



Downtown Construction – Tips and Strategies

Thanks to Round Rock and Denton for great ideas and strategies...

Supporting businesses

Signage

Clear directions to alternate routes, parking

Marketing and promotions support

How businesses can prepare

Communicate with customers

Offer curbside or delivery?

Discounts to customers who are sharing on social?

Partner with other businesses to offer specials, co-op ads

Regular updates from lead agency/department

Communicate with residents, businesses, and visitors across multiple channels

Denton created videos highlighting downtown business owners and downtown in general – this could be a good project in collaboration with the school district

Promotions

Open for Business posters

Social media

Find anything cool during construction? Share it!

Surprises

Round Rock doughnut giveaway to drivers who were caught in traffic snarls

Canned food drive in Denton had a campaign slogan that reminded people that you CAN Drive Down Hickory even though there was heavy equipment everywhere and roads were under construction.

