



Cone Zone Survival Guide

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

This publication is brought to you by:



Longmont Business Community Member,

Road construction 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 communication and outreach efforts. We hope this guide will help you and your employees prepare for any future disruptions.



The City of Longmont 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 any 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 improvement projects.

Take action to protect your business

The City of Longmont recognizes that your business is profitable because you chose to locate in an area 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 this area may make it more difficult for customers to visit your business. Some projects will 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 from construction can include 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, the City of Longmont and its contractors 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 improvements. 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 City of Longmont website for updates, join local organizations, and attend as many meetings as you can.

Large construction projects typically require several months or years of planning prior to the actual start of construction. During this time, the City of Longmont 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. 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, 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 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 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 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 often uses 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. 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. Also be sure you have contact information for the City of Longmont Project Manager and the contractor’s Public Information Manager (*see page 14*).

Apply for an Incentive Program grant. Financial assistance may be available to businesses. This funding can help you upgrade entrances and make additional improvements to your business during the construction period. Check relevant websites for more information about this program.

Planning Checklist:

- Inform your customers as soon as you know about construction plans.
- Gather customer contact information and deliver regular emails.
- Use the Support Business in the Cone Zone logo on your marketing materials (contact us 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.
- Don’t relocate! Improvements are coming soon.

Tips for survival once construction begins

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.

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. This said, it is important to emphasize that construction workers are following instructions from their supervisors, and 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 project supervisor.

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 both inevitable during a construction project and areas where you will not have a great deal of control. Traffic delays 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 is often 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 some phases of the construction project, there will be temporary closures and parking will be impacted. Be sure to have a plan for these closures and signage to direct customers to the front entrance.

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 contractor's Public Information Manager should be your first line of contact with questions or issues. This contact information will be supplied to you ahead of construction either on a flyer, during public meetings, or on the project website and 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, business associations 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 period to get things done that you haven't had time to address. Contact us to find out more about an Incentive Program that can provide funding to support upgrades.

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.

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 area 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 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  **RT**
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 in your area.

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 project information

Check the City of Longmont transportation website for updated information at <http://longmontcolorado.gov/transportation>.

Contributors to this guide include the City of Longmont, 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.