



Business Retention and Expansion (BR&E) Fact Sheet

The BR&E program consist of *Three Steps*:

Step 1- Organize → **Step 2- Prioritize** → **Step 3- Implement**

Background:

In the last two decades about 60 – 80 percent of the private sector’s net new jobs have been created by existing establishments and about 40 percent from the churn of startups minus closures. Many economic development experts say that your BR&E program is your best defense against a competing region’s business recruitment program and best offense for improving the local economy.

Purpose:

A BR&E Program is a planning process for setting priorities that best fit the needs of local firms. BR&E recognizes that few communities can do everything that they would like to do to help their existing firms. Many New Hampshire communities have limited resources to address all of its economic development needs. So—you have to decide what types of projects could do the most for your local firms. Your priority projects depend on the types of firms in your community, the competitive pressures they are facing, the nature of your local public services, the qualities of your labor force, and many other factors. The BR&E program is designed to uncover the issues and concerns that are preventing your existing businesses from growing and expanding.

Goals of BR&E:

1. **Demonstrate** to local businesses that the community appreciates their contribution to the economy
2. **Help** existing businesses solve problems
3. **Increase** local businesses’ ability to compete in the global economy
4. **Establish** and implement a strategic plan for economic development
5. **Building** community capacity to sustain growth and development

Results:

Strategies are developed to lead the City’s effort to implement three to five economic development goals designed to help our existing businesses stay, grow and thrive.

In order to achieve our goal and complete a successful BR&E effort, we need volunteers to commit to making this program a success. We ask for your help to visit and survey four (4) businesses. The information gain through your business visit will become the foundation from which we build a solid strategy toward developing a strong healthy business environment in Portsmouth.



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