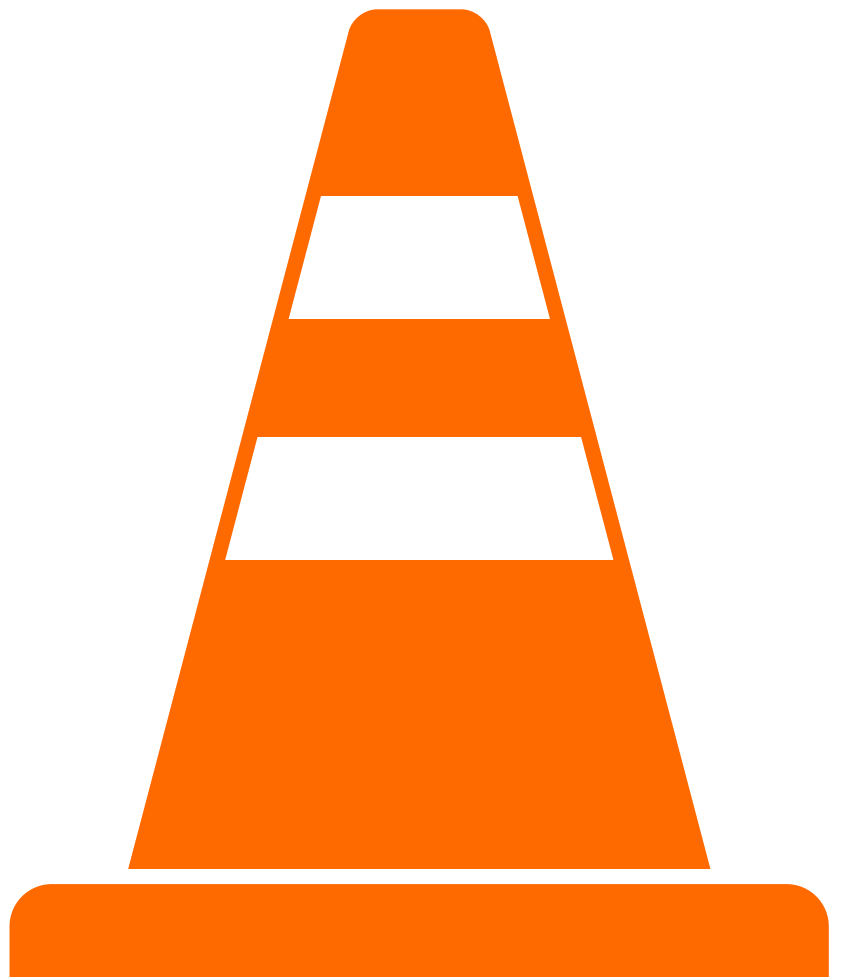




Construction Guide

2025



Construction, whether it be bridge, road or water main related, is inevitable in any city.

Despite the long-term benefits, construction often causes frustration for residents and business owners when access becomes difficult due to alternative routes, detours and road closures in place.

The City of Saskatoon advertises and promotes that businesses are still open during construction. If you need it, this guide is intended to help you plan ahead and reach your customers as well.

Social Media

In addition to any initiatives you may have created to let your customers know you are still open, please feel free to use any of the social media images and posts you received with this guide.

These can be used as often as you like or you may want to create your own that are more specific to your business.

SAMPLE SOCIAL POSTS



Hey Saskatoon! Don't let a little bridge work stop you from exploring the gems on Broadway/Downtown! From places to eat to unique boutiques and shops, our businesses are open and welcome you with open arms!

Let's show some love and keep the Broadway/Downtown spirit alive! ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning

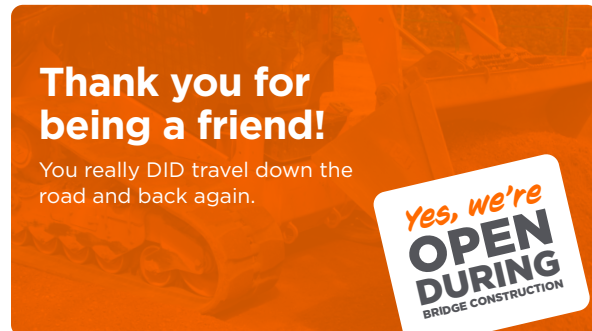


Whether you're craving a delicious meal, hunting for unique finds, or just want to soak in the local vibe, we are here for you!

Let's keep the energy high and support our local favs! ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning

Social Media

SAMPLE SOCIAL POSTS



From mouth-watering eats to one-of-a-kind treasures, there's no reason to stay away from Broadway during bridge construction.

Get your golden pals, put on your adventure hats, and let's keep Broadway/Downtown buzzing! ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning



Don't put all your eggs in one basket or in...one... bridge...or whatever. Explore another way to visit us on Broadway! ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning



Come eat, shop, and vibe Downtown/on Broadway. ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning



Life's too short to let a little detour get in the way of good eats and a shopping spree! ❤️ #SupportLocal #YXETraffic #YXE #Saskatooning

Temporary Signage

When construction blocks the main entry point to a business area, the City will install directional signage to direct drivers and pedestrians.

If you wish to place your own temporary signage, please review the Temporary Sign Bylaw at saskatoon.ca/signs.

Marketing Tips

> **POOL YOUR RESOURCES**
Remember, you're not alone. Consider working with your BID and other nearby businesses on a plan to remind the community that it's business as usual during construction.

> **DON'T REINVENT THE WHEEL**
Reach out to businesses in other neighbourhoods that have dealt with construction projects to see what actions they took during and after. Ask what worked well and what they would have done differently.

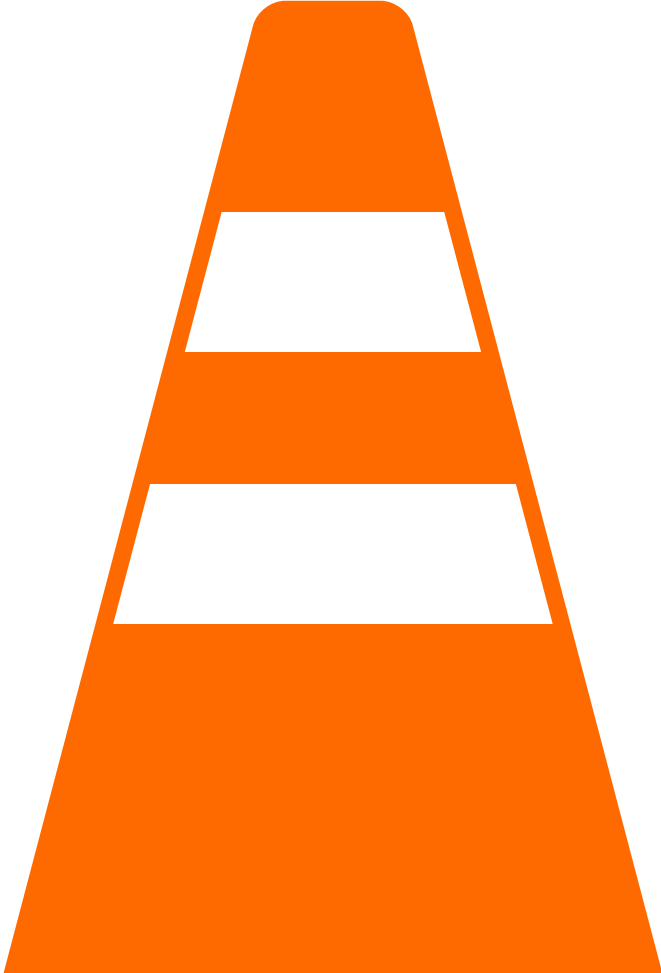
> **STAY INFORMED**
To keep track of project progress, you can sign up to receive bi-weekly updates by emailing your name (or business name) and email address to constructionupdates@saskatoon.ca.

Please note that bi-weekly updates are only offered for major construction projects. Project updates will also be available in the City's [Daily Road Report](#), the project web page, and through periodic [news releases](#).

> **KEEP CUSTOMERS INFORMED**
Gather customer contact information prior to construction. Then, consider sending emails out to keep them informed and remind them you are still open.

> **STAY ON MESSAGE**
Consider keeping a script next to your phone so that you and your employees have quick and easy access to directions to provide to customers.

> **AFTER CONSTRUCTION**
Use some of the same marketing strategies to let customers know construction is over and to come on in!



We hope this guide will help you, your employees, and your customers through construction.

Please know that we'll always do our best to stick with the plan and timelines laid out when the project started, but sometimes adjustments are necessary when the unexpected happens.

If you have any questions about construction, please email constructionupdates@saskatoon.ca or get in touch with the City contacts you have established.