



# Open for

# Business

Making the Best of Construction



## Dear Fort Collins business owner,

When it comes to construction impacts on your business, we know you need to be able to easily navigate City processes and connect with the right people to address any issues that may arise. We believe construction shouldn't hold back your business or affect your bottom line.

Your business matters. Our team has prepared a construction tool kit that includes helpful resources for both public and private construction projects, including:

- A list of contacts for City departments, business associations and capital organizations, as well as instructions on how to report a concern.
- A case study from a recent construction project on Willow Street that shows how these tools were helpful to businesses.
- A glossary of terms you may hear used during a construction project.
- A project highlights template to capture successes and shortcomings experienced with any projects.

To get started:

1. Download the construction toolkit at [fcgov.com/business](http://fcgov.com/business).
2. Get fresh ideas from other businesses who managed successfully through construction projects.
3. Create your success plan for managing construction impacts in your area.

While construction and development work can impact local businesses, our goal in completing safety and infrastructure projects is to ultimately improve conditions for the entire community, including business partners.

Please reach out to us if there is anything we can do. And in the meantime, download the construction toolkit which will help minimize construction hassles around your business and we wish you continued success!

Kelly DiMartino  
City Manager

Jeni Arndt  
Mayor

# UNDER CONSTRUCTION?

## COMMUNICATE AND COLLABORATE

You've learned construction is coming your way.

**Be pro-active. Communicate. Collaborate.**

### Tips and tools – best practices shared from other businesses:

#### BEFORE CONSTRUCTION

Engage with the City and project managers

- Attend public meetings during design process. Your feedback early on can help determine project details.
- Subscribe to construction newsletters if available & monitor City construction websites.
- Meet with the City's project management team to discuss plans for your business during construction.
- Identify signage needs with the City before the project begins.
- Inquire about parking offsets for customers and staff with the project manager

#### COMMUNICATE WITH CUSTOMERS, STAFF AND SUPPLIERS:

- Notify customers of detours, etc.
- Update your staff & keep current information by the phone for customers.
- Include construction and access info in any advertising, social media or websites.
- Discuss concerns with landlord/property owner.
- Consider alternative entrances for customer access during construction if available
- Share important business events with the City's project manager (sidewalk sales, etc).

#### WORK WITH NEIGHBORING BUSINESSES:

- Exchange contact information/pool marketing resources.
- Engage local business associations or form one.
- Contact the Larimer Small Business Development Center for marketing, resiliency ideas.
- Consider extending business hours after construction is finished.
- Ask other businesses about best practices that worked for them during construction.

#### DURING CONSTRUCTION

- Get to know construction workers/City staff on site. They can be great allies and contacts.
- Provide specials or promotions targeted to construction workers.
- Create a hashtag for marketing campaign during construction. (#werestillhere #openforbusiness #bigtruckbonus)
- Host events and attention-grabbing celebrations to keep your business top of mind
- Use messaging on websites and social media: "We're open for business!"

#### AFTER CONSTRUCTION

- Celebrate! Make a splash, promote the reopening of the area.
- Share experiences and support businesses that may undergo a similar construction period.
- Reach out to suppliers, landlords and customers about the finished project.

▶ [fcgov.com/business](https://fcgov.com/business)



# BUSINESS RESOURCES AND TOOLS

## CITY WEBSITES

Resource	Where to find	Purpose/Notes
Citizen claim form	<a href="http://fcgov.com/risk/pdf/citizen-claim-form.pdf">fcgov.com/risk/pdf/citizen-claim-form.pdf</a>	Report damage caused by a project
Engineering projects	<a href="http://fcgov.com/engineering">fcgov.com/engineering</a>	City engineering updates
For Fort Collins	<a href="http://forfortcollins.com">forfortcollins.com</a>	Resource for promotion, tools, and storytelling opportunities
Planning	<a href="http://fcgov.com/planning/">fcgov.com/planning/</a>	City planning updates
Power outages	<a href="http://fcgov.com/utilities/service-outages">fcgov.com/utilities/service-outages</a>	Hard copy will also be provided from the project manager
Report a concern	<a href="http://fcgov.com">fcgov.com</a> home page search Access Fort Collins and mobile app	Report concerns or ask questions. Can identify as an individual or a business
Road construction and conditions map	<a href="http://fcgov.com/fctrip/">fcgov.com/fctrip/</a>	Live traffic and road conditions including construction zones and closures
Signage	<a href="http://fcgov.com/building/banners.php">fcgov.com/building/banners.php</a>	Sign, banners, and pennant regulations
Street construction	<a href="http://fcgov.com/transportation/construction.php">fcgov.com/transportation/construction.php</a>	List of current construction projects happening around the City

## PEOPLE OR GROUPS

Business Associations and Groups				
Organization	What	Who	Contact	Website
Campus West Merchants Association	Business and property owners in the West Elizabeth corridor	Vacant	<a href="mailto:campuswestmerch@gmail.com">campuswestmerch@gmail.com</a>	<a href="http://campuswestmerchants.com">campuswestmerchants.com</a>
Downtown Development Authority	Stimulates redevelopment in the central business district	Todd Dangerfield, Project Manager	<a href="mailto:tdangerfield@fcgov.com">tdangerfield@fcgov.com</a>	<a href="http://downtownfortcollins.org">downtownfortcollins.org</a>
Fort Collins Area Chamber of Commerce	Promotes and empowers the interests of the business community	Ann Hutchison, President and CEO	<a href="mailto:ahutchison@fcchamber.org">ahutchison@fcchamber.org</a>	<a href="http://fchamber.org">fchamber.org</a>
Midtown Business Association	Advocates and promotes businesses along College Avenue from Harmony Road to Prospect Road	Brian Fabrizio, President	<a href="mailto:midtownfoco@gmail.com">midtownfoco@gmail.com</a>	<a href="http://midtownfortcollins.org">midtownfortcollins.org</a>
Midtown Business Improvement District	Special taxing district designed to support Midtown commercial property owners and businesses	Jamie Giellis	<a href="mailto:jamie@becentro.com">jamie@becentro.com</a>	<a href="http://midtownfc.org">midtownfc.org</a>
North Fort Collins Business Association	Business and property owners that promote the North Fort Collins corridor	Greg Woods, Secretary	<a href="mailto:info@nfcba.org">info@nfcba.org</a>	<a href="http://nfcba.org">nfcba.org</a>
River District	Business, property owners, and organizations in the River district	Hannah Baltz-Smith	<a href="mailto:hannah@downtownfortcollins.com">hannah@downtownfortcollins.com</a>	<a href="http://downtownfortcollins.com/the-river-district">downtownfortcollins.com/the-river-district</a>
Visit Fort Collins	Official visitor information source for Fort Collins	Cynthia Eichler, President and CEO	<a href="mailto:cynthia@ftcollins.com">cynthia@ftcollins.com</a>	<a href="http://visitftcollins.com">visitftcollins.com</a>

## PEOPLE OR GROUPS

<b>Business Support Resources</b>				
Front Range Community College	Corporate and workforce solutions, training grants	Erin Fink Smith, Director of Corporate Solutions and Training	<i>erin.smith@frontrange.edu</i>	<i><a href="https://www.frontrange.edu/corporate-and-workforce-training">https://www.frontrange.edu/corporate-and-workforce-training</a></i>
Larimer County Economic Development and Workforce Center	Business workshops, training, workforce planning	Adam Crowe, Economic Development Manager	<i>croweam@co.larimer.co.us</i>	<i><a href="http://larimerworkforce.org/business/">larimerworkforce.org/business/</a></i>
Larimer Small Business Development Center	Provides free and affordable workshops, consulting, and resources	Terry Donovan-Keirns, Director	<i>terri@larimersbdc.org</i>	<i><a href="http://larimersbdc.org">larimersbdc.org</a></i>

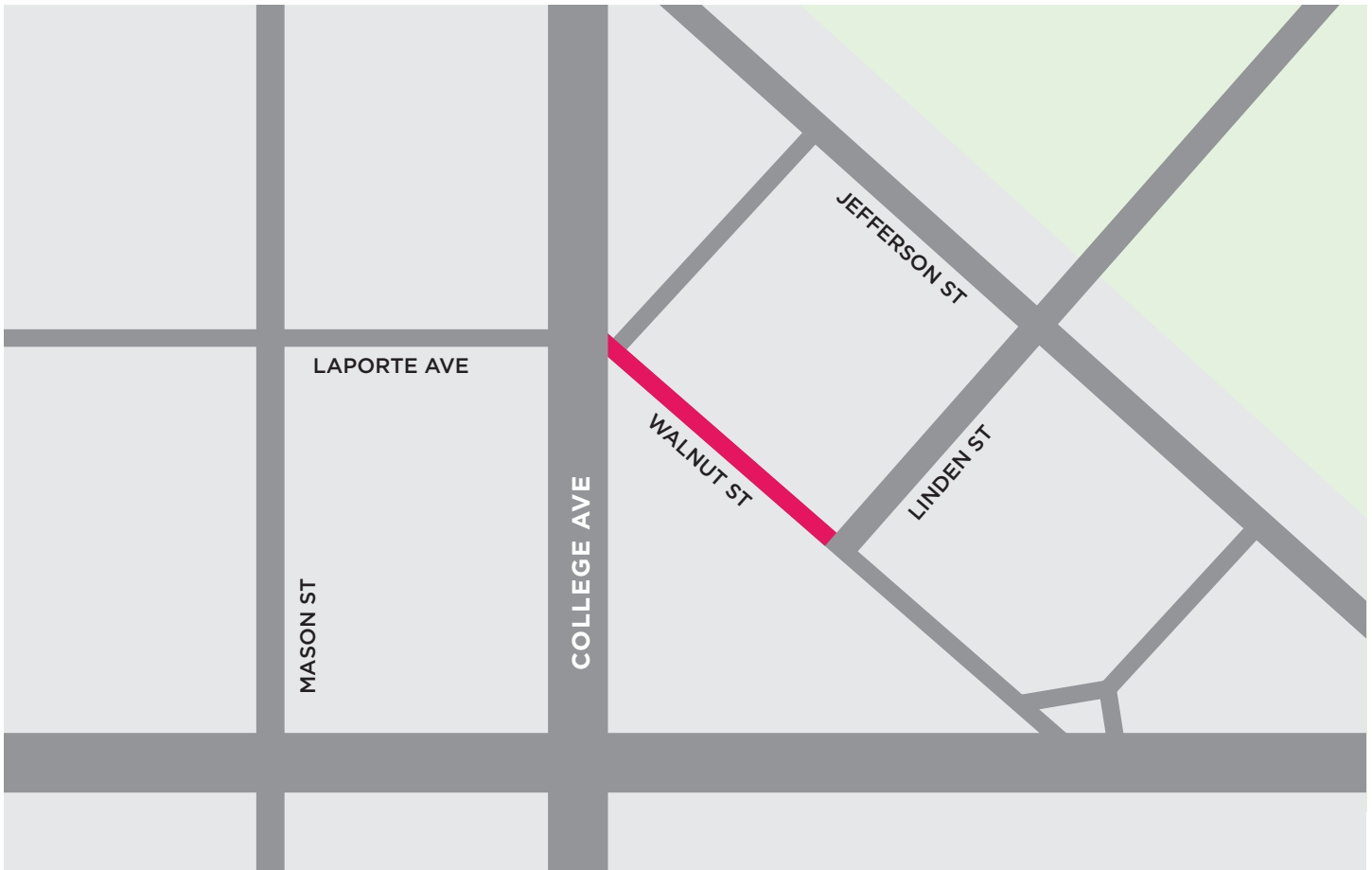


## PEOPLE OR GROUPS

<b>City Resources</b>				
Economic Health	Questions about navigating resources or contacts across the City organization or community	Shannon Hein, Business Specialist	<i>shein@fcgov.com</i> 970-416-2294	<i>fcgov.com/business</i>
Sales Tax	Tax classes, questions about returns, online sales tax system, vendor licensing	Jennifer Poznanovic, Senior Manager, Sales Tax & Revenue	<i>jpoznanovic@fcgov.com</i>	<i>fcgov.com/salestax</i>
Sign Code and Regulations	Standards for signs regulated in the City	Noah Beals, Senior City Planner-Zoning	<i>nbeals@fcgov.com</i>	<i>fcgov.com/planning</i>
Traffic	Questions about traffic control planning, lane/sidewalk/bike lane closures, or signal timing patterns	Nicole Hahn, City Traffic Engineer or Tom Utech, Senior Inspector, Compliance	<i>nhahn@fcgov.com</i> <i>tutech@fcgov.com</i> 970-221-6630	<i>fcgov.com/traffic</i>
<b>Data and Information</b>				
Poudre River Public Library	Business librarian, free data and market research	Matthew West, Business Librarian	<i>mjwest@poudrelibraries.org</i>	<i>poudrelibraries.org/research/business</i>
Recovery Tracker	Economic recovery in Northern Colorado	N/A	N/A	<i>nocorecovers.com/tracker/</i>
Talent 2.0	Regional workforce strategy report and resources	Ann Hutchison	<i>ahutchison@fcchamber.org</i>	<i>nocotalent2.com</i>
<b>Safety and Disruption</b>				
Outreach Fort Collins	Issues related to disruptive behaviors in Downtown Fort Collins	Nick Verni-Lau, Program Director	<i>nick@outreachfortcollins.org</i>	<i>outreachfortcollins.org</i>
Police Services	Crime prevention resources, disruptive behavior	Non-emergency contact, Neighborhood Enforcement Team	970-419-FCPD (3273)	<i>fcgov.com/police/net.php</i>
Poudre Fire Authority	Inspection Services	Wayne Wiggins, Assistant Fire Marshal, Inspection Services	970-416-2863	<i>poudre-fire.org</i>
<b>Finance and Capital Organizations</b>				
B:Side Capital, formerly Colorado Lending Source	Nonprofit, Community lender	Marie Peters, Fund Director	<i>mpeters@bside.org</i>	<i>bsidecapital.org</i>
Colorado Enterprise Fund	Nonprofit lending source specializing in small business loans and support	Lewis Hagler, Director of Credit	<i>lewis@coloradoenterprisefund.org</i> 720-473-4055	<i>coloradoenterprisefund.org</i>
DreamSpring	Nonprofit lending network	Sandra Lopez, Loan Officer	<i>slopez@dreamspring.org</i> 719-985-1358	<i>us.accion.org</i>

# WALNUT STREET CASE STUDY

**Walnut Street businesses were impacted by a full road closure for two months** – January and February 2018. This stretch of town is often considered the jewel of Fort Collins and businesses were concerned about the economic impact. In response, the businesses joined together to communicate, collaborate, and celebrate.



## THEIR COLLABORATIVE EFFORTS INCLUDED:

- **Appointing a team leader** to communicate on behalf of all businesses.
- **Sharing early feedback** with the project manager to adjust the timeline and project logistics.
- **Windows on Walnut** – live painting from a local artist that encouraged residents and customers to vote for the best window art.
- **Where's Walnut** – an interactive scavenger hunt that led to prizes for customers.
- **A new website** using dollars from participating merchants to market the street together.
- **Updates at City Council meetings.**
- **Cohesive parking pass validation requests** from multiple Walnut Street businesses.

▶ [shopwalnutstreet.com](http://shopwalnutstreet.com)

# GLOSSARY OF TERMS

## General construction project terms:

**Capital Project:** A City term for City projects involving the purchase or construction of property, or reconstruction on a property. Often a capital project encompasses the purchase of land and the construction of a building or facility, or major street construction or reconstruction.

**Development Project:** A third-party development project that the City must approve through its development review process.

**Development Review:** An approval process to ensure new development is in alignment with the community's vision for Fort Collins, as stated in City Plan and the Land Use Code.

**Construction Mitigation:** Processes, functions, and activities intended to limit the negative economic impact to businesses during times of disruption including construction, street work, and capital projects.

**Sign Code:** The existing sign regulations that generally protect community aesthetics, preserve and enhance property values, and protect public safety.

**Stakeholder:** An individual, group, or organization who may affect, be affected by, or perceive itself to be affected by a project.

**Public Right-of-Way:** Public right-of-way is land owned by the City for transportation purposes. Right-of-way is necessary to ensure that streets and sidewalks can be constructed as well as maintained, and to ensure that the public use of streets and sidewalks is not infringed. Public utility infrastructure may also be installed and maintained in public right-of-way.

## Other terms that may come up during construction:

**Economic Health Office:** The Economic Health Office is a business champion across the City organization, and exists to support businesses in expansion and attraction, redevelopment opportunities and innovation.

**Strategic Objectives:** The City has seven Strategic Objectives or areas of focus through its Strategic Plan that guides City operations. They are: Neighborhood Livability and Social Health, Economic Health, Environmental Health, Culture and Recreation, Safe Community, Transportation and High-Performing Government.

**Budget Offer:** As part of the biannual Budgeting for Outcomes or "BFO" system, departments submit budget offers for ongoing services or enhancements. Enhancement offers can fund one-time projects or new ongoing programs. Each strategic outcome area has a team - including two residents - that reviews budget offers before the City Manager's leadership team proposes a biannual budget to City Council.

**Budgeting for Outcomes (BFO):** A budgeting system driven by strategic goals and performance toward those goals. Its purpose is to align the services delivered by the City with the community's priorities through alignment with the Strategic Plan and seven Strategic Objectives.

**Keep Fort Collins Great:** The Keep Fort Collins Great (KFCG) .85% dedicated tax will sunset December 31, 2020. On February 5, 2019, City Council referred a ballot measure regarding Keep Fort Collins Great revenue replacement to the April 2, 2019 ballot. Fort Collins voters passed the ballot by 61%. This measure will continue the .85% tax by increasing the on-going tax rate by .60% and adding a renewable .25% tax through 2030. The City of Fort Collins uses this revenue stream for road improvement projects, increased staffing and facilities for our emergency responders, diverse needs in the Parks and Recreation department, and other community priorities.





