

UCA



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BUSINESS RETENTION AND EXPANSION (BR&E)

UCA's Center for Community and Economic Development can assist your community in creating a Business Retention and Expansion (BR&E) program.

The Center will develop a customized BR&E Toolkit for your community that will provide community leaders with the information needed to implement a BR&E program. The toolkit will provide information and one-on-one training to participants so that they acquire a basic understanding of BR&E and its importance to local businesses. Additionally, the toolkit outlines a step by step process of implementing a basic BR&E program catered to your community.

The toolkit includes a variety of customizable materials to assist you in the development of your community BR&E program.

What is BR&E?

BR&E is the process of building and sustaining relationships with local businesses that demonstrates to businesses that they are valued by community leaders and that the community is willing to ensure the success of local businesses. Benefits to your community include:

- Data for informed decision making
- Identify strengths and weaknesses with local businesses
- Creates an organized method of building and sustaining relationships with local businesses
- Develop a collaborative partnership with local businesses, Chamber of Commerce, and government

Process and Deliverables

The BR&E Toolkit will consist of the following:

- A 90 minute one on one training session with an individual(s) assigned to lead the BR&E process
- A step-by-step guide to setting up a BR&E program
- Survey instruments for site visits and annual assessment
- Customizable database file for compiling data from site visits
- Communication recommendations and sample communication documents
- One 90 minute group training session for the BR&E Team
- Ongoing support from the Center with Toolkit materials, communications, and other help for a three month period

Sign Me Up!

Interested in developing a Business Retention and Expansion (BR&E) program for your community?

Email the following to sfiegel@uca.edu:

- Your name
- Your community
- Your email address and phone number

Or visit www.uca.edu/cced/request-assistance/ to fill out a Request Assistance form.