

## **Business Retention + Expansion Program – Update August 2011**

Council and staff remain committed to implementing the strategies identified in the BR+E Action Plan (click here for full report).

The BR+E strategy identified 4 priorities for 2011! See updates on each project below.

- 1) **Joint Marketing Campaigns** - Coordinate various business interest groups and facilitate joint marketing with the Municipality to share resources and funds for advertising.

**Update:** The Municipality brought together residential home builders to work on a variety of projects, including;

- a. Development of a residential housing inventory webpage for those looking for a new home, go to <http://www.greenandgrowing.ca/residential.cfm> to view this great new product. Find your perfect home and the right builder for you.
  - b. Creation of a joint residential development signage strategy and marketing campaign
  - c. Creation of a Planning Process Action Plan to streamline the process for residential development.
- 2) **First Impressions Community Exchange Program (Downtown)** - working with OMAFRA, volunteers were recruited to visit, analyze, evaluate and report on a partnering communities (Arnprior) downtown. Evaluations were presented to each community and recommendations were shared to address any opportunities identified.

**Update:** The Municipality of North Grenville partnered with Arnprior and completed the program through the hard work of volunteers. Read the full report from Arnprior at <http://www.northgrenville.ca/BRandE.cfm> and stay tuned for next steps as priorities and recommendations are implemented.

- 3) **Business Seminar Series** – Working with local business organizations, organize and deliver 4 seminars for business, including Strategic Planning, Marketing, Financial Planning and Funding Opportunities.

**Update:** By partnering with the Leeds & Grenville Small Business Enterprise Centre and the Grenville Community Futures Development Corporation, the Municipality of North Grenville will host a Business Seminar Series during Small Business Week in October 2011. Stay tuned for more information on this great opportunity to attend effective workshops on the key issues identified by our business community.

- 4) **Downtown Parking Strategy** - to be completed in the summer of 2011 to identify opportunities & barriers.

**Update:** A Parking Strategy is now underway for the downtown and results will be available upon completion. Stay tuned!!

**The Economic Development Department will continue to provide community updates on progress and successes along the way, through the BR+E website at [www.northgrenville.ca/BRandE.cfm](http://www.northgrenville.ca/BRandE.cfm), in updated articles on [www.greenandgrowing.ca/news.cfm](http://www.greenandgrowing.ca/news.cfm) and through community updates with our local media partners. Stay tuned, stay informed!**