



## **BUSINESS RETENTION AND EXPANSION**

### **BR+E Ingersoll - Summer 2008**

#### **What is BR+E?**

A community-based effort to assist and encourage existing local businesses to stay and grow in the community.

#### **Why have a BR+E program?**

- Existing businesses are the main engine of economic growth in any community.
- 40-90% of new jobs created come from existing businesses
- satisfied existing businesses are a key factor in attracting new businesses

#### **Our Objectives of the BR+E Program...**

- identify needs, concerns and opportunities of local business
- establish community based programs to help local industry grow
- prevent the loss of business from the community
- demonstrate a community's pro-business attitude
- attract new business to the community
- build community capacity to sustain growth and developments

#### **Community Capacity - What is it?**

- stronger collaboration and communication between development agencies, governments, citizens, educators and businesses in the community.
- a better understanding by local leaders of the communities' business climate
- better linkages to provincial and federal development assistance
- the ability to work together to help ourselves

#### **Why do we Interview?**

- to get good quality data for the planning process
- good response rate
- large block of data - quickly
- interview the owner or operator

## **BR+E Ingersoll**

This process has been used by many municipalities with great success rate such as Belleville who has conducted 9 BR+E's and has concrete results.

Your assistance is vital in carrying out this important economic tool for our community.

**We need enthusiastic business-minded people to interview our leaders in retail, manufacturing and financial sectors in Ingersoll.**

There are two people to a team, one person asks the questions from a prepared survey, and the other person writes down the information on a form.

**Time Commitment:** 10-15 hours over the month of July

If you are interested we encourage you to join us for an information night to be scheduled at the Town's Council Chamber.

### **Information Night**

**Date:** Wednesday, June 25, 2008

**Time:** Session 1: 4 - 5 p.m.  
Session 2: 7 - 8 p.m.

*We look forward to seeing you there!  
Hors d'oeuvres & light refreshments will be served*

For further information please call Dianne Harnett at 519-485-0120 ext. 2224 / Bill Mates at ext. 2225 / Jeet Athukorale at ext. 2225.