

Ontario's Business Retention + Expansion Program

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Background on BR+E in Ontario

- › The BR+E program was introduced in 1998
- › Over 230 communities have participated
- › Since 2005, over 10,000 businesses have been interviewed
- › 3rd version released in 2015



BUSINESS RETENTION AND EXPANSION



Ontario's BR+E Program Goal

To increase the capacity of rural communities to identify economic development opportunities using an informed decision making process



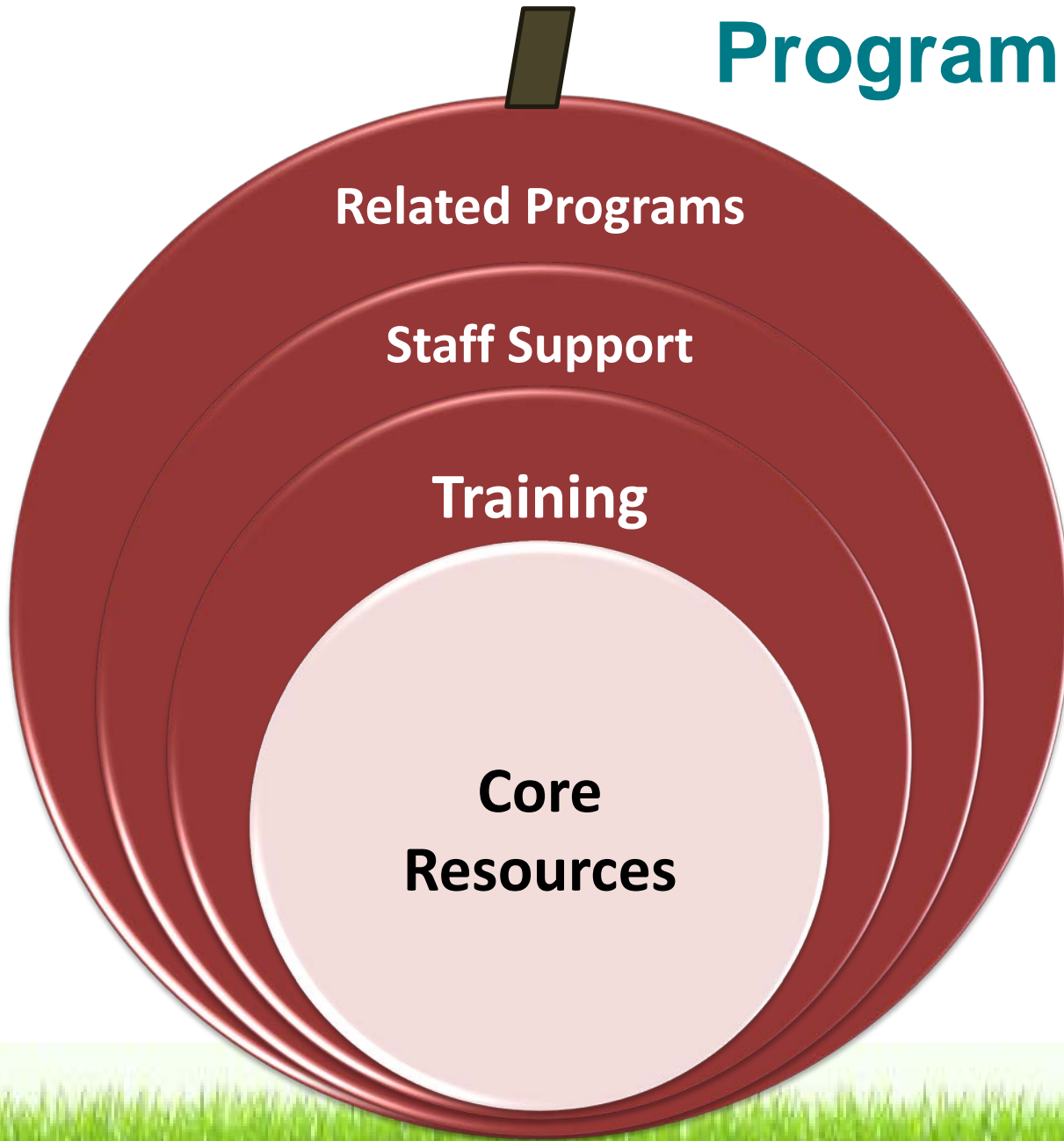
Ontario's BR+E Model

- › A **structured** action-oriented approach to business retention and expansion
- › A **community-based** approach using trained volunteers to conduct confidential interviews
- › Strategic planning approach to assist communities in identifying priorities
- › Communities are responsible for determining priorities and developing their action plan

“The essence of strategy
is choosing what **not** to
do”

Michael Porter

Program Components

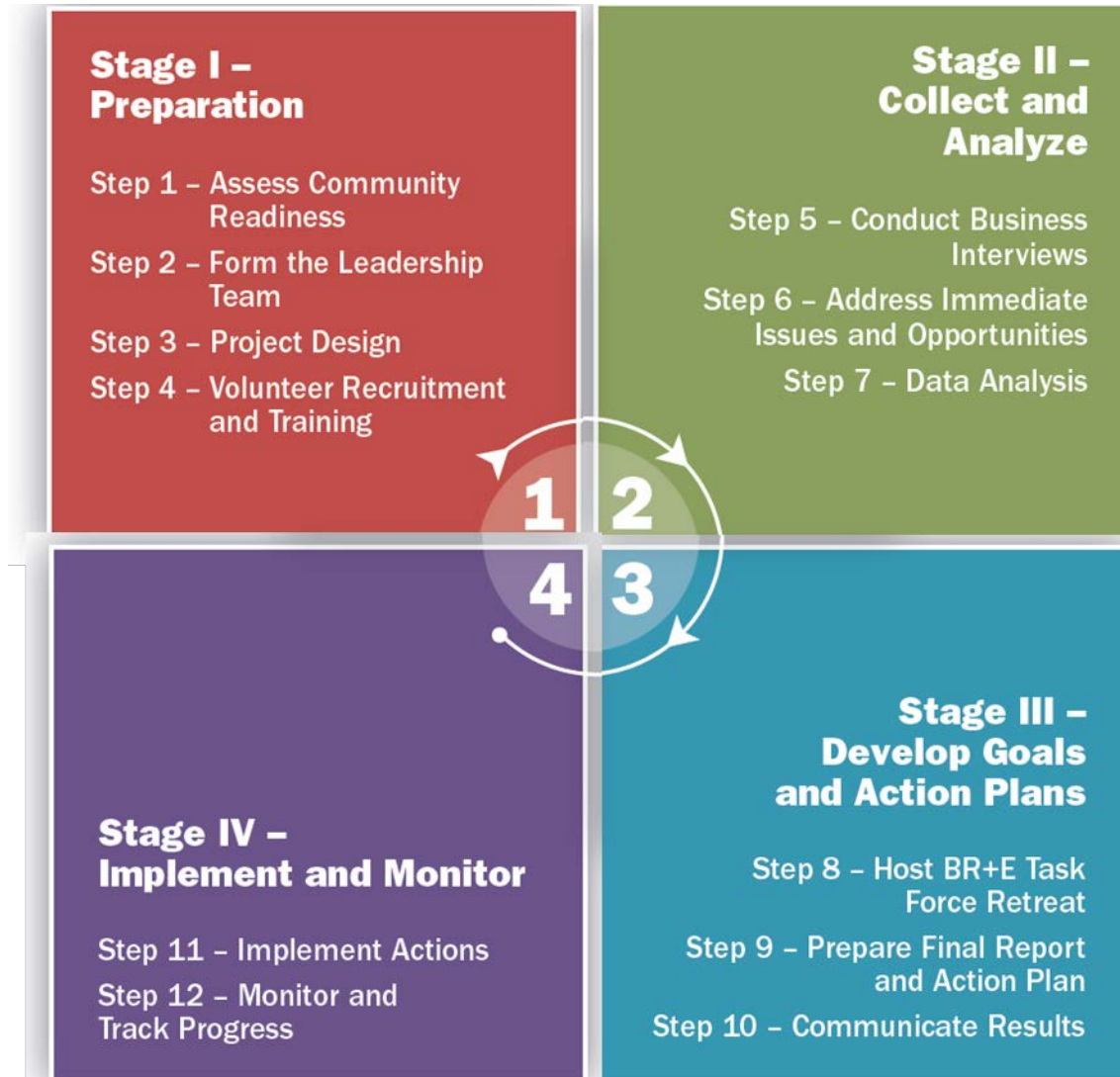


- Analyst
- RED Program
- Org Dev

- Regional Advisor & Specialist

- BR+E Manual
- Surveys
- *ExecutivePulse* System
- Templates

A Four Stage – 12 Step Process





Project Design

Important Considerations:

- › Understand your community's readiness
- › Clarify your goals - each community may have a different focus
- › There is no perfect survey - The questions should depend on the goals of the project
- › Focus on need to know vs. nice to know

Trends – More Sector Focus

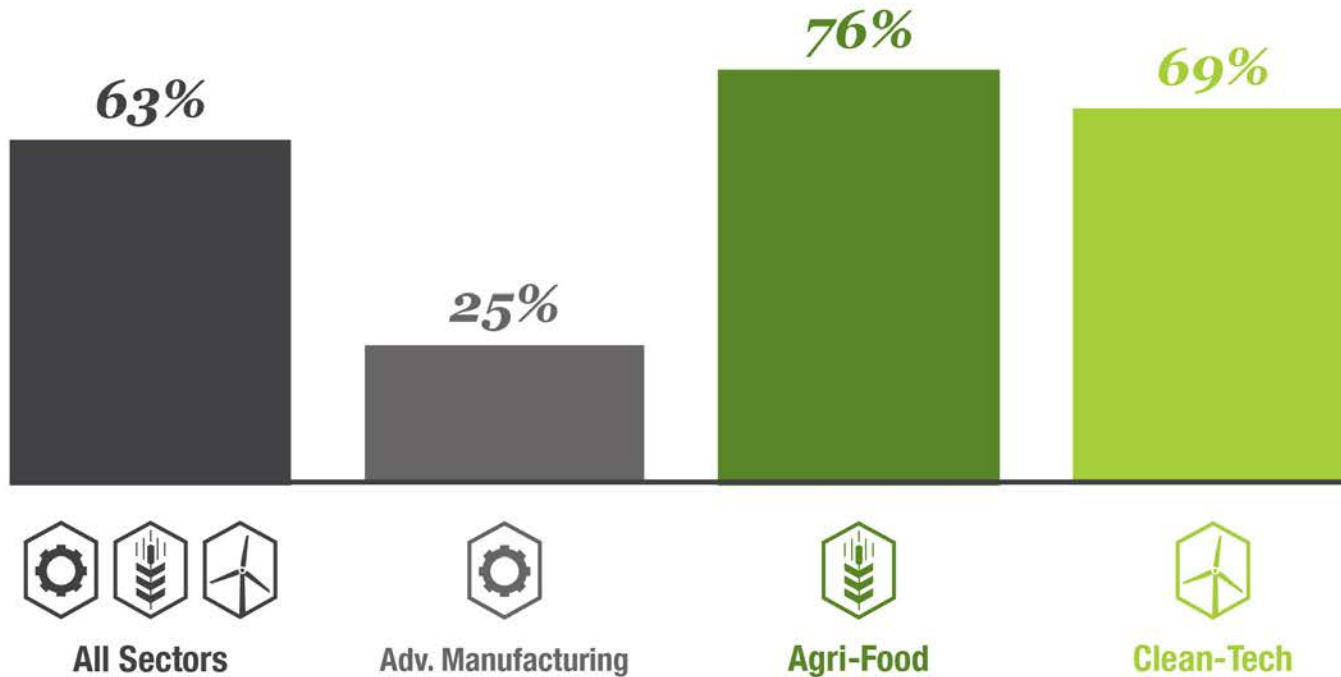


Trends – More Sector Focus

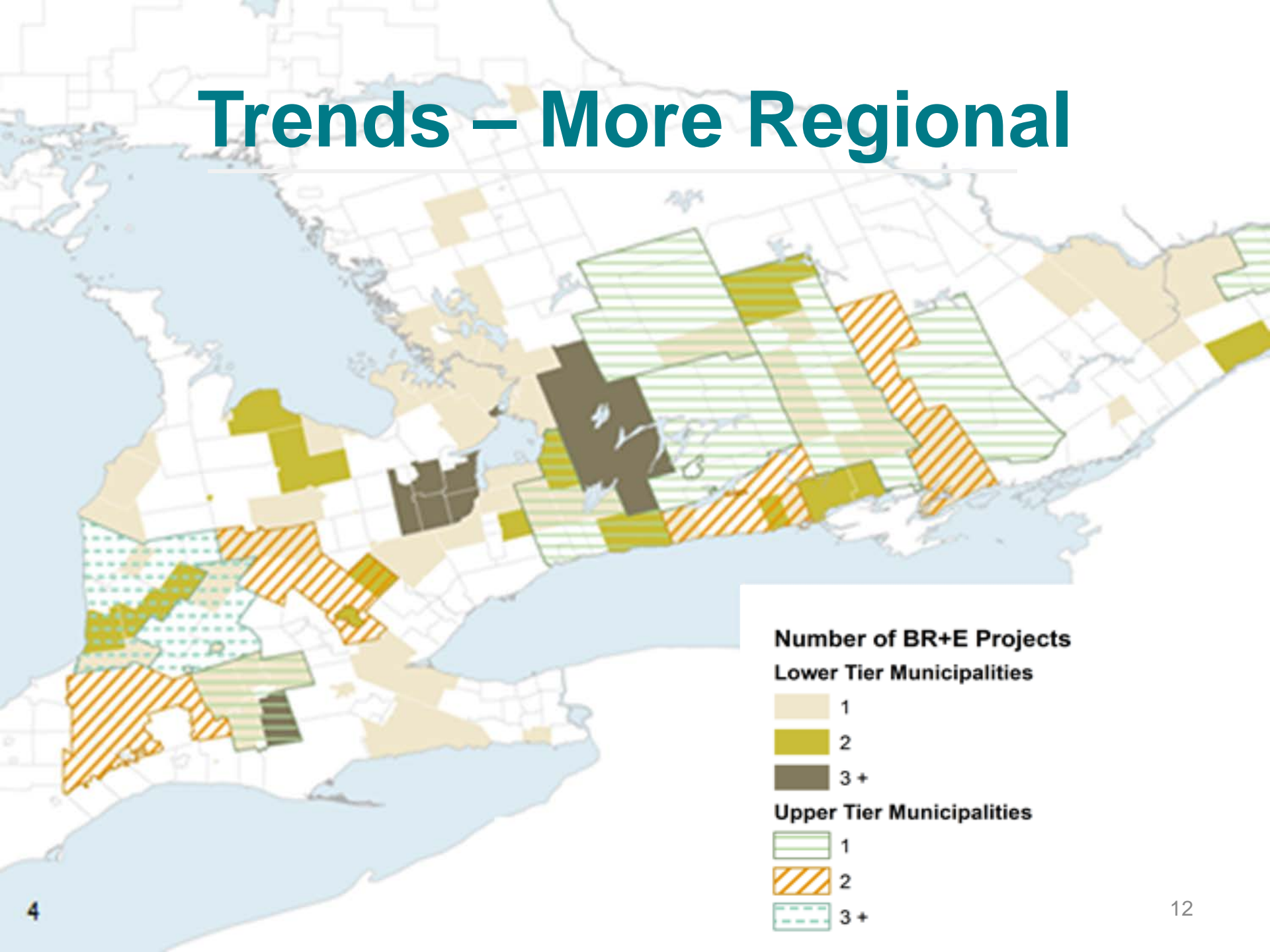


Availability of qualified workers

Excellent / good rating



Trends – More Regional



Key Take Aways

#Knowtherulestobreaktherules

#Taketimeprepare

#Costcosizeit

#Ittakesavillage

#Focusforsuccess

Thank You



For More Information, visit

<http://www.omafra.gov.on.ca/english/rural/edr/bre/index.html>

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