



Auburn
Boulevard
Complete Streets
Revitalization Project



www.abcupdate.net

MARKETING TOOLKIT FOR BUSINESSES

Tips and Techniques for
Continued Success
During Construction



What is the Auburn Boulevard Complete Streets Revitalization Project?

The City of Citrus Heights' Auburn Boulevard Complete Streets Revitalization Project is part of the City's ongoing efforts to promote and improve pedestrian, bicycle, transit and vehicle movement and safety, encourage economic development and revitalize aging commercial corridors. The project will result in the transformation of an aging, disjointed and hazardous pedestrian environment to a well-connected, vibrant, mixed-use, transit-oriented and pedestrian-friendly activity area.

Auburn Boulevard By The Numbers:

- 1.75 miles of historic State Highway 40
- 200 businesses
- 150 properties
- 26,000 cars pass through each day (Auburn Boulevard & Antelope Road)

Complete Streets project will include:

- 230 new street trees
- 9,600 lineal feet of sidewalks and bike lanes
- 100 energy efficient street lights
- over \$15,000,000 in public investment



What can you as a business owner do to help your customers?

Throughout the construction process for the Auburn Boulevard Complete Streets Revitalization Project, there are many things you as a business owner can do to help keep your staff and customers informed. This revitalization project presents a unique opportunity for you to network and interact with your neighbors through local associations, formation of a business improvement district, the Chamber of Commerce, and other informal networking opportunities. By keeping your staff properly informed of the revitalization project, they can then keep your customers informed. Perhaps, the most important element is to let your customers know it's "business as usual."

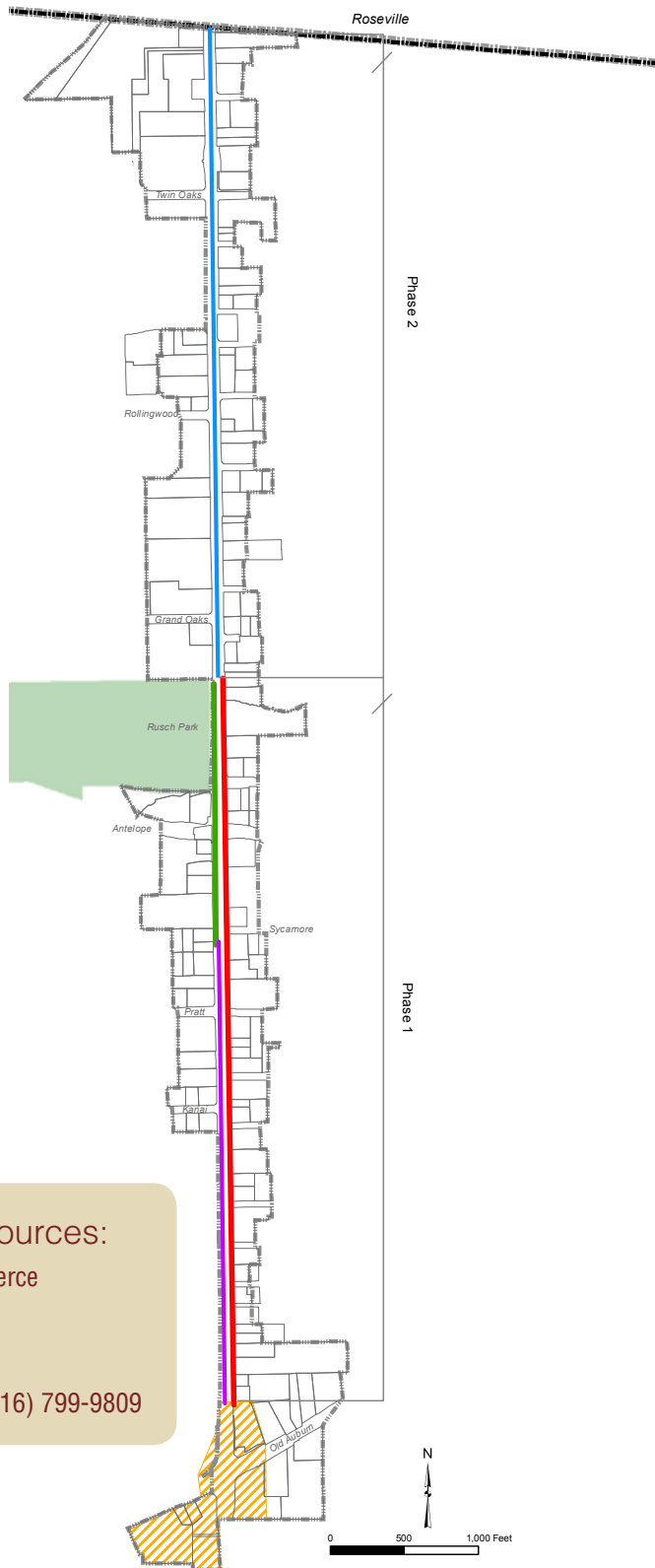
The City has taken great strides to minimize the adverse impact this project may have on your business. It is important to note that you are not alone, and that this temporary inconvenience will ultimately result in a vastly improved business corridor for you and your fellow business owners.

By staying informed, getting involved, and implementing some key marketing strategies, you will greatly benefit from this revitalization project, now and in the future.

Local Business Contact:
 Citrus Heights Regional Chamber of Commerce
 (916) 722-4545
 Sunrise MarketPlace PBID (916) 722-4545
 Antelope Crossing Business Association (916) 722-4545



Auburn Boulevard Specific Plan Area Construction Project Phasing Map



Legend

- Auburn Boulevard Plan Boundary
- City Limits
- Sylvan Corners - Complete
- Phase 1A - Undergrounding - Construction in Spring 2012
- Phase 1A - Road Improvements - Construction in Spring 2012
- Phase 1B - Road Improvements - Construction in Spring 2013
- Phase 2 - Road Improvements - To be determined

Contacts/Resources:

Number of Commerce

(916) 536-9267

Association (916) 799-9809

Marketing Tips:

There are numerous marketing strategies you can implement to encourage additional business during the Auburn Boulevard Complete Streets Revitalization Project. Additionally, through a bit of creative thinking, you can also benefit from improved interaction with your neighboring businesses. We have outlined several strategies which may be of benefit.

- Consider offering a discount or special rate on your products during the construction phase.
- Partner with your neighboring businesses to encourage customers to visit multiple retailers in your shopping center; use co-marketing to your advantage. Co-marketing is when two businesses work together to promote each other's business through any form of marketing (flyers, signage, loyalty cards, websites, etc.).
- Offer specials for peak times, particularly when traffic might be delayed due to construction.
- Develop a "frequent shopper" card (buy 1, get 1 free) to encourage customers to return more regularly.
- Create and distribute coupons to customers in-person encouraging them to return soon and continue patronizing your business.
- Regularly inform your staff and customers about the most convenient places to park, and easiest ways to access your shopping center, especially in areas where access may be limited due to construction.
- If possible, modify your business hours to include earlier or later hours to capture more customers before and after construction times.
- If you are currently running any advertisements, modify your advertising with some messaging about the construction occurring near your business. Some possible marketing phrases you might consider could include: "Pardon the dust outside, but it's business as usual inside." or "We're open during construction. Stop by and ask about our specials."
- When feasible, offer your staff basic talking points to help them share construction updates with your customers, focusing on the projected long-term benefits, functionality, and beautification aspects of this revitalization project. For example, encourage your customers to visit the City's website to sign-up to receive updates about the project.
- Contact the City to receive project materials, including flyers and postcards. Note: The City is not able to produce individualized marketing materials for each business.

Project Contacts:

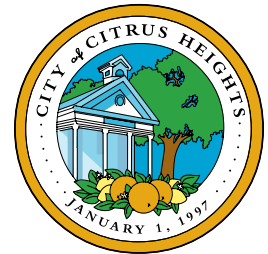
During the course of the Auburn Boulevard Complete Streets Revitalization Project, please visit the project website – www.abcupdate.net – for the most up-to-date information. We also encourage you to sign up for the City's E-notifier service at www.citrusheights.net to receive updates directly via email. You may also contact the project team identified below.

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