

Economic Development



What Does EDO do?

- Facilitates economic development strategies and initiatives
- Develops, implements and monitors the BR+E program
- Provides continuous support to local businesses by facilitating connections.
- Markets and promotes community for investment opportunities

Business Retention + Expansion



Background – Why do a BR+E?

- Centre Wellington Corporate Strategic Plan
- County of Wellington 2012 Economic Development Strategic Plan
- Communities in Transition Funding
- The majority of new jobs come from existing businesses
- A means of identifying and implementing opportunities and actions to assist local businesses

Business Retention + Expansion



What is a BR+E Program?

- Community based program to care, nurture and support businesses already operating in the community
- Done through questionnaires and personal interviews
- Red Flags identified
- Results analyzed and action plans developed

Goals of a BR+E Program

- Build relationships
- Provide support
- Communicate

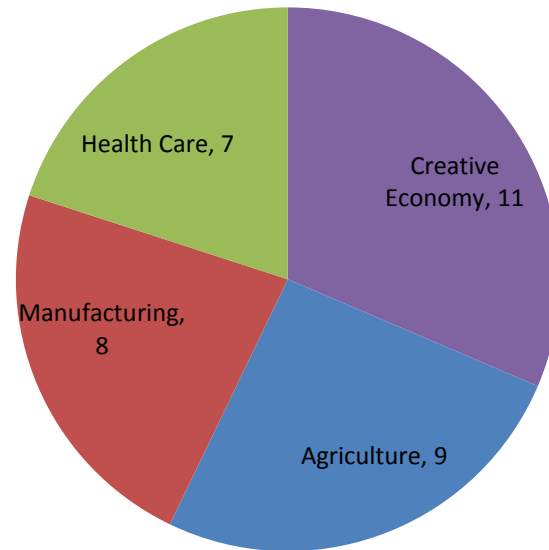
Centre Wellington BR+E Program



Results

- 35 Businesses visited in 4 Sectors
- 7-10 businesses per sector

Total Centre Wellington Interviews

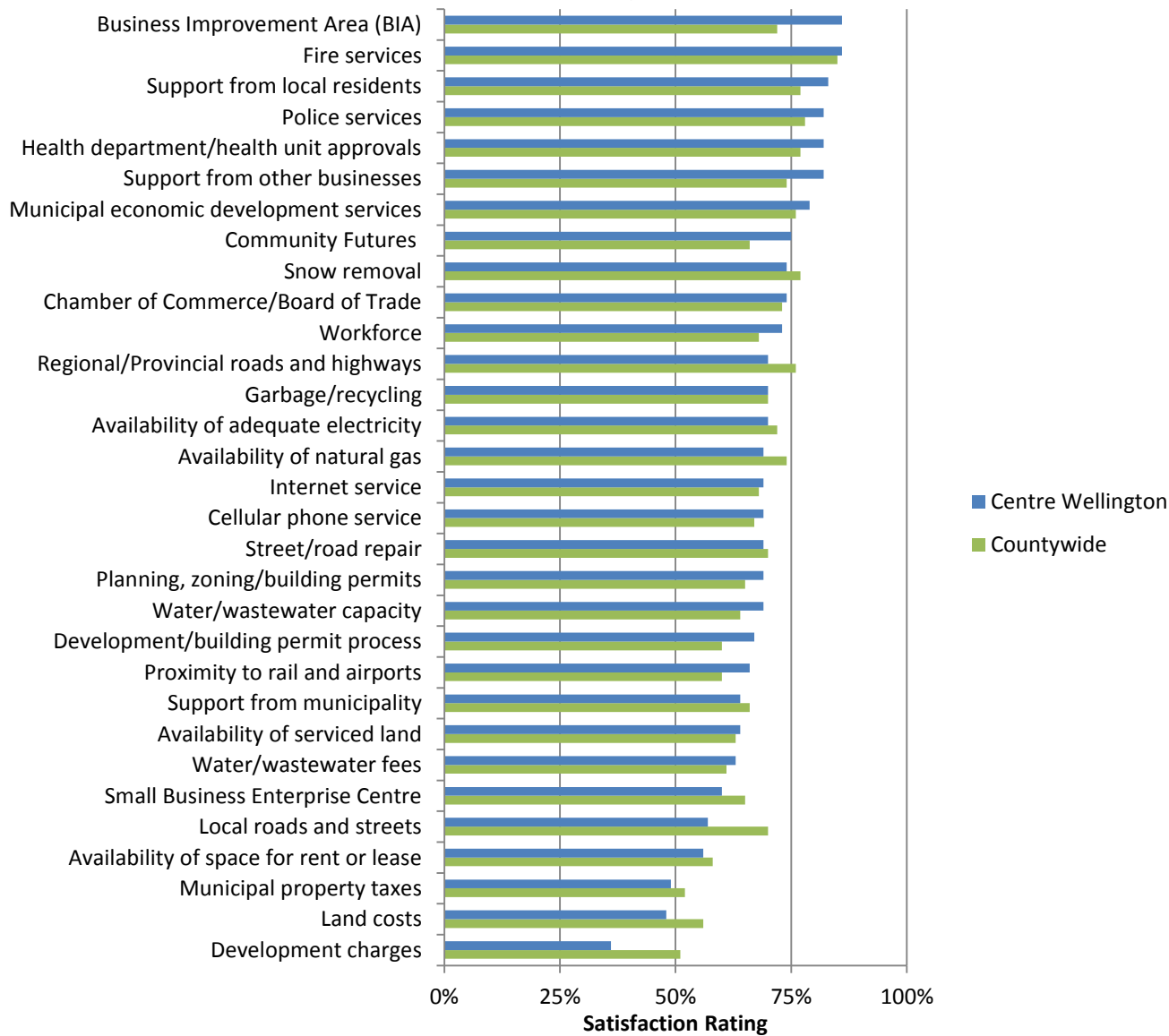


BR+E Con't



- 97% of business owners involved in day to day business operations
- 66% of businesses have been in business more than 10 years
- 77% of businesses – primary market
- 23% of businesses – international market

Factors in Doing Business



Economic Development CTTE



- **What happens now?**
 - Revised Economic Development Committee
 - 8 reps from business community
 - Reps from MEDTE and OMAF
 - Reps from Council and Staff
 - Agenda – BR+E Results
 - Action Plan