



CONSTRUCTION SURVIVAL GUIDE

[PRESENTED BY] MAIN STREET MIDDLETOWN

We are pleased to present this booklet to help ensure that your business is primed and ready for construction.

[INTRODUCTION]

ABOUT MAIN STREET MIDDLETOWN

The Maryland Main Street Program is part of the National Main Street Center which was started within the National Trust for Historic Preservation in 1980. The National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. The Main Street program is an economic development or economic revitalization strategy that starts at the local level and emphasizes the unique characteristics and aspects of each community.

Middletown became a designated Main Street Community in 2009 and has utilized the Main Street Approach to bring attention and focus to the originality of Middletown. By defining what differentiates our community, our history, our architecture, our one-of-a-kind shops, restaurants, and friendly services, Main Street celebrates these aspects to create community pride and encourage visitors to our town.

EMAIL
Breich@ci.middletown.md.us

WEBSITE
www.MainStreetMiddletown.org

FIND US ON FACEBOOK
[@mainstreetmiddletownmd](https://www.facebook.com/mainstreetmiddletownmd)

The long awaited State Highway Administration (SHA) Road Construction Project for Main Street, Middletown is here! We know from our smaller-scaled West Green Street Construction project that road construction projects are not necessarily fun, but they can be survived with a little patience and creativity. Main Street Middletown is pleased to present this booklet to help ensure that your business is primed and ready for construction. We are keeping our eye on the prize – the finished product!


The goal of Main Street during the SHA Road Construction Project is to provide these clear messages to our business community, residents, and visitors:

- ✓ While construction is going on, Main Street businesses are still open for business and are accessible.
- ✓ The Main Street businesses play an important role in the vitality of the Town and the Middletown Valley. Creating walkable and safe sidewalks that patrons desire, and adding much needed new infrastructure, the project will create an environment that will be attractive for new shops, restaurants, and retail.
- ✓ We ask for patience from our residents, businesses, and visitors during the construction project and we look forward to continued dialogue and partnership.

PROJECT DESCRIPTION

The project, officially known as the Middletown Urban Reconstruction Project, will extend the entire





limits of town from Ivy Hill Drive on the west side to Middletown Parkway on the east side and involves:

1. Replacing a Town-maintained waterline;
2. Constructing ADA compliant sidewalks and pedestrian sidewalk ramps;
3. Installing crosswalks and pedestrian crossing signals at intersections along US 40 Alt. between Ivy Hill Drive and Middletown Parkway;
4. Improving highway drainage by adding additional drainage inlets and pipes, as well as storm water management ponds;
5. Installing pedestrian lighting; and
6. Paving and striping US 40 Alt.

It is estimated that the project will take approximately 24 months to complete.



[COMMUNICATION TOOLS]

COMMUNICATION PLAN

The Town and Main Street are committed to communicating timely information to our business community and residents about the status of construction and what you need to know to minimize the impact on your day-to-day operations. Specifically, the Town and Main Street will share information we receive from the State Highway Administration in a variety of ways.

The Town’s Communication Plan includes using:

- Newspaper for general updates
- Radio – traffic updates
- Public Meetings
- Direct Mail
- Website
- Emails
- Telephone and Text Messaging (via the *Frederick Alert* system), and
- Social Media

Main Street Middletown uses three main forms of communication:

1. Email (Breich@ci.middletown.md.us)
2. Website (MainStreetMiddletown.org)
3. Facebook ([Facebook.com/mainstreetmiddletownmd](https://www.facebook.com/mainstreetmiddletownmd))
4. “Hard Hat” meetings as construction progresses

Here is our communication plan of how we will let you know what is going on:

1. We will use **email** to communicate upcoming public meetings, a post-meeting summary of the public meeting, and other progress reports. We anticipate this would be one email per month and would be a separate email from our other normal Main Street Middletown email communications.

WHO DO I CALL?

This project is an SHA project. The State Highway Administration wants to insure that everyone gets the same information so it has designated the following person as the single point of contact to whom questions should be directed:

JERRY BURGESS, PROJECT ENGINEER

240-675-9759

GBurgess1@sha.state.md.us

All Town Employees and/or Milani Construction crews will direct the inquiring party to contact Mr. Burgess. With so many moving pieces to this complex project, having a single point of contact in the project engineer, Jerry Burgess, will eliminate misinformation and enable the SHA to address concerns efficiently.



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2. We will use our **website** to give a basic over view of the construction, where it is taking place, and where the construction will occur next. We will link directly to the Town’s website for more detailed information.
 3. We will update **Facebook** regularly. When we use Facebook to communicate information about unforeseen construction changes or emergency situations, we will present it such that can be easily forwarded to your customers. Facebook updates are quick and simple. Not only do you get the latest information, but then you may easily share it with your customers/clients who follow you. Providing your customers/clients with the most up—to-date information through clear messages conveys a friendly tone and encourages a visit to our Main Street businesses. This will continue to be a goal of Main Street Middletown throughout construction.
 4. Main Street Middletown is in the process of coordinating with SHA to hold ave monthly on-site “Hard-Hat” meetings when the construction is within the Main Street Business District (from the Christ Reformed Cemetery to Gladhill’s). These meetings would be for the business owners to have direct-one-on-one conversations with the Project Engineer to discuss particular concerns and circumstances.



[TECHNICAL ASSISTANCE & PROMOTIONS]

MAIN STREET INITIATIVES DURING CONSTRUCTION

1. **Technical Assistance Grant** – Main Street Middletown has applied for a grant that would fund one-on-one counseling between the Small Business Development Center (SBDC) and your business, and would implement the SBDC program entitled Business Disruption Mitigation. This program consists of a launch workshop and three additional workshops where we collectively address best practices for marketing the business community during construction. The workshops may feature business consultants on targeted topics such as marketing through social media or enhancing your website. We hope you will take advantage of the expertise Main Street Middletown is bringing to your doorstep! We will know whether we have been awarded this grant in December 2016.
2. **Beautification Grant** - Main Street Middletown has also applied for a grant to purchase planters to place along Main Street in the Main Street district. While construction is happening around us, we want Main Street Middletown to put its best foot forward. Visitors will look at our beautiful downtown and say “Wow!” During construction, the planters can be staged or grouped to create a different focal point away from the construction. We will know whether we have been awarded this grant in December 2016.
3. **Façade Grant** - Main Street Middletown has applied for a grant to match façade improvements you make to your building up to \$5,000. We will know whether we have been awarded this grant in December 2016.
4. **Open for Business Flags** - The Frederick Office of Economic Development has offered to purchase “Open” flags that individual businesses can hang. During construction, a strong and consistent visual indicator through the use of such flags will bring visual attention to our businesses, and less attention on the construction.



[PROMOTING YOUR BUSINESS]

ANNUAL EVENTS

- Annual Egg Hunt
- Bell and History Day
- Middletown's Green Expo
- Color Me Spring
- MD Valley Historical Society Barn Sale
- Barnstormer's Tour
- Movie Night in the Park
- FSCO Jr. Deputy Program
- Independence Day Celebration
- Middletown VFD Carnival
- Movie Night in the Park
- National Night Out
- Movie Night in the Park
- Main Street 5K and Fun Run
- Heritage Festival
- Middletown Valley Community Show
- Scarecrow Contest and Walk
- Halloween Parade
- Color Me Autumn Festival
- Small Business Saturday
- Christmas in the Valley
- Museums by Candlelight

OPPORTUNITIES ABOUND

Main Street Middletown is brainstorming many promotional opportunities for you in the next year! Besides the opportunities presented through our annual, robust Calendar of Events, we are developing construction-related and history-related concepts for you to use as occasions to bring patrons downtown.

Middletown is known as a very friendly town and is highly rated for customer service excellence. Turning up the notch on customer service is always a win-win. Here are some ideas:

- We belong to the Journey Through Hallowed Ground National Heritage Area. The Heritage Area, teaches a customer service/history class where participants earn certification as a Certified Tourism Ambassador (CTA), a nationally recognized certification program. This program is a one-day investment of your time and cost about \$75. The CTA Program encourages that everyone within the Heritage Area help cross promote others and provides an excellent customer service example for all who visit the area. Businesses that provide that front-line customer service experience can benefit from this program. Moreover, it's a great way to expand your professional network.
- Keep a bowl of water outside for dogs. People love walking their dogs along our beautiful Main Street!
- Add a planter of fresh flowers outside that look and smell inviting!
- Sometimes just a small bite of food or a sample of food can go a long way when you are waiting to see your professional service provider.
- Offer free gift-wrap.



YEAR-ROUND OPPORTUNITIES

Main Street Middletown has placed five Geocache sites in downtown Middletown. In addition, the Heart of the Civil War Heritage Area has placed one Geocache site in downtown Middletown. Geocaching is a fun event for the entire family to get out and find the hidden treasure. For more information, go to <https://www.geocaching.com/play>

They say that imitation is the sincerest form of flattery...so go to school on concepts that have worked well for your business colleagues. The Main Cup has promoted its series of Jazz Night Thursdays to create a consistent reason to return every Thursday night to the Main Cup. Candlelight Floral Design implemented \$5 Fridays and sold charming, petite flower arrangements. Creating a campaign generates a reason for repeat customers!

SPECIAL EVENTS FOR 2017

Did you know that Middletown has a big anniversary next year? In addition to the Annual Events, the 250th Steering Committee has planned an entire year's worth of smaller events to commemorate the Town's 250th Anniversary. These smaller events are being branded as Town Talks and are targeted to particular themes relevant to Middletown's history as well as larger monthly themes or holidays. The Town Talks planned to date are:



- **January** – Our Local Government – Town Hall – Join the Burgess and Commissioners as they lead participants on a scavenger-hunt through Town Hall to uncover our history!
- **February** – African American History – Hear a panel of experts discuss the lives of African-Americans in Middletown.
- **March** – Local Arts – Be entertained by a Middletown native and Carnegie Hall performer and learn about the Snallygaster Artists.
- **April** – Transportation Month – Tiffany Ahalt will lead us through a discussion about transportation along the National Road, as antique cars line Main Street.
- **May** – Historic Preservation Month – Local architectural historians will be joined by National Park Service's Senior Architectural Historian to narrate us through a walking tour of Middletown's architecture!
- **June** – Dairy Month – Local farmers will give us the history of farming through-out the valley. Bring the family to this event for cow-milking demonstrations and treats to see and taste.




- **July** – Homecoming Sunday Picnic – Head up to Memorial Park after Sunday service with your picnic basket in tow to enjoy the sunshine, company of friends and neighbors, with the Rohrersville Band providing the perfect, old-fashioned ambiance.
- **August** – Back to School – Hear your favorite teacher talk about school in Middletown. Not quite a class reunion, but the more friends who come, the better!
- **September** – Middletown Road Show – Your Middletown Memorabilia! Join us for a Sneak-Peak Opening of the new exhibit space in Town Hall. Bring your Middletown Memorabilia for John Gladhill and Larry Bussard to appraise!
- **October** – Business Appreciation Month – hosted at the Main Cup with local businesses to give us the history of the businesses and buildings.
- **November** – A Salute to our Soldiers – Re-enactors from the French and Indian War to World War II will join us as we pay tribute to the brave service men and women.
- **December** – A Holiday Musical Special – We all love Christmas in the Valley so much, we wanted to expand the holiday musical to include musical selections from Christ Reformed, Connection Church, and Zion Lutheran.

The 250th Steering Committee has worked hard to create special events that lend themselves to bringing people into Town for specific reasons. Separate fliers/brochures promoting the 250th Town Talks series will be distributed throughout the area. Additionally, the 250th is creating other longer-term tourism products that you will be hearing more about later. Businesses, think of how you can take advantage of the 2017 events, such as using them in conjunction with a special menu item, special sale item, or “blast-from-the-past” pricing! Each of these events provide opportunities for you to promote your business. You may want to keep your doors open later on event nights – let us know and we will be sure to inform patrons of the event. A special Facebook Event Page is being set up for the 250th Events.

SPECIFIC CONSTRUCTION-RELATED PROMOTIONAL EVENT

You will begin to see a lot of the Construction Cone Character that you see in this Construction Survival Guide! Main Street Middletown has developed the Cone Character as a business promotion designed to bring customers into your store/office. Main Street Middletown will print a cardboard cut-out of the Cone Character that can sit on a table-top or be visible sitting on the floor. The character will make the rounds where it will be set up in participating businesses for a couple of weeks. Main Street Middletown will distribute punch cards to the participating businesses to hand out to customers. Customers/clients who come in and spot the character, get their card punched. After moving through the various Main Street businesses for about six months, customers with fully punched cards may bring their cards to Main Street Middletown





and we will draw a winner for a generous cash prize. Have a creative name for the Cone-character? Email your ideas to Becky at breich@ci.middletown.md.us

ADDITIONAL TIPS TO GET STARTED

1. What makes my business unique?
2. What positive comments have my customers made?
3. Has there been any negative comments from my customers specifically about the store or their shopping experience? How can I change these?
4. Do my display windows look inviting?
5. Walk outside your business. Now walk back in with the viewpoint that you are a brand new customer to your store. What do you honestly think of your store? What do you like about it? What would you change about it?

PRESS RELEASES

Press releases are not a thing of the past, and there are many reasons to create them. The Frederick County Office of Economic Development offers access to a national Press Release service that blasts your press release to subject related media outlets. If you need a sample press release, we can provide samples to you (breich@ci.middletown.md.us). Press Releases can be sent to prfrederick@frederickcountymd.gov. Here are some ideas to think about:

- Are you or your associate the first, youngest, oldest, or the only ones to be in the type of business you're in?
- Who are your employees? Old school friends, family, senior citizens, the disabled, former military, multi-lingual?
- Is your company or an employee celebrating an anniversary?
- Did you recently receive an award for your work? Get noticed by the trade industry you are in?
- Are you doing something that relates to the current national or local headlines?
- Is your business planning to do something for an upcoming holiday?
- Have you had an unusual experience on a business trip that can be helpful to others?
- Have you or your business been involved with any behind-the-scenes activities at local events or happenings?
- On a personal note, do you have an unusual collection, car, pet, hobby for someone in your business?
- Is yours a rags to riches story?
- Have you found a better way to serve the community?
- Are you involved in any large national association for your industry?
- Are you about to have your 100th or 10,000th customer?



[Additional Business Resources]

- **SCORE – Frederick**
www.scorefrederick.org
- **Women’s Business Center**
www.discoverfrederickmd.com/wbc
- **Small Business Development Center**
www.discoverfrederickmd.com/sbdc
- **Frederick County Office of Economic Development**
www.discoverfrederickmd.com
- **Maryland Department of Commerce**
commerce.maryland.gov

