

# BR+E in Ontario



# Why a Provincial BR+E Program?

- Critical part of local community economic development
  - Builds capacity
  - Majority (80%+) of new jobs come from existing businesses
  - Demonstrates support for and nurtures an existing resource
  - Key to successful investment attraction
  - Less costly means of job creation
  - Means of improving business climate and community competitiveness



# The Ontario BR+E Model

- A community-based, volunteer led business visitation program to identify & respond to business concerns, trends & opportunities
- A series of actions intended to pro-actively connect with the business community
- A multi-stakeholder process to develop and implement local strategic action plans
- Capacity building for sustainable economic development



# Project Workplan: How do you do it?

Part A: Determine the needs and opportunities for business growth in the community (a systematic approach)

Part B: Develop and implement actions and programs to address the needs and opportunities (community engagement)



# BR+E Project Implementation

## Process: Part A

### Stage 1: Project Planning and Business Survey

**Step 1: Introducing BR+E to the community**

**Step 2: Leadership Team and Task Force recruitment**

**Step 3: Project design**

**Step 4: Interviewer recruitment and training**

**Step 5: Business Visits**

**Step 6: Review surveys for “Red Flag” issues**

**Stage 1:  
Planning & Firm  
Visits**

**Immediate  
Follow-up**

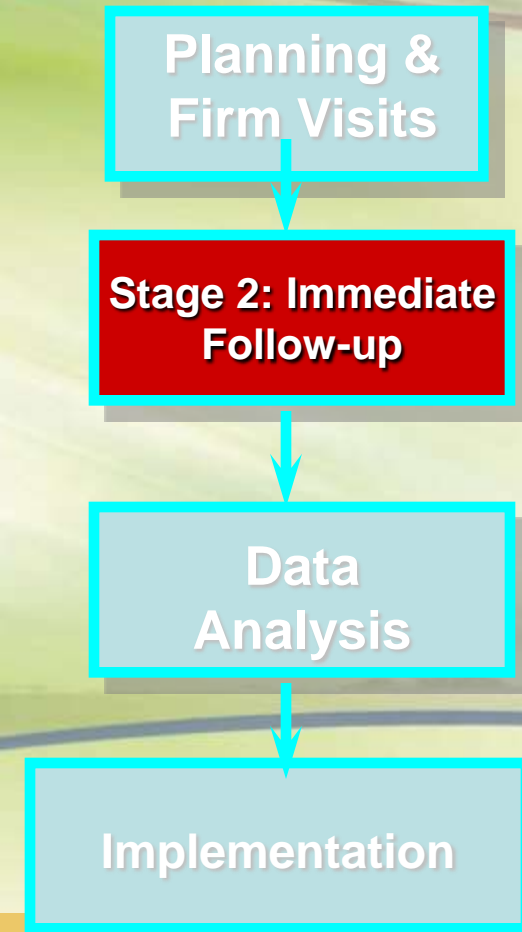
**Data  
Analysis**

**Implementation**

# BR+E Project Implementation Process: Part A

## Stage 2: Immediate Follow-Up

### Step 7: Immediate response



# BR+E Project Implementation Process: Part A

## **Stage 3: Data Analysis and Recommendations**

**Step 8: Data entry (web application)**

**Step 9: Data Analysis**

**Step 10: Task Force Retreat**

- Identify key findings
- Identify potential actions

Planning &  
Firm Visits

Immediate  
Follow-up

**Stage 3: Data  
Analysis**

Implementation

# BR+E Project Implementation Process: Part B

## ***Stage 4: Public Meeting and Implementation***

**Step 11: Initial public meeting**

**Step 12: Formation of groups for  
implementation**

**Step 13: Implementation/Action Plan**

**Step 14: Monitor progress**

**Step 15: Follow-up public meetings**

Planning &  
Firm Visits

Immediate  
Follow-up

Data  
Analysis

**Stage 4:  
Implementation**

# Sample Work Plan and Implementation Schedule

- **Stage 1 Project Planning and Business Survey**
  - 2- 4 months
- **Stage 2 Immediate Follow-up**
  - immediate
- **Stage 3 Data Analysis and Recommendations**
  - 3 months
- **Stage 4 Public Meeting and Implementation**
  - 1 month + 1-2 years for implementation



# Issues that can be Identified as a Result of BR+E

- Business Specific
  - Business development
    - Exporting, financing, management, productivity, responding to expansion opportunities etc
  - Workforce development
    - Identification of and training for specific skills etc.
- Community Specific
  - Approvals, infrastructure, community promotion, signage, improving business climate etc.



# Outcomes of Completed BR+E Projects

- Over the short term:
  - Improved relationships with business community
  - Solving of immediate problems
  - Improved business climate
  - Identification of specific actions to help businesses
- Over the longer term:
  - Effective strategic economic development plans
  - Improved business and community competitiveness
  - Increased community capacity for economic development
  - Job and business retention and growth



# Factors Leading to a Successful BR+E Strategy

- Community leadership & commitment
- Structured visitation process & response mechanism
- Implementation strategy & resources
  - Project coordinator
  - Core leadership team, task force and interviewers
  - Survey & data management capability
  - Access to business support programs and providers
  - Resources – human and financial
  - Community partners



# Provincial Support to BR+E

- Resources:
  - User Manuals, Resource Manuals, online data management system, DVD, brochures, etc.
- Ongoing support of the program through Regional Teams and CED Unit
- RED Funding for BR+E projects
- Training sessions held as needed, regionally
- Community of Practice Sessions – 2 to 3 per year
- Monitoring and evaluation – data analysis



**Thank You**

