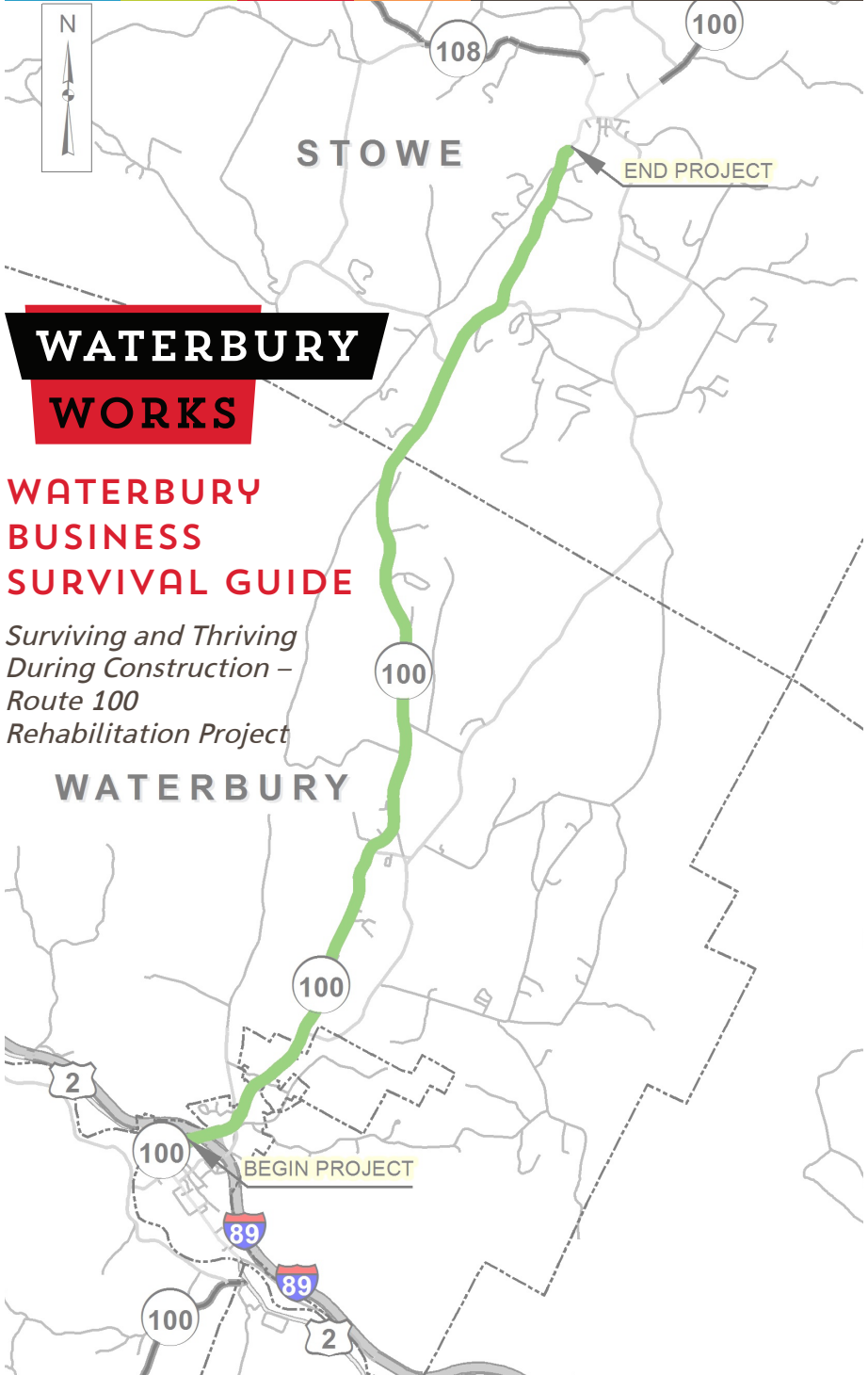


April 2018 through Fall 2019



WATERBURY WORKS

WATERBURY BUSINESS SURVIVAL GUIDE

*Surviving and Thriving
During Construction –
Route 100
Rehabilitation Project*

WATERBURY

Greetings,

Our roads are getting a rehab, and we want you to be ready!

The Vermont Agency of Transportation (VTrans) is rehabilitating Route 100 between Waterbury and Stowe from April 2018 through Fall 2019. Revitalizing Waterbury and the Town of Waterbury have partnered with VTrans to provide information and support to businesses and residents throughout the project.

As Waterbury's Economic Development Director, I will be your main point of contact for questions about the project, specific concerns for your business, or other inquiries. My job is to support and advocate for your business throughout the project.

We know that construction can be challenging, and we hope that this guide can help ensure your business success.

We also recognize that construction is dynamic, and needs may change throughout the project. I am available for the duration of the project to make sure your questions and concerns are addressed.

I will do my best to respond to all inquiries within 24 hours.

Sincerely,

Alyssa Johnson



Alyssa Johnson
Economic Development Director
Revitalizing Waterbury
802-585-9525
alyssa@revitalizingwaterbury.org

Brought to you by the Town of Waterbury and Revitalizing Waterbury,
in partnership with the Vermont Agency of Transportation.

TO HELP MAKE THE ROUTE 100 REHABILITATION PROJECT GO AS SMOOTHLY AS POSSIBLE, THIS GUIDE PROVIDES

- Route 100 Rehabilitation Project – Quick Facts
- How to Stay Up to Date
- Tips for Business Success During Route 100 Construction
- Marketing and Public Relations Toolkit
- Business Marketing Support

YOUR PROBLEM SOLVERS AND RESOURCES FOR SUPPORT AND QUESTIONS



Visitor Assistance:

Karen Nevin
802-793-6029
karen@revitalizingwaterbury.org



General Project Assistance:

Barbara Farr
802-888-3810
bfarr@waterburyvt.com



Business Assistance:

Alyssa Johnson
802-585-9525
alyssa@revitalizingwaterbury.org



ROUTE 100 REHABILITATION-QUICK FACTS

PROJECT START: April 2018

ANTICIPATED END: Fall 2019

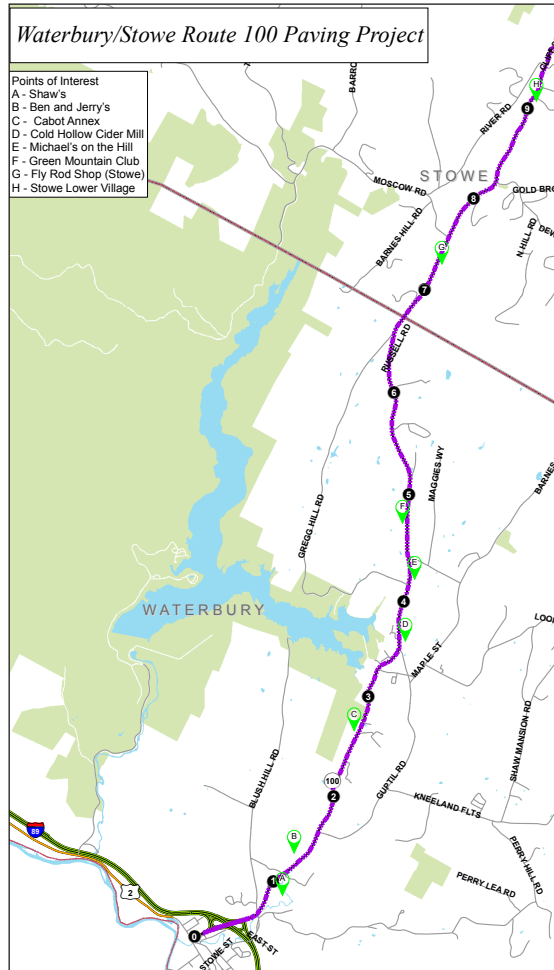
PROJECT OVERVIEW:

The Vermont Agency of Transportation (VTrans) is rehabilitating Route 100 in the towns of Waterbury and Stowe to provide a sustainable roadway structure, improved travel surface, and to reduce the yearly maintenance costs of this important arterial roadway and major tourist route. Where feasible, existing shoulders will be increased to a consistent five foot width to accommodate bicyclists. A number of existing drainage culverts will be repaired or replaced and subsurface drainage will be installed in strategic locations. A new traffic signal will be installed at Guptil Road and Route 100.

PROJECT AREA: The project area begins just north of the Waterbury roundabout and continues for approximately 9.5 miles to the Stowe Public Safety Building.

HOURS OF OPERATION:

The majority of the construction work will take place during nighttime hours, from approximately 7pm to 6am Sunday nights through Thursday nights and possibly some Friday evenings.



HOW TO STAY UP TO DATE

WaterburyWorks.com will have the most current information on the project. Visit the Route 100 Rehabilitation project page for the VTrans Fact Sheet and other information.

EMAIL UPDATES: Subscribe to receive email updates on WaterburyWorks.com.

REGULAR UPDATES: Construction updates will be printed in the *Waterbury Record*, announced on WDEV, and via Front Porch Forum.

EMERGENCY ALERTS: Sign up for the state's VT-Alert system to receive emergency and urgent information at vem.vermont.gov/vtalert. Select "Town of Waterbury" and "VTrans Alerts" in your subscription preferences.



TIPS FOR BUSINESS SUCCESS DURING ROUTE 100 CONSTRUCTION

Waterbury is not the first (or last) community to go through a major construction project. The following suggestions were collected from communities that have already gone down this road successfully. If you are interested in learning more about any of the ideas below, please contact Alyssa Johnson at Revitalizing Waterbury. Alyssa can provide additional information.

CURBSIDE APPEAL: The overall appearance of your business is important for welcoming customers. Put out your welcome mat! Due to construction dust, plan to spend more time and money on exterior cleaning and window washing. Consider landscaping, window boxes, or planters to add color to the front of your business. In addition, hang an "Open" flag and keep it clean or replace it if it gets worn or faded from the sun.



CUSTOMER SERVICE AND EMPLOYEE

ATTITUDES: Customers have a low threshold for inconvenience, that may hinder them from entering your business. Positive employee attitude and being especially accommodating during construction has been shown to encourage customers to continue to visit your business despite the hassle.

HOURS OF OPERATION: Consider adjusting your hours to be open outside of construction hours. Given that the Route 100 Rehabilitation project will use nighttime hours, this should be less of a concern.

STAFFING AND INVENTORY: Maintaining a lean staff and inventory will allow for additional flexibility in case of reduced sales. Again, hopefully the evening hours of the project will minimize any potential impacts.

CREATE A FRIENDLY RAPPORT WITH THE CONSTRUCTION TEAM:

In addition to interacting with customers, your business may interact with the folks responsible for the construction. Developing a strong relationship with them can assist in building morale and receiving accommodations if needed.

LINE OF CREDIT: Work with a lender to develop a strong line of credit during construction. Contact Alyssa for information or for a letter of support outlining potential construction impacts.

SIGNAGE AND ZONING: Signage is an important tool to assist customers in locating your business and guiding them if there are traffic pattern changes due to construction.

Signage must adhere to Waterbury's zoning regulations and permanent signs must receive a zoning permit, which can take several weeks. Inventory your signage prior to construction to allow time for permitting. Allowable signage varies depending on location. The issuance of signage permits is the responsibility of the Zoning Administrator, Dina Bookmyer-Baker, dbookmyer.baker@waterburyvt.com or 802-244-1018.



Temporary signage, such as sandwich boards, is allowed without a permit with the following conditions:

- Signs must not be greater than 4 feet in height and 8 square feet in area.
- Signs must not interfere with pedestrian or traffic movement.
- Signs must be removed after business hours.

Three types of temporary business signs you may want to consider to assist customers include:

- Directional signs.
- Alternate business access signs.
- Driveway signs.



MARKETING AND PUBLIC RELATIONS TOOLKIT

The Town of Waterbury and Revitalizing Waterbury created a Communications Plan to provide timely and accurate information during the Route 100 Rehabilitation project. Feel free to borrow these ideas and messages for your own external communications.

OBJECTIVES: We want to encourage in-state and out-of-state tourists to Waterbury, educate and inform residents near Route 100 construction, get people excited about road improvements, and support Waterbury residents and businesses during construction. The Town of Waterbury, RW, and VTrans want to convey that the Route 100 project is important to Waterbury's future.

KEY MESSAGES: During the Route 100 Rehabilitation Project we want to remind people:

- Waterbury remains "open for business."
- Enjoy and celebrate our thriving, vibrant community.
- It's surprisingly easy to get here and get around.
- We are worth the trip!

AUDIENCES: The plan is to keep local residents, visitors, and businesses informed of the construction process and schedule every step of the way. We want to reach out of state tourists (overnighters), and visitors from outside of Washington County (day trippers) with the message that "we are open for business." Local employers and employees are key stakeholders and should customize messaging.

TACTICS: Communication methods include, but are not limited to, onsite signage, onsite ombudsmen, Front Porch Forum (posts and advertising), press releases, social media, websites, advertisements (digital, print, and radio), major employer internal communication, word of mouth, flyers, RW eNewsletter, tourism publications (such as *Stowe Magazine*), videos, block party celebrations (for mile markers reached), and community meetings. The Vermont Department of Tourism and Marketing and VTrans will be important stakeholders.

WHAT CAN YOU, AS A WATERBURY BUSINESS DO?

- Put information about the construction on your website so customers know what to expect.
- Be excited about the road improvements – tie it into your marketing messages. You can reinforce the positive aspects of the project for the community.
- Consider different messages for different audiences.
- Look at different ways to communicate with your customers.



REVITALIZING WATERBURY'S BUSINESS MARKETING SUPPORT

Revitalizing Waterbury has a marketing and business support budget to help businesses directly affected by construction activities. The goal is to better ensure your continued success before, during, and after the construction project. Below is a list of marketing and information initiatives that will be implemented.

MARKETING AND PROMOTION OF WATERBURY

- Organize public events to better educate the community about the project and its benefits.
- Provide real-time information to visitors, residents, and the business community using social media and email.
- Deliver a "Waterbury is Open for Business" message in regional advertising.
- Draw visitors with special events and public art projects.
- Develop "shop and dine local" incentive programs.

**KEEP AN EYE OUT FOR:
\$100 on Route 100
a summer/fall 2018
marketing promotion
developed by
Revitalizing Waterbury.**

GENERAL PRESS

- Distribute press releases to local and regional media outlets (television, radio, and print, including social media).
- Write a weekly newspaper column about upcoming work and progress on the project.
- Post regular progress reports and weekly construction schedules on Front Porch Forum.
- Hold public informational meetings for interested civic groups where progress reports of the project can be presented and discussed.
- Manage WaterburyWorks.com for communication with businesses and the community.

BUSINESS SUPPORT

- Respond to inquiries and concerns from businesses, residents, and visitors.
- Build relationships with local and area businesses and community members to foster ongoing communication about the project.
- Provide one-on-one business support as needed.
- Identify needs and trends of businesses during construction.



DIY MARKETING

While RW will implement regional marketing during the construction season, it is important that you also work to promote your own business. Here are a number of tips, tricks, and best practices that can help you put your best foot forward.

PRESS RELEASES

Press releases can be an effective and easy way to create buzz for your business, but your message must be newsworthy. The information below will give you some ideas for press release subject matter.

- Is your business celebrating a milestone? Anniversary, 1,000th customer, employee for XX years?
- Did you recently receive an award or recognition?
- Are you doing something that relates to current national or local headlines?
- Is your business planning an event, holiday, sale, etc.?
- Is your business doing something to serve the community or a civic group?

PRESS PHOTOS

Always try to send a high-resolution photo and caption with your news stories. It is very important to photograph any events held in your business. Try to include people or an activity. Take your time to think about your subject matter, composition, and photo cropping.

WATERBURY BRAND ASSETS

We are fortunate to have a strong community brand. The *Waterbury Identity Guidelines* include fonts, logos, color palettes, photos, ad layout suggestions and how to obtain and use the files. The materials are available free of charge to Waterbury businesses. Contact Laura Parette, Brand Steward, laura@lauraparette.com or 802-233-0576.

MEDIA LISTS

A list of state and regional media sources is provided on the back cover on this guide. You may be aware of other media outlets more directly related to your business. Use them! If you have specific questions, contact the media outlet directly.



PROMOTING YOURSELF

Think outside of the box. If you don't like the color of your house, waiting for it to change color on its own is going to be pointless. You yourself need to change the color. It is the same with your business. The fastest way to grow your business is to be willing to change the way you look at your business or how it is promoted. Be willing to look at your business with fresh eyes. Try these ideas:

- Deliver products to customers.
- Extend business hours.
- Make the construction time period work for you. Considering a remodel? Use this potentially slow period to get things done that you have not had time to address.

WHAT HAS BEEN SUCCESSFUL?

Review your sales figures. Make a list of things you did (or did not do) to create traffic. Put those successful efforts back into action.

- Did you advertise or promote via social media or a mailing?
- Change your window display?
- Timing of the event or sale?
- Refreshments or a give-away?

CREATE AND MAINTAIN A MAILING LIST

Collect names and addresses in a sign-in book next to the register. Be sure to keep the list(s) updated and current. Promote events, sales, etc. directly to these valuable customers who choose to be on your list.

CROSS-MARKETING

Consider pooling resources with other businesses in the area to let the public know you are open for business. Examples include:

- Customers who make a purchase at your business get a discount coupon to other businesses and vice versa.
- Hold an after-hours event in conjunction with other retailers.
- Run coop ads. The larger the ad, the less expensive the square inch space.
- Create a prize drawing with other businesses.



MEDIA LIST

PRINT/TV/RADIO

Valley Reporter	news@valleyreporter.com
Waterbury Record	news@stowereporter.com
Stowe Reporter	news@stowereporter.com
Seven Days	paula@sevendaysvt.com
Burlington Free Press	metro@freepressmedia.com
Rutland Herald	pressreleases@rutlandherald.com
WCAX	news@wcax.com
WPTZ	newstips@mynbc5.com
Fox 44	news@mychamplainvalley.com
Vermont Public Radio	news@vpr.net
The Bridge	editorial@montpelierbridge.com
VT Digger	pressrelease@vtdigger.org
WDEV	wdev@radiovermont.com
WNCS the Point	pointfm.com/contact-us.html
Vermont Business Magazine	vermontbiz.com/contact-vbm
New England Cable Network/NBC	necn.com/send-feedback

ORGANIZATIONS

Vermont Department of Tourism & Marketing	news@vermontvacation.com
Mad River Valley Chamber of Commerce	info@madrivervalley.com
Central Vermont Chamber of Commerce	info@centralvt.com
Stowe Area Association	askus@gostowe.com
Revitalizing Waterbury	info@revitalizingwaterbury.org

EVENT CALENDARS

Valley Reporter	news@valleyreporter.com
Discover Waterbury	discoverwaterbury.com/calendar.php
Stowe Reporter	stowetoday.com/users/admin/calendar/event
Seven Days	posting.sevendaysvt.com/vermont/Events/AddEvent
Burlington Free Press	events.burlingtonfreepress.com
Times Argus	vermonttoday.com/events/community/add
Rutland Herald	vermonttoday.com/events/community/add
WCAX Community	wcax.com/community
WPTZ Community	thingstodo@mynbc5.com
Fox 44 Community	mychamplainvalley.com/calendar#
WDEV	wdevradio.com/partycalendar
Mad River Valley Chamber of Commerce	madrivervalley.com/events
Vermont Arts Council Calendar	vermontartscouncil.org/explore-vermont-arts/arts-calendar/submit-new
Vermont Department of Tourism & Marketing	vermontbusinessregistry.com/EventsWelcome.aspx
Yankee Magazine	yankeemagazine.com/submit-an-event
Lake Champlain Regional Chamber of Commerce	vermont.org/list-my-event
Vermont Chamber of Commerce	visitvt.com/vt_events/submit_an_event.aspx
The Bridge	montpelierbridge.com/calendar-submissions/
Best of Central Vermont	bestofcentralvt.com/calendar
Stowe Area Association	gostowe.com/events