

Sedona Road Construction Support Guide

Helping your business prosper
before, during, and after road construction



Dear business owner,

Construction can present challenges for businesses, but with the right information, proper coordination, and strategic planning, your business can not only endure the process, but prosper during it.

This Road Construction Support Guide offers information on strategies and resources to help you thrive during the construction process. We hope it will help you and your employees prepare for any disruptions.

If you have any questions, please contact the City or the Sedona Chamber of Commerce & Tourism Bureau. We want to help your business throughout the improvements the *Sedona in Motion* projects are creating for the community. Road construction can be a challenge for your business, but the result can be very rewarding.

Please join us in practicing patience and planning during this time.

Sincerely,



Sandy Moriarty
Mayor
City of Sedona



Justin Clifton
City Manager
City of Sedona



Jennifer Wesselhoff
President/CEO
Sedona Chamber of Commerce
& Tourism Bureau

Attention Sedona area business owners:

If your business is in the road construction project area, it may limit customer access to your establishment. You may want to prepare additional strategies to maintain customers and business traffic through your front door.

The Sedona Chamber of Commerce & Tourism Bureau, along with the City of Sedona, created this support guide containing appropriate municipal and business contacts and tips for thriving throughout the construction process.

In this guide you'll find:

- ➔ The best time to get involved in a project and have your voice heard.
 - ➔ Early planning and marketing strategies to ready your business for the road construction project ahead.
 - Everything from inventory management to customer and employee communication.
 - ➔ What to expect once construction begins.
 - ➔ How to retain your customer base during construction.
 - Communication, staying on message, and using creative promotion and business strategies.
 - ➔ Post construction ideas to get your business back on track.
 - ➔ Additional business resources.
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While road construction can be hard on any business, the maintenance and repairs can be good for your business. One Sedona business owner who previously endured construction adjacent to their business said,



Although it was a painful process, the end product was worth it. The project enhanced traffic and pedestrian flow to my business and my guests are more likely to frequent my business because of the improvements.”

With this positive outcome in mind, be prepared ahead of time. Plan carefully so that once the project is complete, your business can continue to thrive.

Get INVOLVED early.

The City of Sedona plans its road construction years in advance. Routinely, the City updates construction information on its website. Please learn more about upcoming road construction projects called, *Sedona in Motion (SIM)*, at SedonaAZ.gov/SIM.

In the early stages of each project, the City will start the process of reaching out to businesses within the impacted corridor. This will likely include mailings to business owners inviting them to planning meetings for the project. Your concerns, questions, and suggestions are very important at this early stage in the planning process as the City still has the greatest flexibility to incorporate changes into the project. Please watch for mailings and attend these meetings to learn more about the project and provide any input that you may have.

Every June, the City adopts a capital budget, which includes the final list of road construction projects for the following year. For most projects, the City will release bids and hire a contractor during the spring prior to the start of the summer construction season. Once a contractor is hired to complete the work the City will host another round of pre-construction meetings with the contractor and business owners. The goal of these meetings is not to gather input but rather to ensure everyone is aware of the upcoming construction schedule and pertinent construction contacts.

Disruption from construction can be mitigated if there is proper coordination between businesses, property owners, City officials, contractors, and residents. Remember, the earlier your concerns are voiced the better prepared the project team will be to respond to them. To this end, it is in your best interest as a business owner to keep abreast of current and upcoming construction projects. Communicate with City Councilors, read the City's website for updates, join the Sedona Chamber of Commerce & Tourism Bureau, distribute your brochure at the Visitor Center, and attend as many meetings as you can.



Business owners can contribute ideas and make concerns known by:

- **Attending public hearings and meetings**
- **Filling out comment forms**
- **Calling or writing to the team in charge of the project: 928.852.4146 or SedonaAZ.gov/SIM**
- **Meeting with project managers and engineers**

The CITY can help your business.

Sedona's businesses are an integral part of our economy, community, and overall sense of place. Sedona businesses are also a priority to the City. While traffic improvement construction is underway, the City recognizes businesses may need additional support.

The City plans to offer the following to better assist local businesses:

Flexible Signage: The City's Community Development Department will relax its signage regulations during the construction period.

- Additional window signage will be allowed but it may not be illuminated.
- Banners up to 6 square feet will be allowed within the business's building frontage; with a 7-foot height clearance from the sidewalk.
- The City will provide pedestrian and vehicular directional signage around the construction site.
- A-frame signage will continue to be prohibited to ensure safe pedestrian access.

Temporary Use Permits: Temporary Use Permits will not be required for small promotional events (e.g. a sidewalk sale). As always, this is limited to the outside of the business frontage and it's expected that the business will ensure pedestrian circulation is maintained. **Please consult the Community Development Department with any questions at 928.282.1154.**

Business Trainings: The Small Business Development Center will offer trainings and discussions on marketing, social media, and other business development items.

Marketing: The City and the SCC&TB will expand marketing efforts and promote Uptown as a place for shopping and dining. This will include local advertisements, social media, press releases and more. Keep an eye out for weekly locals meet-ups at different venues located in construction areas.

Other Small Business Assistance: The City will continue its small business assistance through City partners such as the Small Business Development Center, Verde Valley Regional Economic Organization, and the Sedona Chamber of Commerce & Tourism Bureau.



REMINDER: All rules and regulations apply unless otherwise stated. Flexible signage and Temporary Use Permit flexibility will only be for the duration of the construction project.

CONTACT US

This information is available on the City's website. For questions on any of the above information, please call **928.282.1154**.

Receive Uptown construction notices:

- ✉ Email updates: sign up at [SedonaAZ.gov/SIM](https://www.sedonaaz.gov/SIM)
- 📱 Text alerts: text **SIMUPTOWN** to **888777**
- 📞 Call the Construction Hotline: **928.852.4146**

**Construction
Hotline:
928.852.4146**

SEASONAL marketing campaign tactics.

Positioning Sedona as a premier destination is a balancing act. Marketing, sales, communication efforts, and reinvestment programs help us to reach the SCC&TB's mission: **To serve the community by making Sedona the best place to live, work, play, and visit.**

We strategically balance maintaining Sedona's brand awareness, which has taken years to build, with developing reinvestment programs that will help enhance the visitor experience, expand the destination's appeal to visitors, and/or improve the quality of life for residents by mitigating some of the unintended consequences of a robust tourist economy. This need for balance has culminated in a long-range Sustainable Tourism Plan, launching in Fiscal Year 2020. You can find the details at SedonaSustainable.com.

Our comprehensive campaigns focus on attracting visitors during slow periods of summer, winter, and midweek, utilizing multiple channels to ensure top-of-mind awareness, such as: digital ads, TV, out of home, content marketing, and social media.

In our work, we focus on attracting a quality visitor who will stay longer and spend more in the community rather than simply bringing more visitors. We target high-value visitors who share stewardship ethos, value the arts, and have an annual household income of \$150,000+ in the target markets of Phoenix, Chicago, Los Angeles, and Nevada, as well as international visitors in UK, Germany, and Japan.

For the current Destination Services Plan, visit SedonaChamber.com/Research.



The Sedona Chamber of Commerce & Tourism Bureau can HELP.

The SCC&TB offers a variety of tools to help boost business during the coming construction and disruption of visitor flow through the City. Maximizing your presence to locals is an important strategy when visitor flow may be low.

Services FREE to partners:

- Offer a “construction discount” using the COUPONS feature on the website [Extranet](#)
- Inclusion in Local e-News sent to 3,000 locals
- Access to one-on-one mentoring with SCORE or the Small Business Development Center
- Social media posts to locals and/or visitors (reach 230,000)
- Submit your annual blog post to either [SedonaChamber.com](#) or [VisitSedona.com](#)
- Distribute your brochure at the Visitor Center; Classic Plus level or higher
- Submit your event to the online calendar of events
- PAID opportunity: purchase mailing labels for all Chamber partners for \$60

Other Community Resources:

- Submit your press release to the Sedona Red Rock News
- Submit your press release to Kudos
- Submit your press release to Sedona Monthly
- Advertise your business in local papers and on the big screens of Harkins or Mary D. Fisher Theatre

Submit your event to the following free online calendars:

[SedonaEvents.com](#)

[SedonaVerdeValley.org/upcoming-events](#)
(email event details to g.seder@solimarininternational.com)

[VisitArizona.com/events](#)
(submit form)

[MyRadioPlace.com/events](#)

[WeGoPlaces.com/free-event-listing](#)

To learn more about how to take advantage of local outreach, go to:

[SedonaChamber.com/Tools-Tips-How-To](#)

where you will find helpful ideas and instructions on how to use your existing, FREE Chamber tools to boost your business.

Business PLANNING: What you can do before construction begins.

As a business owner, you are always planning and improving your business model. When you're informed ahead of time, road construction is something you can prepare for. Here are some suggestions from business owners who've been through the construction process already.



Keep your staff lean.

It's an unfortunate reality, but if you expect a significant decrease in customers once construction begins, you may need to consider keeping a lean staff. If someone quits in the spring, you may just decide to keep that position vacant if there is a construction project coming up that summer. Other options might include job sharing with neighboring businesses or reducing overall hours.

Some business owners shared that when they became aware of an upcoming construction project, they would leave positions vacant when there was a natural attrition of employees rather than re-hiring.



Reduce inventories.

When possible, reducing inventory can be a useful strategy to respond to slower periods due to construction.



Secure a line of credit.

It's important to get a line of credit with a local bank during a good time when sales are up. That way, you'll have it when, and if, there's an emergency.



Gather customer contact information.

Gather customers contact information before construction begins so you can keep them apprised of road conditions, best routes, and promotional specials during the construction. You might consider sending weekly emails or posting regularly on social media to keep customers informed and in the loop.



Inform customers in advance.

Keeping your customers informed gives them the ability to maneuver construction and access your business. Examples can include putting up signs, banners, or passing out copies of alternative routes to the business before the project.



Integrate social media.

Use email and social media to live-stream sidewalk sales or post clips of customers talking about continuing to patronize your business. Get creative so that your posts are shared or even go viral. For example, share a post of a construction worker using your product or service – or encourage your followers to add their own. Make videos of the best ways to get to your business (and share them with your email list). Cooperate with adjacent businesses on streamed events. The **@SedonaChamber** also has thousands of fans and followers on Facebook and Twitter; they can help you share your message.

 **@SedonaChamber**

 **@SedonaChamberofCommerce**

 **#sedonachamberofcommerce**



Develop a game plan.

Talk to your employees about the process and strategies to stay prosperous during construction, inclusive of increasing customer service, marketing, and assistance. Discuss marketing efforts and allow employees to share any concerns. Your employees will appreciate the opportunity and the dialogue may produce new ideas that will benefit your business.

What to EXPECT once construction begins and how to mitigate problems.

Dust and noise are both inevitable during a construction project and not in areas where you will have a great deal of control. Traffic delays and blocked access routes are also difficulties that may arise during construction. Here are some ideas to deal with these issues.

1 Allocate more time to cleaning.

While there's little you can do to reduce the dust and noise of a construction site, you can focus on keeping your business as dust free as possible. If you only clean your windows once a week right now you might consider increasing that during the construction. You may also decide to allocate more time or money for general cleaning and upkeep in order to keep construction dust to a minimum.

2 Create a friendly rapport with the construction workers.

While the on-site construction workers aren't the appropriate people to contact about your concerns, it can only improve the situation if you create a friendly rapport with them. You might supply complementary ice water to the crews. This said, it is important to emphasize that construction workers are following instructions from their supervisors and communicating concerns to supervisors and project leaders is the best way to get results. To this end, know who those supervisors are and keep their contact information close at hand.

3 Make sure signage is clear.

Traffic rerouting and delays are inevitable during construction. The right signage is crucial. Pay attention to signs directing traffic and make sure they make sense for your customers. Make sure signage properly directs your customers to parking spaces and business access.

Construction crews are not always aware of your needs. Often, it's just a matter of asking.

4 Consider using a back entrance for better customer access.

Access to your business is often a problem during a construction project. Make sure there are signs directing your customers to the correct entrance and if you have a back door, consider using it.



NOTE: The issuance of temporary signage is the responsibility of the City project manager. The City will provide project manager contact information for each project. Be sure to take note!



Tips for SURVIVAL once construction begins.

As a business owner, communication will be critical during the entire construction project. You must communicate with the construction project managers, your employees, other businesses, and most importantly, your customers.

1 Keep your project managers' contact information nearby.

2 Provide directions and access information for your employees.

Don't let them make the area more congested. Depending on the number of people you employ, you might consider offering a carpool from an agreed upon location.

3 Join the Sedona Chamber of Commerce & Tourism Bureau referral groups or other business organizations.

Strength is found in numbers. Make sure to communicate with other local leaders so you can band together and make concerns heard.

4 Provide signs to guide customers to your business.

Once again, go out and make sure signs put up by construction crews make sense for your business. If they don't, contact the project supervisor.

5 Keep on message.

Consider keeping a script next to your phone, so that you and your employees have a quick and easy guide to provide instructions to customers, making sure all of your employees know what to say, and how to say it.

6 Stay informed!

Attend all public meetings relating to the construction project and be sure to open all City correspondence.

7 Extend business hours.

Consider being open later in the evening after construction crews are finished for the day. Be flexible to accommodate customer demands and other perceived needs.

8 Make the construction work for you.

If you were considering a remodel for your business, why not do it during the construction period. Use this slower period to get things done that you haven't had time to address.

9 Creative promotions.

Businesses have come up with a lot of creative ways to make construction fun for customers. Join with other businesses in a scavenger hunt for customers to win prizes. Live stream the event on social media and post photos of the winners.

10 Consider booking advertising resources.

Consider booking advertising resources with other businesses in the construction zone to let the public know you are still open for business. The SCC&TB offers cost effective co-op marketing opportunities as well.

11 Be positive.

Encourage and generate a positive healthy environment to support your staff and ensure retention of valued employees.

To receive text alerts,
text the word:

SIMUPTOWN
to **888777**

You MADE IT post-construction! Now what?

Once construction is over, it's time to focus on recapturing market share and winning back customers. Consider promotion and advertising to let customers know the roadways are open. Promote the new image and convenience of the completed roadway.

Celebrate project completion by taking advantage of your SCC&TB membership. Hold a celebratory ceremony and invite the news media to attend or consider pooling resources with local businesses for a grand celebration and/or shared advertisement.

Finally, support other businesses that undergo a similar process. Give them your patronage and provide helpful feedback based on your experiences.

Ideas on how to reinvigorate your business:

- Artists in venue
- Cooking classes
- Open houses
- Locals nights
- Kids events
- Book signings
- Workshops
- Demos/DIY projects
- Giveaways/prizes
- Coupons/discounts
- Daily/weekly offers
- Sidewalk sales



Did you know that you have access to resources that can help with business planning, small business loans, and more?

Contact the City of Sedona's Economic Development Director, Molly Spangler, at mspangler@sedonaz.gov to connect you with the resource that may best help you.



**City of Sedona
Community Development**
928.282.1154
102 Roadrunner Drive
Sedona AZ 86336
SedonaAZ.gov

- Permits
- Certificate of Occupancy
- Building Inspections
- Parking
- Signage



**City of Sedona
Financial Services**
928.204.7185
102 Roadrunner Drive
Sedona AZ 86336
SedonaAZ.gov

- Business Licensing



Ruth Ellen Elinski
RuthEllen.Elinski@yc.edu
928.649.4580
601 Black Hills Drive, Ste G108
Clarkdale AZ 86324
yc.edu/sbdc

- Start Ups
- Existing Business
- Counseling
- Classes



Mary Chicoine
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928.300.1640
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Cottonwood AZ 86335
vvreo.com

- Small Business Loans
- Business Assistance



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- Networking
- Membership
- Data and Demographics
- Marketing and Advertising



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jwadebell@gmail.com
602.792.5812
45 Sunset Drive
Sedona AZ 86336
NorthernArizona.Score.org

- Start Ups
- Existing Business
- Counseling and Mentors



Scott Hathcock
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928.213.9234
2225 N Gemini Road
Flagstaff AZ 86001
nacet.org

- Start Ups and Scale Ups
- Counseling and Mentors
- Access to Capital
- Membership
- Facility



Leah Cickavage
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- Workforce Assistance
- Labor Market Data
- Job/Skills Training



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- Start Ups
- Existing Business
- Networking
- Membership



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- Existing Business
- Micro Loans
- Start Ups
- Counseling and Mentors
- Sustainability
- Classes