

SURVIVING THE “BIG DIG”



Dealing with Road Construction Near Your Business

The Village of Burk's Falls Council and staff have diligently been working with Folwer Construction and RV Anderson Engineers on the Ontario Street Rehabilitation Project.

Public meetings and private consultations with business owners has provided positive feedback regarding the project and we are pleased to continue to work towards infrastructure improvements.

The Village is aware that during the Rehabilitation Project, businesses will be impacted. With this in mind, Council would like to continue to work with business owners to ensure this impact is minimal and to reinforce open communication. Thus, the Village would like to provide suggestions on how businesses along Ontario Street can begin to prepare for the project, which will commence June 4th, 2018.

1. Get involved early.

If you were not able to attend the public meetings or meet with municipal staff directly, we encourage business owners to set aside time to get involved and obtain information first hand. Having firsthand information early, will help to mitigate and navigate your business through the project.

The Village will be hosting construction Coffee Talks, to discuss construction progress.

2. Stay positive.

Regardless of the type of construction, all construction can create inconvenience, struggles and disorder. What can make the difference during construction is a positive attitude. If customers are hearing from owners and staff how difficult the construction is and how hard it is to get into the Village, in all likelihood tourists will avoid shopping in town.

3. Increase street signage.

Signage is vital to visually communicating to customers and patrons that you're still open for business. Think about how you can creatively display that it's business as usual, parking locations and hours of business.

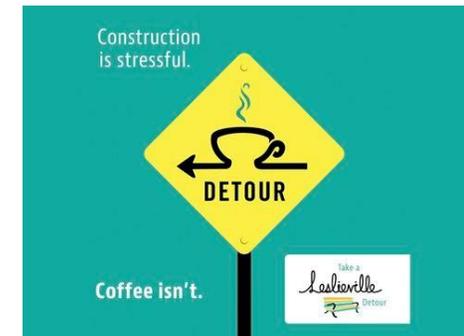
Update phone messages with accurate information as the Rehabilitation Project proceeds, so customers can call ahead to make inquiries.

4. Be flexible.

Expect the unexpected and be flexible. Even the best laid plan can require alterations.

5. Multi-media communication.

These days' businesses utilize multi-media resources such as Facebook, Twitter and websites to help the customers stay informed. These resources can be used to reaffirm that you're open. Consider posting parking options and other important information to help customers stay informed. Shoppers typically will visit an online resource before committing to a shopping trip, so utilize your multi-media connections efficiently.



6. Taking stock of inventory.

Understanding there will be an impact on your business. Take stock of inventory needs and making necessary adjustments when needed can help minimize the financial impact of any potential decrease in foot traffic.

7. Create promotions.

Make the construction project work for you. Consider how to make the construction inconvenience fun for your customers. Draw traffic to your business by offering promotions, specials or extend hours outside of construction work hours.

- Offer kids coloring contest, with pre-printed construction theme images.
- Decorate windows in creative colorful ways, think of construction themes.
- Be creative and think outside the box.

Engage the public to participate while simultaneously driving traffic to your door.



Talk to employees.

Create a game plan on how your business will manage through construction. Discuss how to address customer complaints during construction. Keeping staff informed of construction progress ensures that your front-line staff feel valued and their opinion matters to the overall success during this period.

9. Talk to Suppliers and Delivery Agents.

Open lines of communication with delivery companies and suppliers to create a successful construction mitigation plan. Ensure to communicate alternative access or delivery options early, as there is bound to be disruptions to access.



10. Complaint department.

Communication of challenges you're facing should be brought to the direct attention of the municipal office not the construction crew. Office staff will do their best to mitigate and create a solution to the best of our ability.



Once construction is over the Village will be revitalized with a new road, street scaping and most importantly, new infrastructure that will service the community and your business for generations to come.

Village Council and staff understand that projects of this magnitude can be a challenge for business, however there is no ideal time to undertake such improvements. We thank you for your understanding, patience and cooperation as we continue to work towards creating a Village which will offer a quality of lifestyle that is desirable and functional.

Continue to monitor the Village Facebook Page and website to receive updates during construction. Share these posts to your social media sites, increasing the exposure and communication of progression.

Coffee Talk dates and locations:

May 23rd, 8am – Landmark Pub

June 6th, 8am – Papa Bear's Family Café

June 13th, 8am - Village Café

June 20th, 8am – Bakery By the Bridge

June 27th, 8am – Ms. T's