



Mountain Home

IMAGINE DOWNTOWN

March 2020

The weather is finally starting to warm up and spring is on everyone's mind! It's on our mind as well. With the warmer weather comes the finishing touches on Phase 1 of the downtown plan and gearing up for Phase 2.

Right now our goal is to report monthly with updates on the project, but as we get closer to construction starting we will increase our newsletters once again. This is your one stop shop for downtown revitalization updates. If you have questions or topics you'd like covered please email us at mhed@mountain-home.us.

Phase 1 Update

Mountain Home Phase I project is coming to an end as The City of Mountain Home has started to plant the landscaping along Main Street. Our City Parks Department and other city helpers have been hard at work! While the plants may seem smaller now they are

currently dormant but are faster growing plants and will fill in over the spring and summer.

Please bear with our crews as they finish up this part of the project.





Phase 2 Update

Phase 2 of the Downtown Revitalization Project is in pre-construction. Horrocks Engineers is fine tuning the plans with Guho Corp. and working hand in hand with Idaho Transportation Department. Guho is just a few weeks away from going out to bid for the sub-contractors for the projects.

This means we are getting closer to having a construction start date and timeline. As soon as we have the timeline nailed down we will send the information out to businesses and the public. We will also work to schedule another public meeting with the updates. Stay tuned for more information.

As of right now, the goal is still to start construction by mid-May and wrap everything up in time for Air Force Appreciation Day in September.

New Traffic Pattern

As construction begins on N. 2nd E. the lane reduction will also go into effect. With these changes we will also be implementing a new traffic pattern to enhance safety at the intersection of Jackson Street and N. 2nd E. As construction starts S. 2nd E. will be permanently closed to through traffic. S. 2nd E. will still be usable but will not connect with N. 2nd E. any longer. This action will reduce the number of conflict points at this intersection and increase safety while also minimizing the delays at the signal from Airbase Rd to N. 2nd E.

Initially S. 2nd E. will be closed to through traffic using jersey barriers as we evaluate the best way to permanently close the street without impacting storm water drainage.





Support During Construction

We understand that construction is difficult and in order to support our local businesses impacted by the construction the Economic Development office is working with several agencies to provide resources and support. We will also be posting tips and tricks for businesses to prepare for and thrive during construction.

As we did with the businesses on N. Main St. during the first phase of construction, we will be offering business spotlights of the businesses on N. 2nd E. If you would like to be a business spotlighted, please let us know and we will get you scheduled. This is a great way to let customers know you are still open during business and share details about your business or any specials, events, etc. you might be offering during construction.

We are also bringing outside agency resources to the table such as support from the Small Business Administration (SBA) and the Small Business Development Center (SBDC). We will be walking downtown with the SBA in April to visit with small business owners and managers and the SBDC is in town each month (on the 3rd Thursday of the month) if businesses would like to schedule an appointment to discuss specific issues they may be facing or to plan ahead for construction impacts.

The Mountain Home Chamber of Commerce is also a great resource and partner who is ready

and willing to help businesses. If you would like to schedule a visit with any of these agencies please contact Economic Development at 208-587-2173 or mhed@mountain-home.us.



Tips & Tricks to Survive Construction

There are things you can do to mitigate the effects on your business. Not all of these tips and tricks may apply to your business directly. They are a starting point and a resource for you to build your response plan around.

Construction is difficult and it will require patience. Unforeseen issues may arise. Know that local government and project contractors are doing their utmost to resolve issues. Please notify the GUHO foreman or the City of Mountain Home as soon as your business experiences an issue. The earlier we are notified the more swiftly we are able to help.

Partner with other neighborhood businesses

Remember: You're not alone. Local businesses are able to support one another and encourage shoppers to visit their neighbors as well. Businesses are more successful when they work together. Think about strategic partnerships that might help promote your business. Can a restaurant partner with a boutique to host a fun event? Could an entire street host a sale or themed shopping day to attract customers? How can you partner with your neighbors during construction?

Also, consider developing a group plan for staying in contact with the city, construction project leaders and customers.

Inform customers in advance

Keeping your customers informed gives them the ability to navigate construction and access your business. Let them know if you are adjusting your hours, if your access will change or where alternate parking might be available. Informing customers in advance and reminding them day to day makes their trip through the construction easier and they are able to plan ahead as well.

Facebook, Twitter, Instagram, Snapchat and other social media

These are excellent channels for providing updates and reminding customers you're open for business. It's also a great way to entice them with special sales, promotions or new merchandise you have available while construction is ongoing. If you need help, reach out to Economic Development. We have excellent resources to help you develop and implement your social media plan!





Thanks for Subscribing!

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