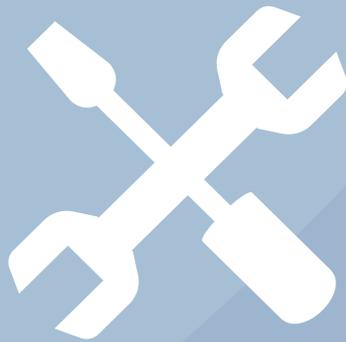


ROAD CONSTRUCTION TOOLKIT



CITY OF VISTA
CALIFORNIA

City of Vista Economic Development Department

200 Civic Center Dr. Vista, CA 92084

P. 760-643-5243 | EDinfo@cityofvista.com

cityofvista.com



JUDY RITTER

MAYOR

May 25, 2018

Dear Friends in the Business Community,

The City of Vista is implementing robust infrastructure and streetscape improvements throughout the Paseo Santa Fe Corridor. With these projects underway, we anticipate a large amount of street work in the area in the next 18 months; however, once completed, the community will benefit greatly from the positive impacts of the Streetscape Improvement Project.

While the benefits are considerable, we understand the construction may impact residents and businesses. City staff is working to ensure there are available resources for both residents and business owners to learn about the improvement project before and during the construction. We invite you to use this guide which provides valuable resources to help local businesses continue to thrive during the construction process.

Improving Vista's streets and downtown core area is a top City Council priority and essential to our city's continued vibrancy, growth and vision to revitalize the downtown core.

Please visit the City of Vista's website at cityofvista.com/PaseoSantaFe for more detailed information or to download a copy of this guide.

Sincerely,

Mayor Judy Ritter
City of Vista

ROAD CONSTRUCTION TOOL KIT



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WHAT IS PASEO SANTA FE?

WHAT IS PASEO SANTA FE & WHERE IS IT LOCATED?

For over 25 years, the area along S. Santa Fe Avenue, from Main Street to Civic Center Drive, has been a blighted area full of crime and problems. The City engaged the public in a discussion about renovating the downtown area at that time. The vision has been refined over the years and called “Paseo Santa Fe”. Paseo Santa Fe is now an attractive tree-lined street with a beautiful new Veterans Memorial Park and public art displays. The Paseo Santa Fe Streetscape improvements were divided into three phases. Construction began in 2014 on Phase I and completed in 2016; work has begun on Phase II. The public investment in Paseo Santa Fe has helped generate new, private development in the area, such as the new restaurants and other downtown establishments.

HOW WAS PASEO SANTA FE NAMED?

Paseo Santa Fe was selected more than 10 or so years ago by the community through a public process. The name signifies the vision to revitalize the blighted S. Santa Fe Avenue corridor.

WHY CALL THE AREA PASEO SANTA FE?

The branding of the Paseo Santa Fe district is key to the revitalization of this once blighted corridor. The Paseo Santa Fe name provides visitors to the District a sense of arrival, and together with the other branding efforts, establishes that identity. The overhead sign is similar to neighborhood signs in Hillcrest, North Park, University Park, or the Cedros District in Solana Beach. These distinctive communities or neighborhoods all have their own unique name and entry marker similar to Paseo Santa Fe. The historic Main Street, Vista Village, and Paseo Santa Fe districts now make up downtown Vista.

IS THE STREET NAME “S. SANTA FE AVENUE” CHANGING?

No, the street name will not change. The Paseo Santa Fe District is in downtown Vista along S. Santa Fe Avenue.

WHY WAS THE STREET NARROWED TO TWO LANES?

The construction was designed to make traffic flow smoother, make business access easier, and the downtown district a more walkable destination. The Paseo Santa Fe is an area where the community and visitors can meet, dine, stroll, stop at the Veterans Memorial Park, or view the artwork. The two lane street slows traffic and keep pedestrians safe as they enter this area.

WHY BUILD ROUNDABOUTS INSTEAD OF INSTALLING A TRAFFIC SIGNAL?

Roundabouts are designed to promote a continuous, circular flow of traffic. Drivers need only yield to traffic before entering a roundabout; if there is no traffic in the roundabout, drivers are not required to stop. Because traffic is constantly flowing through the intersection, drivers don’t have the incentive to speed up to try and “beat the light,” as in a traditional intersection. Studies by the Insurance Institute for Highway Safety and Federal Highway Administration have shown that roundabouts are safer than traditional stop sign or signal-controlled intersections. There are several reasons why roundabouts help reduce the likelihood and severity of collisions, including low travel speeds or traffic signal running.

Roundabouts move traffic through an intersection quickly and with less congestion on approaching roads. Unlike intersections with traffic signals, drivers don’t have to wait for a green light at a roundabout to get through the intersection. Traffic is not required to stop – only yield – so the intersection can handle more traffic in the same amount of time.

WHAT IS THE SIGNIFICANCE OF THE HUMMINGBIRD AND FLOWER ON THE SIGN?

In 1963, when the City was incorporated, Anna’s Hummingbird and the California Lilac were named the official city bird and flower. The City’s official bird and flower have been incorporated into the artwork of the sign.

HOW DO I REPORT GRAFFITI OR OTHER ISSUES IN THE AREA?

With more people visiting the Paseo Santa Fe district, the opportunity to deface public property decreases. In addition, the surfaces of the Veterans Memorial Park have been covered with anti-graffiti coating. Please call the City of Vista hotline at 760.639.6177 to report graffiti or fill out the form under “[Report a Problem](#)” on the website. You can also download our mobile app on the app store for iOS devices and Google Play store for Android devices. We appreciate the public’s help in fighting graffiti in this new District and across our City.



Online at cityofvista.com/reportaproblem

WHO DO I CONTACT?

HELPFUL CONTACTS DURING CONSTRUCTION

CONSTRUCTION RESOURCES

The area, known as Paseo Santa Fe, encompasses the S. Santa Fe Avenue corridor between Vista Village Drive and Civic Center Drive. The City's vision is to fill the area with retail/shops/restaurants topped with living spaces to revitalize the downtown area. The Paseo Santa Fe street scape is a three phase project.

Phase I

Completed in 2016 and extends from Main Street to Ocean View Drive.

Phase II

Began December 2017. Extends from Ocean View to Terrace Drive.

Construction includes street improvements similar to Phase 1 with the installation of a roundabout at Guajome and Terrace drives. Construction is expected to be completed in Spring 2020.

Phase III

Undergrounding utilities is in progress. Extends from Terrace Drive to Civic Center Drive and includes installing a roundabout at Pala Vista Drive. The street scape portion of this phase has been designed; however, it is currently unfunded.

Sign up for construction updates at cityofvista.com/enews

City of Vista Engineering Department

Phone: 760.639.6111

City of Vista Department of Public Works

Phone: 760.639.6177

Paseo Santa Fe Construction Supervisor

Skip Hammann

Email: skip.hammann@gmail.com

Phone: 760.802.5605

cityofvista.com/PaseoSantaFe

BUSINESS RESOURCES

City of Vista Economic Development Department

Economic Development promotes business opportunities within the City of Vista through support services/programs designed to strengthen the City's financial base. The department also serves as the liaison to the business community.

cityofvista.com/economicdevelopment

Email: EDinfo@cityofvista.com

Phone: 760.643.5243

Vista Chamber of Commerce

The Vista Chamber's mission is to facilitate activities, strategic partnerships, promotional and educational opportunities to benefit member businesses and remove barriers to successful business enterprises.

www.vistachamber.org

Email: info@vistachamber.org

Phone: 760.726.1122

Vista Village Business Association

The purpose of the VVBA is to enhance and enliven Vista's unique Downtown. The mission of the VVBA is make downtown an attractive place to do business and for patrons to visit, shop, and recreate. The VVBA is run by a volunteer board made up CVBID businesses owners.

vvba.org

Email: office@vvba.org

Phone: 760.414.9391

GENERAL BEST PRACTICES

TIPS FOR GETTING BY

Secure a good line of credit while times are good. It is important to get a line of credit during a good time when sales are up. That way you will have it when, and if, there is an emergency.

Keep your staff lean. It is an unfortunate reality, but if you expect a significant decrease in customers once construction begins, you may need to consider keeping a lean staff. If someone quits in the spring, you may decide to keep the position vacant if there is a construction project coming up that summer. Other options might include job sharing or reducing hours.

Reduce inventory. When possible, reducing inventory can be a useful strategy to respond to slower periods due to construction.

You may need to rework your budget. For instance, more money might be required for cleaning. While there's little you can do to reduce the dust and noise of a construction site, you can focus on keeping your own business as dust-free as possible. If you only clean your windows once a week right now, you might consider increasing that during the construction period. You may also decide to allocate more time or money for general cleaning and upkeep, in order to keep construction dust to a minimum.

Consider using a back entrance for better customer access. Access to your business is often a problem during a construction project. Make sure there are signs directing your customers to the right entrance.

Create a friendly rapport with construction workers. While the on-site construction workers are not the appropriate people to contact about concerns, it can only improve the situation if you create a friendly rapport with them. You might supply complimentary ice water to crews in the summer.

Know who the supervisors are and keep their contact information close at hand.

Construction supervisor for Paseo Santa Fe is Skip Hammann. 760.802.5605 or skip.hammann@gmail.com
cityofvista.com/PaseoSantaFe

Contact suppliers to provide directions. Find out when they will be delivering and talk with the delivery driver to reschedule deliveries when construction may impact deliveries.



HELLO NEIGHBOR!

NEIGHBORHOOD ENGAGEMENT

Local businesses are part of the neighborhood! You add character, provide amenities, and make neighborhoods vibrant and walkable. Let your community know you need their support during infrastructure disruptions.

Attending neighborhood association meetings, pre-construction public meetings, and other neighborhood events are excellent ways to engage with your neighbors.

- Be proactive! Reach out to neighborhood association leaders to be added to the agenda of the next meeting.
- Pass out flyers or coupons to neighbors.
- Create an e-mail list of your neighbors to open the lines of communication.
- Invite neighbors to an upcoming store event or promotion.
- Ask neighbors to follow you on social media and share or like your posts.
- Work with downtown groups such as the Vista Chamber of Commerce and Vista Village Business Association.

For more questions, information on upcoming meetings, or assistance in connecting with neighborhood associations contact the Economic Development Department at 760.643.5243 or EDInfo@cityofvista.com.



Cool Place. Warm Welcome.

LIGHTS, CAMERA, ACTION!

SUCCESSFUL SIGNAGE

Traffic disruptions and obstructions near your store are an inevitable part of road construction projects. Creative use of signage can help cut through distractions and bring attention to your store.

Make sure signage is clear. Check what sort of signs are going up to direct traffic and make sure they make sense for your customers. Construction crews aren't aware of your needs and often it's just a matter of asking. Make sure there's signage properly directing your customers to parking spaces.

Window signs and A-frame signs are allowed for use during business hours. Both of these types of signage require a permit and can be used to let motorists and pedestrians know you are open for business and direct them to your store's entrance or parking area.

Banners are a great way to advertise an event or season of shopping in your corridor. Please note banners require a temporary permit from the City of Vista

To learn more or to apply for a sign that requires a permit, please contact the City of Vista Planning Division at 760.639.6100 to inquire about what type of permit is required for different sign types.



WALK THE RED CARPET

TELEVISION, PRINT, AND RADIO COVERAGE

Newsflash: How you get word out about your business has changed in big ways with the advent of online news and the 24/7 news cycle. Most traditional media outlets have voracious appetites for pre-packaged content and there are many effective low-cost ways to get word out about your deals, events and products.

THE KEYS TO LOCAL PUBLICITY

There are two types of media targets:

1. Local “Mass” Media Coverage: Publications that will have interest in your business because of your location. Your local broadcast stations, radio stations, and newspapers fit into this category.

2. Local “Interest-Based” Media Coverage: This includes bloggers, travel sites, local celebrities that write about or feature your type of business. Do some Google searches to see who is writing about your industry.



FIND THE MASS MEDIA IN YOUR AREA (Download the toolkit online for direct web links)

Newspapers: Here is a list of local news publications. For a larger more robust list visit the US Newspaper List (USNPL).

<http://www.usnpl.com/>

- [Vista Press](#)
- [CityBeat](#)
- [Community News Network](#)
- [San Diego Reader](#)
- [North County Daily Star](#)
- [Coast News](#)
- [San Diego Daily Transcript](#)
- [San Diego Union-Tribune](#)
- [Business Journal](#)
- [Community News Group](#)
- [San Diego Informer](#)
- [SanDiego.com](#)

Local Radio Stations: Here is a list of local radio stations that serve the San Diego Area. For more stations please visit [Radio Locator](#) to see which signals reach your area by zip code, where the signal originates, the format of the radio station, and in many cases, contact information. <https://radio-locator.com/>

- [Channel 93.3](#)
- [Jam'n 95.7](#)
- [104.3 My FM](#)
- [KFMB 100.7](#)
- [Star 94.1](#)
- [Rock 105.3](#)
- [KPBS 89.5](#)
- [KGB 101.5](#)
- [Que Buena 106.5](#)
- [Sunny 98.1](#)
- [Q 103.3](#)

Local Television Stations: Here is a list of local San Diego area television stations that cover the City of Vista.

- [CBS 8](#)
- [FOX 5](#)
- [ABC 10](#)
- [KUSI](#)
- [NBC 7](#)
- [KPBS TV](#)

Local Online Publications and Websites: Do a Google search for “City of Vista” and the words “news,” “blog,” or “event calendar”. It may also help to think of the website associated with the local newspaper and TV stations as separate entities. They may produce separate content for the web.

TARGET THE RIGHT PEOPLE AT THE RIGHT MEDIA PLACES

Newspaper staffs are stretched thin and may welcome your help in delivering a compelling story. You can target reporters from different sections, as well as their editors. Start with contacting individual reporters and move on to contacting their editors if there is no response or a negative response. The reporter might have to get approval from the editor to pursue a story.

In the example of a restaurant, you might want to target any of the following, depending on your coverage goals:

1. Food Critic and/or Editor of the Food/ Dining Section

Your top goal would be to get a review of your restaurant. You can also contribute to the recipe section or pitch a story about foods that are in season.

2. Entertainment/Cultural Events/ Reporter or Section Editor

Are you participating in a fair, charity event, or hosting an event open to the public? If the paper has a calendar, make sure the event is listed, but more importantly, you want to be part of the paper’s coverage of the event.

3. Business Reporter

Has your business done something newsworthy or interesting? Have sales increased because you changed the menu, or offering family size portions to help large families save money when going out?

RADIO AND TV STATIONS CAN WORK DIFFERENTLY THAN A NEWSPAPER

When going after TV coverage and radio coverage, it’s important to target specific shows or segments. To get “on-air” reach out to producers and bookers, in addition to reporters that you already have a relationship with.

FREE RADIO AND TELEVISION PRESS FROM ADVERTISING

Most media outlets will tell you dollars cannot buy free editorial coverage. However, there are a couple ways in which you can structure your advertising in order to get editorial coverage. If you are a good advertiser and have broadcast worthy events or promotions, outlets could broadcast remotely from your place of business. During the broadcast, the hosts or guests will often comment about how they are broadcasting from your place.

BEYOND PRESS RELEASES

How to Pitch to Get Media Coverage

While press releases have their place, they are not the key to getting local press coverage. In fact, drafting a general press release can distract a business owner from developing individualized pitches for their media targets.

What are the chances of your press release being picked up by a regional news website? News sites can receive hundreds of press releases per day and can only publish a fraction of them. A journalist or producer is more likely to read a personalized e-mail over one of the hundreds of press releases they receive.

What Should Your Email Contain?

First, it's important to establish that this is not a generic email. The email should be specifically written for the recipient. Use the name of their show in the subject line of the email, use their name in the greeting, and reference a recent story they have covered. Second, tell them what you want and give them a reason their audience would be interested in the review or story.

AN EMAIL IS NOT ENOUGH

Getting a reporter to cover you is like selling to a major client. It will usually require follow-up, persistence, and a positive attitude. If they respond to your first email consider yourself lucky. If they do not respond, wait a week and then follow-up with a phone call and another email. Once you make initial contact with the reporter or producer, connecting with them over social networks like Facebook, LinkedIn, and Twitter can also be beneficial.

WHAT TO DO ONCE YOU GET PRESS OPPORTUNITIES

Ask What They Want

This helps both the interviewer and the subject of interview, as the answers are likely to be higher quality and more detailed. Asking what the press wants goes beyond finding out questions in advance. The press might want to be able to interview a couple clients for the story or visit parts of your facility (e.g. the kitchen). You should be prepared for these types of requests.

Make it Visually or Musically Appealing

You want to make sure that there are great visuals for stories that appear online, in a newspaper, or on TV. With online stories, you want to provide a number of high quality photos of your storefront and customers using your products for the story.

FINAL POINTS ON GETTING THE RIGHT TYPE OF PRESS

Point 1:

For small businesses, bad publicity is generally far worse than no publicity. Before you go after publicity, try to anticipate if it will be good or bad. This is easier than it sounds. Look at the stories that reporters tend to write. If they tend to do "feel good" human interest stories, chances are the publicity will be good. Your tone is important, too! Showcasing your creative solutions to meeting your customers' needs and good humor in the midst of intense road construction will more likely motivate people to seek out your business and support you.

Point 2:

Not all publicity leads to sales. When thinking about where to target, it's important to consider who will be reading the article (or watching the video). Participating in an event that is likely to get local media coverage may be a better use of time than writing a press release. If you had a choice, which would you prefer to have: a picture of the reporter eating your specialty dish with a caption that mentions your restaurant or a quote in the paper about the event?

REMEMBER: YOU ARE NOT ALONE!

You may be thinking this is great, but who has time for this? Band together with other businesses in your area and business assistance providers to work collaboratively on getting positive media attention for your entire shopping district. Your neighborhood associations, your merchants' association (Vista Village Business Association) and citywide business assistance organizations (Vista Chamber of Commerce) are there to help you create a marketing buzz around your block or commercial corridor.

#MAKEMEFAMOUS

SOCIAL MEDIA AND ONLINE MARKETING

Social media and online marketing are excellent channels for providing updates, connecting with customers, and letting people know you are open for business.

WHY IT WORKS:

- **It connects you directly to your consumers.** Social media is about connecting. Easily share updates, sales, contests, new arrivals, and more!
- **It's responsive.** On social media customers are able to communicate directly with businesses. Treat your customers the same online as you would in person and be responsive. Monitor reviews and comments on websites such as Yelp, Trip Advisor, and Facebook. Respond to questions, compliments, and complaints quickly and professionally.
- **It updates frequently.** Unlike web pages that feature static content, social media is updated frequently. Use platforms such as Facebook and Twitter to post updates about the construction project "You're open for business", road closures, parking availability, sales, promotions, and other marketing efforts. To help to stay on track, consider creating social media guidelines for your business (i.e. post frequency, tone, content, hashtags).
- **It's interactive.** Stay top-of-mind by keeping your customers involved online. Host online contests, offer special discount codes exclusively for social media followers, have customers submit photos, use your hashtags, and tag your store on their social media platforms.
- **It's fun.** Creative and distinctive content receives the most attention online. Use platforms such as Instagram and Facebook to post photos of your store, products, staff, or a downtown activity that fits with your brand. Get creative when it comes to posting about the construction and your open business.

PITFALLS:

You're on every platform. Only join the social media platforms you need and have time to manage. It's better to do great marketing on 1 or 2 channels than to do it poorly across 5 channels. When choosing a platform, consider what platform your customers are on and what you want to accomplish (i.e. educate, connect, sell, update). Here are two cheat sheets:

- Accion: [Choosing the Right Social Media Platform For Your Business](#)
- Digital Information World: [Understanding How Brands And Users Connect On Social Media](#)

Each platform has an algorithm that determines who sees your post. Be wary of post frequency, number of likes, and text length to optimize your social media impact. The websites below provide you with a few "rules" to follow:

- Buffer Social: [The 29 Most Common Social Media Rules](#)
- Hootsuite: [Common Social Media Etiquette for Businesses](#)

Be genuine. Stay true to your brand and your work.

SOCIAL MEDIA AND ONLINE MARKETING RESOURCES:

Check with the Vista Chamber, Vista Village Business Association, and other business support organizations too see if they're hosting workshops on social media and online marketing.

- HeidiCohen.com: [80 Social Media Marketing Tools](#)
- Sproutsocial.com: [7 Steps in Creating a Winning Social Media Marketing Strategy in 2018](#)
- Digital.com: [The 9 Best Social Media Tools for Small Businesses](#)

WEBSITE

Your website is an extension of your business. Include practical information such as hours and location as well as the story of your business. Design your website to let customers get to know you, not just what you sell. Have a "Frequently Asked Questions" section for road construction concerns (i.e. parking, road access, business entrance, changes in business hours, etc). Explore e-commerce. If your business is dependent on foot traffic, look into expanding your e-commerce site. This allows loyal and local customers to bypass the construction for their favorite products and it opens you up to a larger customer market.



EMAIL (LISTS OF CUSTOMERS)

Gather customer contact information before construction begins to keep them informed of road conditions, best routes and promotional specials during the construction period. Consider sending weekly e-mails to customers—if you keep them informed and in the loop, they may not be as likely to change their buying habits during construction.

BRANDING AND OTHER MARKETING TIPS

Identify marketing, advertising and design firms in the neighborhood that may provide pro bono assistance.

Work with your employees to develop a game plan. Share construction updates and information on marketing efforts and allow employees to share their ideas.

Keep on message. Consider keeping a script next to your phone, in order for you and your employees to access quick and easy directions to provide to customers.

Be positive. Encourage and generate a positive, healthy environment to support your staff and to ensure retention of valued employees.

THROW AN AFTERPARTY

PROMOTIONS AND EVENTS

Deliver products to your customers. To reach customers unable or unwilling to navigate the construction, one restaurant initiated a catering business. They credit this as one method that helped their business endure construction.

Extend business hours. Consider staying open later in the evening after construction crews are finished for the day. Be flexible to accommodate customer demands and other perceived needs.

Creative Promotions. Come up with creative ways to drive traffic during construction.

Examples:

- Ask a construction worker sit outside your shop during the lunch break and talk to kids and families about the ongoing project. The trucks are a big draw for kids.
- Hold a prize drawings or a big event that is above and beyond what you would usually do in your business to attract customers.
- Host a trunk show with a designer meet and greet.
- Host a sip and shop event.

Rally around national and local events. Use local and national momentum around holidays and events to bring in customers.

Examples:

- Local festivals
- Small Business Saturday - November
- First Fridays VVBA Promotion
- Independent Bookstore Day - April
- Independent Retailer Month - July
- Other days for independent businesses in your industry



GATHER YOUR CREW

WORK WITH OTHER SMALL BUSINESSES AND ALLIES

Reach out to businesses in other neighborhoods that have dealt with construction projects. Discuss how they prepared for the project and what actions they took during and after construction. Ask what worked well and what didn't.

Join local business organizations like the Vista Village Business Association and Vista Chamber of Commerce.

There's strength in numbers. Make sure to communicate with other local leaders so you can band together and make concerns heard. Consider assigning association staff as liaisons to the city and the construction group. That person can attend planning meetings to funnel business concerns to the groups.

Consider pooling advertising resources with other businesses in the construction zone to let the public know you're still open for business. If you're part of a business association, consider agreeing to increase dues temporarily, so the organization can do district-wide marketing.

Create a listserv and/or a members-only Facebook group to communicate with other business owners about construction and successful tactics businesses. Additionally consider hosting regular meetings with other local businesses to plan promotions.

Create a corridor-wide event to widen your reach. Successful events such as the Taste of Vista or the Strawberry Festival to create a festive atmosphere with live music, sip and shop opportunities, and special promotions.

Keep Your Business Lean and Flexible. If you expect a significant decrease in customers once construction begins, consider keeping a lean staff. Strategies include job sharing, reducing hours, and not filling vacant positions. Additionally, reducing inventory can be a useful way to respond to slower periods due to construction.

More Collaborative Marketing Ideas

- Place yard signs throughout the neighborhood as permitted.
- Post captivating images online and on social media.
- Advertise in neighborhood newsletters and business publications.
- Create a marketing/communications campaign to entice the media to cover the reconstruction as news and create publicity for businesses.
- Host a series of business-generating promotional events in the neighborhood, such as a local band, craft markets, 3K run/walk, sidewalk sales, or vendor.
- Create a public Facebook page or web page focused on neighborhood events and promotions to draw customers to local businesses.
- Send a newsletter to customers encouraging them to frequent area businesses.
- Develop coupon books usable at area businesses. Distribute them citywide and make them available to other businesses', the Vista Chamber of Commerce & Vista Village Business Association websites.
- Create a "Get-Around Guide" helping people to navigate construction: lists open streets, alternative routes, and available parking. Put the guide on your website, in e-blasts, and keep copies by your registers to guide callers.
- Distribute "Local Money" certificates that cost \$4 for people to redeem for \$5 at participating area businesses.
- Shared ad buys to tout the entire commercial corridor as a destination, not just your business.
- Consider offering your business for a Vista Chamber of Commerce Lunch Mob.



For more information about this publication please contact the Economic Development Department at 760-643-5243 or EDinfo@cityofvista.com. You can download this toolkit from cityofvista.com/EconomicDevelopment