

You Made It

DRAFT
9-20-18

The construction is over, the dust has settled – now what?

Holding a celebration is a great way to engage your community and customers, letting them know the orange cones are gone!

End-of-construction celebrations also provide a way to thank those who worked hard to make it as painless as possible: employees, contractors, local government departments, and anyone who's gone and above and beyond to work with local businesses.

Here are some celebration ideas to get the ball rolling:

Enjoy the new roadway benefits! After all, you've earned it.

Have a block party or street festival the day before the road is officially open to traffic.

Hold a ribbon cutting ceremony with local officials, business owners and community leaders.

Have a kids (and adults too!) tricycle race, walk/run or bike rodeo.

Host a community dinner right down the middle of the street.

Catering could be provided by local restaurants along the construction route.

Create a promotional Bingo card to encourage people to visit all the businesses along the construction route.



Additional Business Resources

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University of Wisconsin-Madison

Small Business Development Center

Small Business Answer Line

Monday–Friday: 8:30 a.m.–4:30 p.m.

(608) 263-7680

Or e-mail your question to: <http://www.wisconsinsbdc.net/busanswer/>

WWIBIC, Wisconsin Women’s Business Initiative Corporation

2300 S. Park Street

Madison, WI 53713

(608) 257-5450

<http://www.wwbic.com>

Wisconsin Small Business Development Center

432 N. Lake St., Room 423

Madison, WI 53706

wisconsinsbdc.org

sbdc@uwex.edu

608-263-7794

Business counseling and resource opportunities.

<https://www.wisconsinsbdc.org/get-help-now>

WisDOT Construction Project Information

Projects.511wi.gov

Connect with your local:

Chamber of Commerce

Downtown/Merchant Association or Business Improvement District

Municipality

County Economic Development Organization

Community or Technical College

Neighborhood Associations

