Grindstone Creek Bridge Construction Project

Stage 1: May - Dec 2025 - Lane Restrictions & Significant Traffic Congestion Anticipated

TIPS for Businesses to Encourage & Sustain Customer Visits

COMMUNICATIONS - GET IN FRONT OF IT

Start communicating with your customers NOW!

- Let them know construction is happening soon (beginning in May).
- Provide alternate routes, best ways and best times to get to your business during construction stages (adapt as stages change).
- Advise customers to plan for extra time to get to your business - especially for appointments.
- Use all platforms -
    a. Add a Construction Update' pop up window on your website.
    b. Add a construction blurb to appointment notifications and reminders
    c. Include updates in customer newsletters
    d. Share best detour routes on social media

THANK CUSTOMERS FOR THEIR LOYALTY & PATIENCE

Let them know how much your appreciate their efforts to visit.

- Consider a special 'Construction Loyalty' card, discount or BOGO for in-person visits.

COLLABORATE & SHARE

Look after each other.

- Cross promote. Work with neighbouring or like-minded businesses to create 'Worth the Detour' itineraries. 'Shop here. Snack here. Don't forget to pick up other necessities while here.' A trip to the Village is worth the detour when you visit mulitple businesses and accomplish several things on your 'To Do' list.
- Share your neighbour's news. Be an ambassador for the community as a whole.
- List others as collaborators on social media so it's easier for them to share your news.
- **TAG THE BIA** so we can share your news and events.

CAN YOU MAKE IT EASIER FOR CUSTOMERS TO SUPPORT YOU?

- Expand your e-comm offerings.
- Consider offering local delivery.

RALLY AROUND STRONG 'CANADIAN' SENTIMENT

- Put an emphasis on 'shop local' with a focus on your unique value proposition.
- **What can you do for customers** to make the inconvience to get to your business worth it?

Stay Updated

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