





Construction Mitigation Strategies - Retailer Checklist

Theme	Tasks	Retailer Notes
<p data-bbox="153 808 390 878">Communication and Marketing</p> 	<p data-bbox="422 391 1255 461">Create and update marketing calendar (promotions, events, advertising)</p>	
	<p data-bbox="422 570 1192 639">Sign up for updates from the construction group (email, social media, Google News Alerts, etc.)</p>	
	<p data-bbox="422 743 1209 808">Create/Maintain your business' newsletter, keeping your customer informed.</p>	
	<p data-bbox="422 922 1213 992">Update your Google My Business listing to help potential customers locate your business.</p>	
	<p data-bbox="422 1096 1262 1166">Visit Digital Main Street and complete an online assessment to identify other opportunities.</p>	
	<p data-bbox="422 1269 1255 1377">Continue to edit and update promotional calendar based on construction updates. Evaluate what has been successful/unsuccessful.</p>	

Theme	Tasks	Retailer Notes
Signage and Wayfinding 	Post signage and window displays tied to promotional calendar.	
	Consider directional and parking signs.	
	Update signage to reflect and changes that may occur as a result of construction. For example, operating hours.	
	Consider signage materials depending on length of project.	
	Re-evaluate and refresh signage as required.	

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Business Strategies and Education 	Consider how construction may affect operations and develop strategies for things like operating hours, staff, access, etc.	
	Enhance your online and ecommerce presence/channel strategy.	
	Limit inventory purchases to counteract decrease in traffic, plan sales/markdowns, clearances, etc.	
	Re-evaluate product assortment for the potential change in traffic.	
	Plan for post-construction inventory purchases for when business normalizes.	
	Reducing inventory purchases for when demand decreases with construction.	
	Actively monitor sales, revenue and traffic to identify the need for aid.	

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Finance and Funding \$	Be proactive by financially preparing for it, including reducing expenses and build a contingency fund.	
	Review current financial position (cash flow, cost reduction opportunities, etc.), and continue monitoring rigorously.	
	Apply for all applicable grants and payment deferrals and continue monitoring as new supports arise.	
	Develop a risk management strategy.	
	Discuss lease terms/abatements with landlord.	
	Explore lending options if needed.	
	Compare actual sales and cash flow to forecast and adjust accordingly.	
	Explore business supports available from the Small Business Enterprise Centre .	

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Parking and Transportation 	Develop a parking plan in collaboration with transportation stakeholders.	
	Create signage if there's a designated area for curbside pickup.	