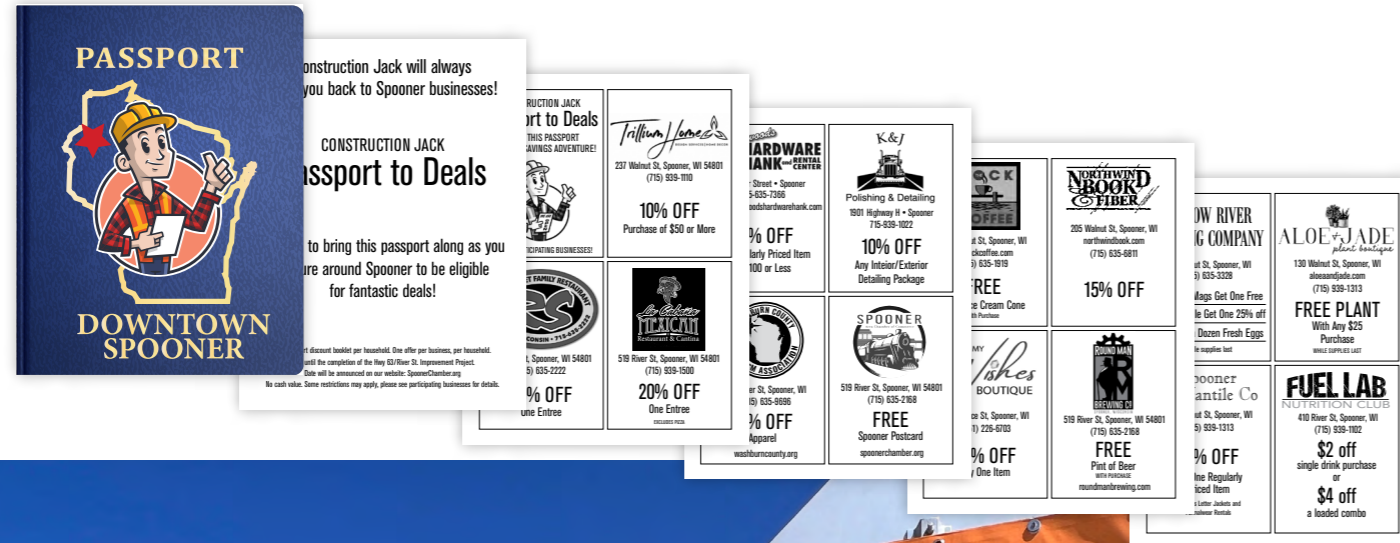
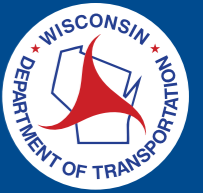
Communication

It is important to share information quickly, efficiently and accurately. There's no magic wand for success, but the points below should assist businesses of all types and sizes through the construction process.

- ☐ **Identify stakeholders.** Think about who you need to reach and why. Think suppliers, customers other businesses – anyone is fair game. 
- ☐ **What do they need to know?** Think about detours, routing and parking. Project fact sheets, explaining future benefits, can be useful as well. 
- ☐ **What questions are your customers bound to have?** WisDOT staff, project web pages and 511wi.gov are good sources of information to help get the answers you need. 
- ☐ **Striking the right tone.** Positivity is always best policy. Consider focusing on “construction specials” or any other factor that makes your business a destination regardless of adjacent construction. 
- ☐ **Building connections.** Options may include social media, email, websites, flyers, traditional mail, paid advertising and local media outreach. Don't forget good old-fashioned word of mouth as well. Consider developing talking points for all staff to use regarding the project. 
- ☐ **Frequency of communication.** How often should you make updates and how do you plan to make them? 
- ☐ **Partnership opportunities?** Neighboring businesses might consider working as a group. Businesses that stand alone as roadside destinations might consider working with chambers of commerce or other businesses in the area to coordinate opportunities for customers. 
- ☐ **Consider temporary signage** to enhance business visibility. 

Road to Success Checklist

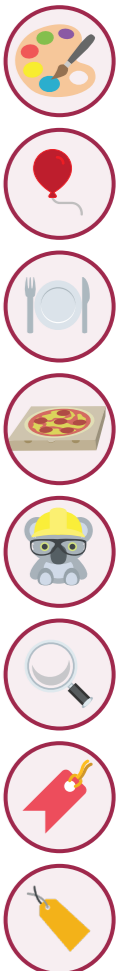
Promotional tips for businesses impacted by work zones



Promotions

Creating special “under construction” promotions can encourage your existing customers to visit and attract a new customer base during construction. Some businesses may find additional benefit by partnering with nearby businesses to design unique promotions or amplify customer outreach.

- ☐ **Design a template** and/or create a slogan to use in your “open for business” materials and promotions.
- ☐ **Hold events** prior to construction to draw attention to the area.
- ☐ **Consider “hard-hat lunches”** or other specials to draw new customers.
- ☐ **Start a delivery service** during construction— maybe pooling resources with other businesses.
- ☐ **Create or use an existing mascot** to bring more energy to special events.
- ☐ **Develop a scavenger hunt** or other fun activities to encourage patrons to explore the area and visit multiple businesses.
- ☐ **Plan groundbreaking** (before construction) and/or ribbon-cutting (after construction) activities and promotions.
- ☐ **Hold promotions** coinciding with achievements and completion of work throughout the project.



Road to Success Checklist

Tips to align business operations with project activities



Business Activities

Adjusting your business plan to prepare for estimated changes during this time can save you time, money and stress.

- ☐ **Work with your suppliers** to arrange alternative delivery times or locations if possible.
- ☐ **Seek out partnerships** to provide support and discuss if/how resources will be pooled among businesses.
- ☐ **Partner with a local small business development center** or other small business assistance organizations to seek out business consulting sessions or other support services.
- ☐ **Determine if there are alternative entrances or access points** to your business that could be used that would be more convenient during construction. Enhance and highlight these entrances prior to construction to show customers how easy it is to get to your business.
- ☐ **Consider adjusting hours of operation** to provide customers options during the evening or weekends when construction is not as busy. Coordinate these hours with neighboring businesses.
- ☐ **Think about planning any type of work** that doesn't directly face customers, such as inventory or remodeling.

