

## How will Washington County Communicate with the Public during construction?

- Weekly Construction Updates
- *Broadway Bulletin*—a monthly publication
- Weekly Business Owner Meetings—to update business owners and managers
- Pre-Construction Open House (2011 and 2012)
- Project Website—[www.broadwayaveforestlake.info](http://www.broadwayaveforestlake.info)
- Business Liaison as a main contact—see contact information in this brochure
- Facebook and Twitter Updates—sign up on the project website.
- Media Coordination with newspapers and television stations
- Directional signing for Business Districts
- Visuals provided for businesses to use for their employees, customers and clients
- Information posted and available at Forest Lake City Hall and Headwaters Service Center



**Mindy Leadholm**

*Business Liaison*

[Mindy.Leadholm@co.washington.mn.us](mailto:Mindy.Leadholm@co.washington.mn.us)

651.470.7754

**Jason Pommier**

*Construction Inspector*

[Jason.Pommier@co.washington.mn.us](mailto:Jason.Pommier@co.washington.mn.us)

651.472.4190

---

**City of Forest Lake**

[www.ci.forest-lake.mn.us](http://www.ci.forest-lake.mn.us)

651.464.3550

**Forest Lake Area Chamber of Commerce**

[www.flacc.org](http://www.flacc.org)

651.464.3200

## Broadway Avenue Road Construction Business Tips

2011–2012



*Tips to help your business prosper  
before, during, and after the Broadway  
Avenue Construction Project.*



Washington  
County



# Marketing Ideas

## from A to Z

### Ideas for Businesses to Maintain and Gain Customers during Road Construction

**A**dvertise. There are many ways to advertise through a variety of media outlets. Use newspapers, the local cable tv, flyers, church bulletins, Internet, etc. Be creative!

**B**roadway Bulletin is a useful and free tool for advertising! Use it! Details are on the project website.

**C**ommunication is critical. Maintain frequent & meaningful communication with Washington County. Attend public open houses and make yourself a part of the process.

**D**eviser a plan. The Survival Brochure provides many ideas. With so many businesses on the corridor, not every suggestion will pertain to your business. Think about your specific wants and needs and decide what will work for you.

**E**-mail updates are sent weekly to any interested party during construction. To sign up, visit the project website.

**F**acebook—as more people start to use this networking device, it is now a great way for businesses to advertise and get information out to their customers. It is a free service and can reach a large group of users with very little time commitment from you. Go to [www.facebook.com](http://www.facebook.com) and click on 'Create a page for a celebrity, band or business.'

**G**oogle—Many people use the Internet to find businesses and directions—make sure potential customers are able to see your business in a Google search.

**H**ave a busing option available for employees. In this way, employees do not deal as much with construction traffic.

**I**mplement a new design or logo for your business. Catch people's attention and draw them in with curiosity and appeal.

**J**oin us in the weekly Business Owner Meetings. These Business Owner Meetings will take place at local businesses along Broadway Avenue. If you have room and are interested, let us know and we can schedule a Business Owner Meeting at your business.

**K**now who your customers are. Create a database of employee and customer contact information so you can readily update them on changes in construction.

**L**isten to your customers. One business owner was dealing with a similar construction project in Arkansas in 2009. He stated, "I base my business on whoever walks through that door. What they want, I get for them." In this day and age, great rapport with customers will get you a long way—make sure to listen to those who have supported you in the past.

**M**eet with Mindy Leadholm or Jason Pommier—anytime you have a question or concern regarding the construction project. This is their job!

**N**arrate openly and with a positive attitude to your customers, clients, and employees. They will follow and trust in your leadership.

**O**ffer an option for customers to order products over the phone, provide free shipping and/or an expanded delivery zone.

**P**romotions, Construction Specials, and sales are a great way to entice customers to continue doing business with you. Washington County will be committed to helping you get information such as these promotions out to the public.

**Q**uality products. Quality service. Quality experience. Customers will put up with a little disorder, if they think it is worth it. Make your business a place worth visiting!

**R**educe inventory and employee hours if necessary. If you are expecting a decrease in sales at a particular time or anticipate needing less staff time, make sure you prepare for that. It is better to be prepared than caught off guard.

**S**igning...simple, visible, easy to read.



**T**ake advantage of the construction crews. Offer discounts and special rates to "Anyone in a safety vest." This will not only create business for you, it will also provide you with access to more first-hand information. Remember that many times the construction workers don't have a lot of time—provide lunches to go, fast service and repairs, and accommodating hours.

**U**se [www.broadwayaveforestlake.info](http://www.broadwayaveforestlake.info) !!!

**V**ary hours. Expand hours. Reduce Hours. These could all possibly help employees and customers deal less with the construction traffic.

**W**ork with others. Nothing says you can't team up with other businesses to create a double promotion which could bring additional revenue to both businesses. Perhaps there is a business along Broadway Avenue on the opposite side of I-35 from where you are? Can you entice customers to use the Local Detour Route that Washington County has created? Example of a special: "Buy a value meal at Business A and receive \$5 off an oil change at Business B."

**e**xplain to customers that the construction may be unfavorable for a short period of time but in the long run it will be beneficial for them by providing a safer, more efficient route

**Y**ou are welcome to use the Business Directory created by Washington County to provide information to customers. If you have a better idea, create something on your own.

**Z**ealously participate in activities surrounding construction. Volunteer to be a part of the grand opening/ribbon cutting affair—prizes, a street dance, t-shirts, lunch, etc. The roundabout grand opening in 2010 was a huge success.

Communication methods are certainly not limited to the twenty-six letters of the English Alphabet. Be Creative! Decide what will work for YOUR business!

If you would like more detail on any of these tips or need help with any of the suggestions, Washington County is here to help you. Contact Mindy Leadholm, Broadway Avenue Business Liaison with any questions or concerns. (651-470-7754 or [mindy.leadholm@co.washington.mn.us](mailto:mindy.leadholm@co.washington.mn.us))

For Additional Project Information:

[www.broadwayaveforestlake.info](http://www.broadwayaveforestlake.info)