

GROW LAWRENCE



City of Lawrence

Small Business Guide to City of Lawrence Road Construction

www.LawrenceKs.org

In This Together

The City of Lawrence understands that growing our Lawrence corridors is essential to accommodate our population and business growth. We know that you, as a business owner, will need to plan your business operation efforts (cash flow, staffing, communications and inventory) accordingly. We want to help support you through construction efforts and keep you informed of tools/resources that provide information to help you plan efficiently, to include:

- Small Business Guide to City Road Construction;
- Project Descriptions via web-based tools;
- Small business resource guide and resources;
- Project maps via web-based tools;
- Project contacts via web-based tools;
- Partner referrals via web-based tools;
- City notices via web-based tools;
- Project details and alerts of projects 6+months in advance.
- Project meetings via web-based tools;

Although you may experience detours, full closure times and noise, which are inconvenient to a business storefront. Know we are here to help support your business planning needs during this growth time. This corridor expansion will lead to a major business route and will continue to serve as a prime location for your business.



City of Lawrence

Public Works: 785.832.3123
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Planning & Development Services
785.832.3150
Scott McCullough - Director

Small Business Facilitator
785.832.3156; clegg@lawrenceks.org
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Utilities: 785.832.7800
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Small Business Development Center
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Will Katz - Director

Lawrence Chamber of Commerce:
785.865.4411
Hugh Carter, VP of External Affairs

Brady Pollington, Dev. Project Manager
Brady Pollington



City of Lawrence Road Construction Information

DIGITAL URL ADDRESS:
www.lawrenceks.org/construction

CLICK ORANGE CONSTRUCTION CONE:
 This can be accessed on any City of Lawrence



DIGITAL MAP:
 GIS map of location and pictures of each road construction project (updates weekly)

RECEIVE "CITY NEWS" UPDATES: Alerts on city improvement and infrastructure projects.

Report a Pothole:
 785.832.3456 or digital link to form.

KEEP UPDATED 2014 Projects:
 Link provides project description, project contact information, timeline of project and informative videos, (IMPORTANT LINK Updates Weekly!!)

CALL: Call Before You Dig; City joint Kansas Call One Program to help you on your project.

CHRONOLOGICAL UPDATES:
 Find and read monthly updates on all road construction projects.

RECEIVE KDOT SLT ALERTS:
 You can receive KDOT Construction Updates on the South Lawrence Trafficway.

Remember Get Involved **Early:**



Often times small businesses don't get involved until the orange cones arrive outside their storefront. Owners must begin to become part of the citizen's process early before construction starts. The City of Lawrence invites owners to take part in City Commission Meetings or call Public Works early in the process. It is important that business/property owners stay informed to upcoming and current road construction street projects. Communicate through one of the many ways shared in this guide.

Stay in contact with City Commission's current agenda items: lawrenceks.org/agendas (agenda review items, watch live video or sign up to receive agendas via e-mail).



What To **Ask?**

Communicate, Communicate, Communicate:

As a small business owner, it is hard to realize road construction projects affecting your store-front is ultimately a win/win for your property and business location. Remember the City of Lawrence is trying to improve your business by creating greater accessibility of; streets/sidewalks that will enhance your overall curb appeal and safety. Your job is to ask questions and plan efficiently while dealing with positive improvements.

Here are some great questions to ask:



- What is the approximate construction timeline for specific location?
- What is the entire project timing and or phased logistics?
- Who are the appropriate project contacts? City Public Works contact? Contractor's contact? Small Business Facilitator contact? Utilities?
- What are the signage requirements for alternate routes provided by the city?
- Are there signage permit requirements to denote detour or alternative route? Costs?
- Are there detailed meetings before each phase? If yes, when and where?
- Where can I access project detail information and maps so that I may inform staff/customers and hand out to inform customers?

What **Now?**

As a business owner, you work hard to fine tune your business model. We want you to have all the information to plan effectively and stay informed about road construction projects to help you adequately to prepare. The following are ways to do that for your business during this time of growth for our City of Lawrence.

PLAN EFFECTIVELY

SMALL BUSINESS OPERATIONS

EMPLOYEES (HR)

Communicate With **Employees?**

Ongoing communication and training with your employee(s):

- It is critical to communicate all construction project information with your entire staff. Their heightened awareness will keep everyone involved and provide a greater likelihood of keeping the public informed with correct information sharing.
- Continue to keep staff informed with ongoing updates with the road construction process. Design a script for your staff to keep customers informed.
- Hold training staff meetings centered around the project updates and critical access management information. Remember, don't assume your employees know how to communicate the correct information, it is up to you to prepare and provide.
- Keeping your staff lean could help your cash flow efforts, expect as an owner to put more time in to save on monthly payroll.
- Keep all employees vigilant and communicate with them often, by helping them understand that sales and profits could change or decline.
- Discuss city maps on construction and ask each employee to relay alternate routes and parking scripts to customers.
- Remember that training your staff is important and they are a direct reflection of your business and the brand, communicate daily.

PLAN EFFECTIVELY

SMALL BUSINESS OPERATIONS

MARKETING

Customer Loyalty

Keep your dedicated customers close by communicating all details of the road construction project. You can choose to create a marketing campaign and let the road construction drive your marketing and promotional messages. By keeping your long-standing shoppers or clients updated it shows you appreciate their patronage. Giving the information to loyal customers is a win/win scenario; you keep them informed they may keep their regular shopping patterns, customers understand what to expect and your message will be shared with other potential customers.

The Basics

- Provide and post maps with road construct dates so customer's can be aware of new access points and street closures.
- Use new media tools to post updates to keep patrons informed.
- Consider posting ads with a graphic of new entrances and alternate routes to reach your storefront.
- Gather customer contact information before construction begins so you can keep them apprised of road construction and promotions that are ongoing during this time of growth.

The Basics

- Post weekly e-mails to customers with the idea that if you keep them informed and in the loop, they won't be as likely to change their buying habits during construction. Express to customers that their loyalty during construction is important.

Business 2 Business

- Keep in contact with your fellow business owners that are also experiencing challenges to their store front accessibility.
- Form marketing coops that share marketing expenses, but keep public informed that your doors are still open.
- Have special construction promotions and sales to steer customers to your door.
- Learn web promotional tools and special type of coupon websites that offers group deals to a group of consumers. Make sure its a win/win discount for your business too!
- Use New Media tools and sites to push your logos and promotions to drive traffic to each other.

PLAN EFFECTIVELY

SMALL BUSINESS OPERATIONS

FINANCE & INVENTORY

Cash Flow Finance Tools:

Understand what tools you have available to help your cash flow work during any event. Road construction projects are only one of many things to plan for to safeguard your business. Here are some helpful suggestions.

- Suppliers - As an owner your communication with your suppliers and vendors is ongoing. You can utilize suppliers to negotiate extended payment terms. Remember, your payment terms to suppliers should always be longer than what you afford your customer base.
- Purchase Order Financing- A tool used by small businesses to defer payments to suppliers and manufacturers. Purchase orders are vital during periods of growth and expansion. Rather than spending cash up front to pay for goods, you can use a P.O. as a form of cash, and pay off the amount to a lender at a later point in time. Purchase order financing is a vital tool for small businesses with cash flow situations.
- Asset based lending – loan secured by collateral (assets).
- Line of Credit - Secure a line of credit with your existing bank early, just as a precautionary measure.

Inventory Management

Move Inventory:

Everyday that inventory is held a profit margin erodes. Construction project promotions can help you keep your inventory moving. This is a time to find all unwanted inventory that could be used to hold special promotions, unique discounting, barter exchanges, charitable donations, half off or the “2 for 1”.

Work Smarter:

Utilize information systems that will help you know what inventory you hold:

- VMI Systems or Vendor Management Systems-With a VMI system, distributors or manufacturers control inventory management for the customer. Reports are calculated daily and transmitted from the customer to the vendor. The data gathered from these reports lets vendors know when to restock the customer’s merchandise. This method significantly cuts down paperwork, time and labor.
- Inventory Tracker Software- tracks and controls inventory. This kind of software system keeps a business on target to control inventory; benefits include: ability to track, invoice, product recalls, shipping, receiving, ordering and asset protection
- Track customer and understand their needs and buying patterns to determine your best sellers.

Alternative Ideas:

Go To Them:

- Drop shipments- Drop shipping allows retailers to take customer orders and direct them to a drop shipper, or wholesaler, who then ships the merchandise directly to the customers. The business profits by charging customers more than the wholesalers charge the business. Advantages includes: less inventory, ability to maintain a positive cash-flow cycle and savings on shipping costs.
- Consider adding a delivery option to your business. Plan to have a vehicle that has business decals with business logo and insurance that covers all drivers with a clean driving history. Three cost to project in monthly cash flow include gas, car maintenance and insurance.



Need Help Starting a Development Project or Growing a Small Business?

Call PDS Today!

Utilize our **FREE** services:

Planner of the day - (785) 832-3150

Small Business Facilitator - (785) 832-3156

Planning & Development Services | (785) 832-3150



City of Lawrence
PLANNING & DEVELOPMENT SERVICES