

# THE ROAD TO SUCCESS

## CHECKLIST



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### TRIED-AND-TRUE TIPS FOR BUSINESSES IMPACTED BY HIGHWAY CONSTRUCTION

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## COMMUNICATION

- Have a clear line of communication to receive construction updates
- Identify stakeholders  
*Suppliers, customers, other businesses*
- What do they need to know?
- Detours, routing, parking, change in hours
- Striking the right tone
- Positivity is always best!
- Focus on construction “Specials”
- Information Distribution
- Keep staff updated and consider creating talking points for all staff regarding the project
- Social media, email, websites, flyers, traditional mail
- Have simple maps to show best routes to your business
- Partnership opportunities
- Neighboring businesses might consider working as a group on communication, promotions or other opportunities for customers.



## PROMOTIONS

- For consistent messaging, utilize Sioux Center’s “We Dig Progress” marketing material
- Start a delivery service (or offer free delivery) during construction—maybe partnering with other area businesses
- Incentivize customers to visit your business with “We Dig Progress” specials, discounts and events.



## BUSINESS ACTIVITIES

- Determine alternative entrances or access points that would be more convenient for your customers during construction.
- Work with suppliers to arrange alternative delivery times or locations as necessary
- Determine if there are other projects for your business that could coincide with construction.
- Consider adjusting hours of operation to provide customers expanded options during the times when construction is not as busy. Coordinate these hours with neighboring businesses.
- Inform the public that you are open for business!



SCAN TO ACCESS  
**WE DIG PROGRESS**  
MARKETING MATERIALS  
OR VISIT

[WWW.SIOUXCENTER.ORG/WEDIGPROCESS](http://WWW.SIOUXCENTER.ORG/WEDIGPROCESS)