

THE BID CONNECTION

Tips for the members of Denver's Business Improvement Districts

SURVIVING THE CONSTRUCTION ZONE

Denver has some amazing projects on the horizon: Brighton Boulevard, National Western Center, the World Trade Center, Union Station build-out, Central 70 between I-25 and Chambers, RTD FasTracks – all will contribute to Denver's unparalleled quality of life, mobility and economic vitality.

But in the meantime, it may get a little ugly.

No doubt about it, your business may be financially impacted during the construction period. Try these tips to not only survive, but thrive.

Getting to know you – Gather customer contact information before construction begins so you can keep them apprised of road conditions, best routes and promotional specials during the construction period.



Alternate routes – 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 the business before the project. Make the ride interesting and exciting by highlighting some of the sites or the scenic drive on the map that can be experienced by going this alternative route.

Keep tidy – 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.

Back door – Make sure there are signs directing your customers to the right entrance, and, if you have a back door, consider using it.



Right size – Reduce inventory and make a staffing plan. Inform current lenders of the upcoming project and see if there are opportunities to restructure existing debt and lines of credit.



Stay positive – Tell the facts about the construction situation in an upbeat way. Don't apologize for the construction, unless you really need to. Negativism and complaining will drive people away. A positive fun atmosphere will bring them back.

New markets – Construction workers are potential customers that you can promote your services to. Give menus, coupons, or flyers to project managers to post in field offices.

Stay informed – Sign up for updates and attend scheduled Construction & Coffee meetings. Learn more [here](#) and [here](#).

IDEAS FROM SURVIVORS...

- 👉 Hard Hat happy hours
- 👉 Car wash coupons for customers' cars dirtied by construction dust
- 👉 Advertising tag lines: "Follow the Road to Savings" "The Road is Open to Gazebo Printing" "Buying Local – it's easy!" "The Bridge is Closed, but we're Open for Business" "Change your approach, not your destination" "Road Open All Summer!" "Caution – Good Food Ahead" "Caution – Bargains Ahead"
- 👉 http://www.dot.state.mn.us/d3/graphics2/businesswkb_road.pdf
- 👉 <https://www.cityofmadison.com/transportation/roadworks/documents/survivalguide.pdf>
- 👉 <http://www.connect2dot.org/resources/Road%20Construction%20%20Survival%20Guide%204%20in%20color.pdf>

BUSINESS INTERRUPTIONS COME IN MANY FORMS – THE TIPS ABOVE MAY BE HELPFUL UNDER OTHER CIRCUMSTANCES.

THE BID CONNECTION is published electronically by the Denver Office of Economic Development. For more information about city programs and services that help local businesses start, grow, and thrive, please visit denvergov.org/oed. Our main line is 720-913-1999. Offices located at 201 W. Colfax, 7th Fl., Denver, CO 80202. Schedule free a small business advisory session here. Always check out [The Commons on Champa](#) for training and networking events. Denver retail businesses, great info for you [here](#).