

BR+E Update

DEVELOPING THE FUTURE

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GEDC Services

**We service a total of 14
Communities and First Nations.**

**Funded by FedNor, and Innovation,
Science and Economic
Development Canada.**

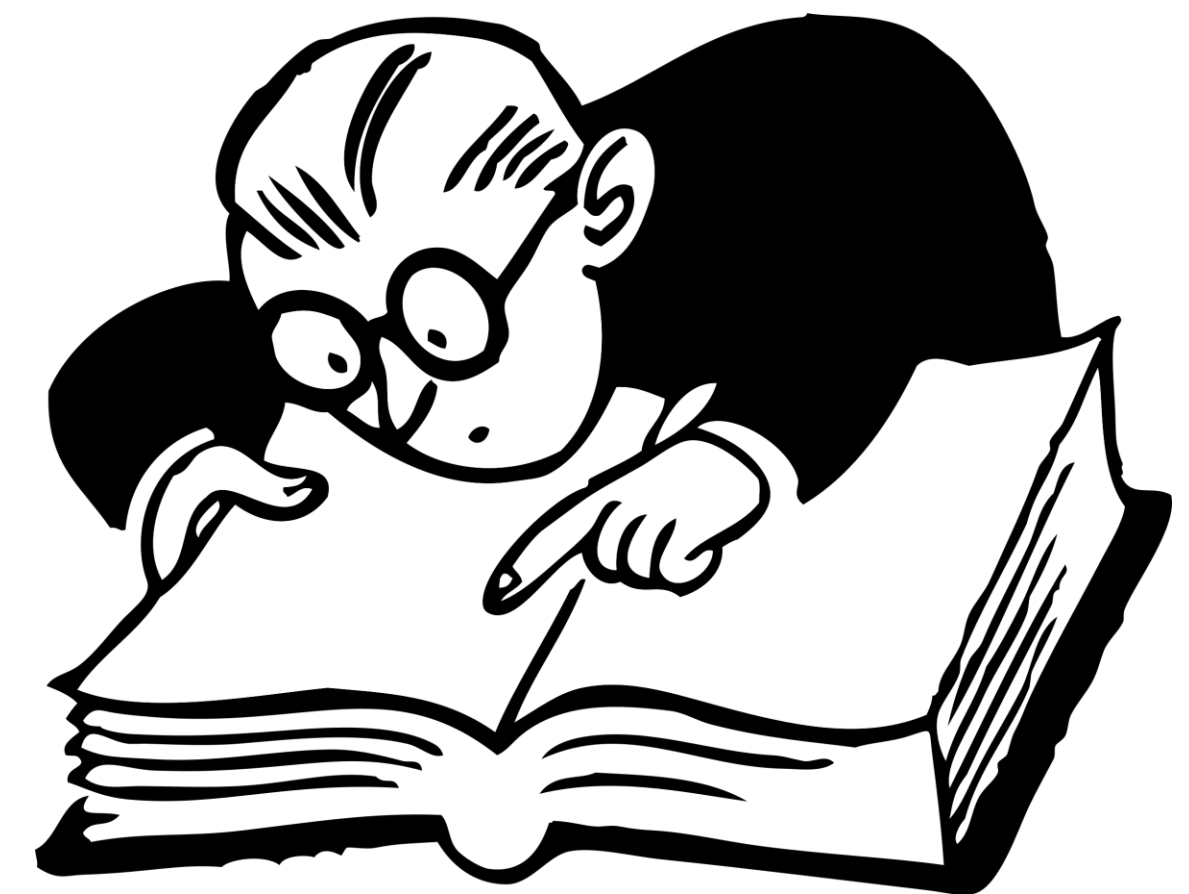


BR+E Defined

Business Retention and Expansion (BR+E) is a community-based economic development program with a focus on supporting existing businesses. It provides a systematic approach to assist communities in developing strategies to support businesses, retain and create new jobs and opportunities. BR+E uses an in-depth, four stage process to assist communities in developing and implementing concrete action plans. (omafra.gov.on.ca)

BR+E Defined – in other words

The Business Retention and Expansion program (BR+E) is about keeping and growing businesses in rural Ontario. It will help to develop community support for local business, and identify and address individual business concerns.



BR+E Objectives – Short Term

- ☐ Improve communication between the GEDC, stakeholders and local businesses
- ☐ Identify barriers and opportunities within our business community
- ☐ Identify and address immediate individual business closures
- ☐ Show support for our local businesses

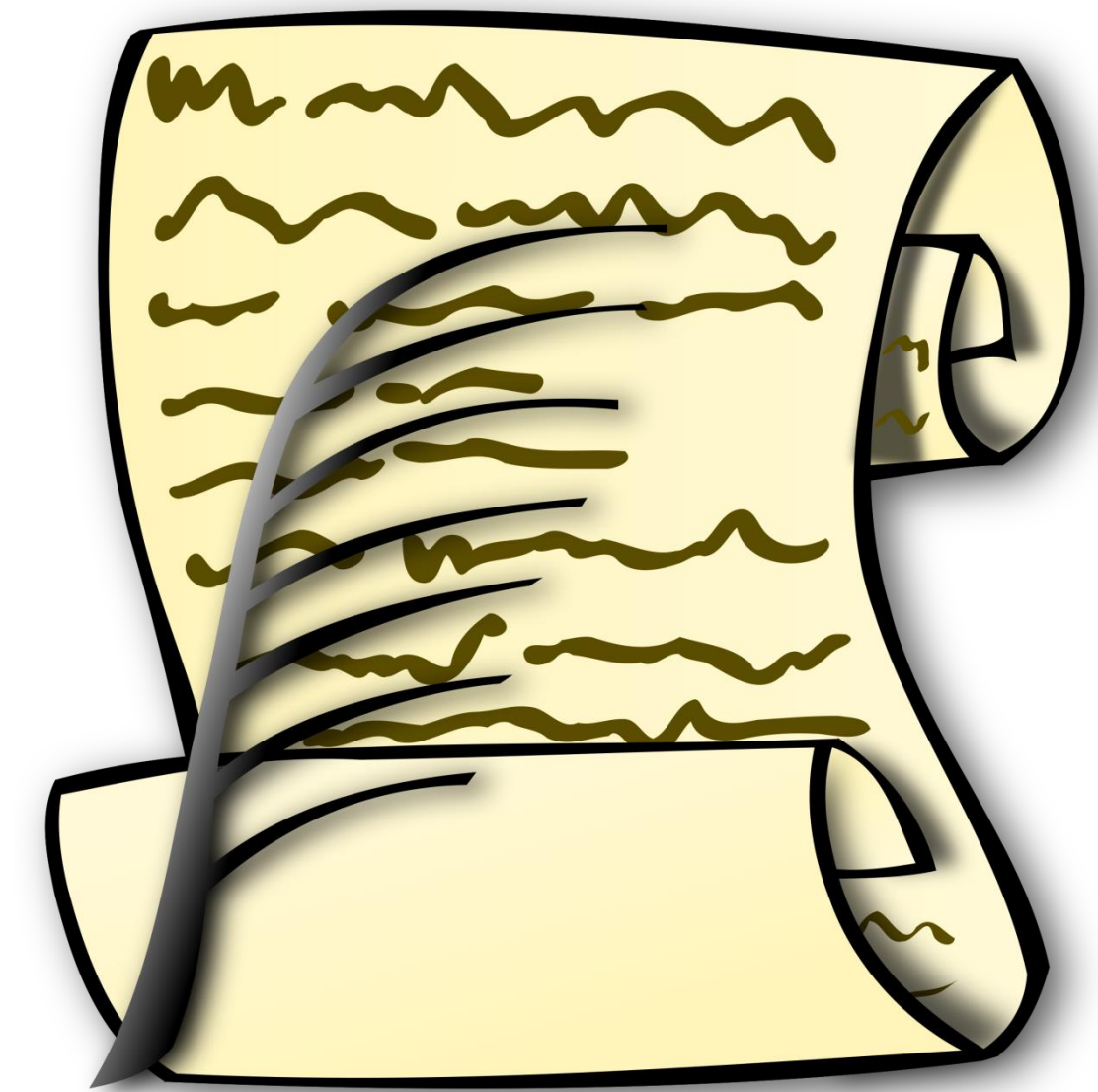
BR+E Objectives – Long Term

- ☐ Establish and implement a strategic action plan for local business development
- ☐ Assist existing businesses with retaining and creating jobs
- ☐ Increase competitiveness amongst local business
- ☐ Remove barriers and highlight opportunities within our community
- ☐ Highlight regional local stakeholders that can affect change
- ☐ Provide business-based recommendations to stakeholders for completion

BR+E History

This is the second BR+E project completed in the Greenstone area, the previous having been completed by GEDC in 2003.

OMAFRA recommends a BR+E every 4-5 years or earlier if there is a major development change.



Business Participation



49 Participants that own 75 businesses in the tourism, retail / service, manufacturing and mining sectors

BR+E Timeline



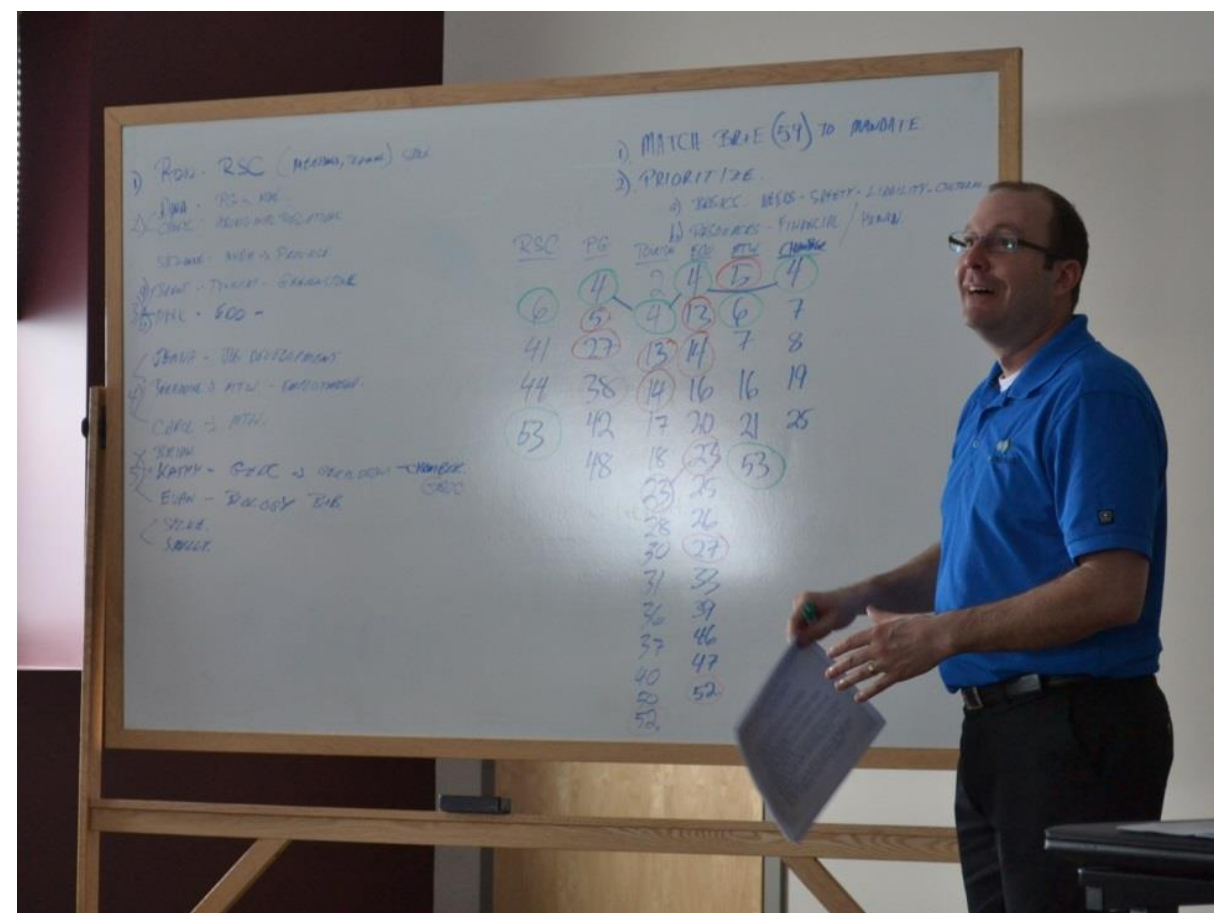
- ☐ BR+E Stakeholder committee created
- ☐ BR+E Project Report / Stakeholder Recommendations / strategic session / community luncheon
- ☐ BR+E Stakeholder Brainstorming
- ☐ Many projects and activities completed
- ☐ Strategic session / Final Report and stakeholder update

BR+E Key Activities

BR+E Stakeholder

Brainstorming

(Rec. #4 – Partnership Creation)



BR+E Key Activities

Business Compliance 2-Phase Project (2015-16)

(7 Recommendations)

**HEALTH & SAFETY REQUIREMENTS
FOR SMALL BUSINESS**



Ontario Ministry of Labour is Increasing Inspections – Is your Business Compliant?

The Government of Ontario is proposing changes to legislation and increasing inspections. Many employers may not be aware of their obligations and may be in contravention of the legislation. The Ministry of Labour has scheduled inspection blitzes for 2015-16 throughout the province of Ontario covering everything from required postings and training, to sector-specific requirements. (See inspection schedule criteria at www.labour.gov.on.ca)

The GEDC Business Centre has partnered with other regional stakeholders to produce and distribute a compliance checklist to help ensure Greenstone businesses are aware of their obligations. The Public Services Health and Safety Association is offering a course in Geraldton on October 16th with crucial information that all businesses should know. Visit www.gedc.ca or call 854-2273 ex.22 for more information.



BR+E Key Activities



2015
Youth
Entrepreneurship
Awareness

(Rec. #21 – Youth)

BR+E Key Activities

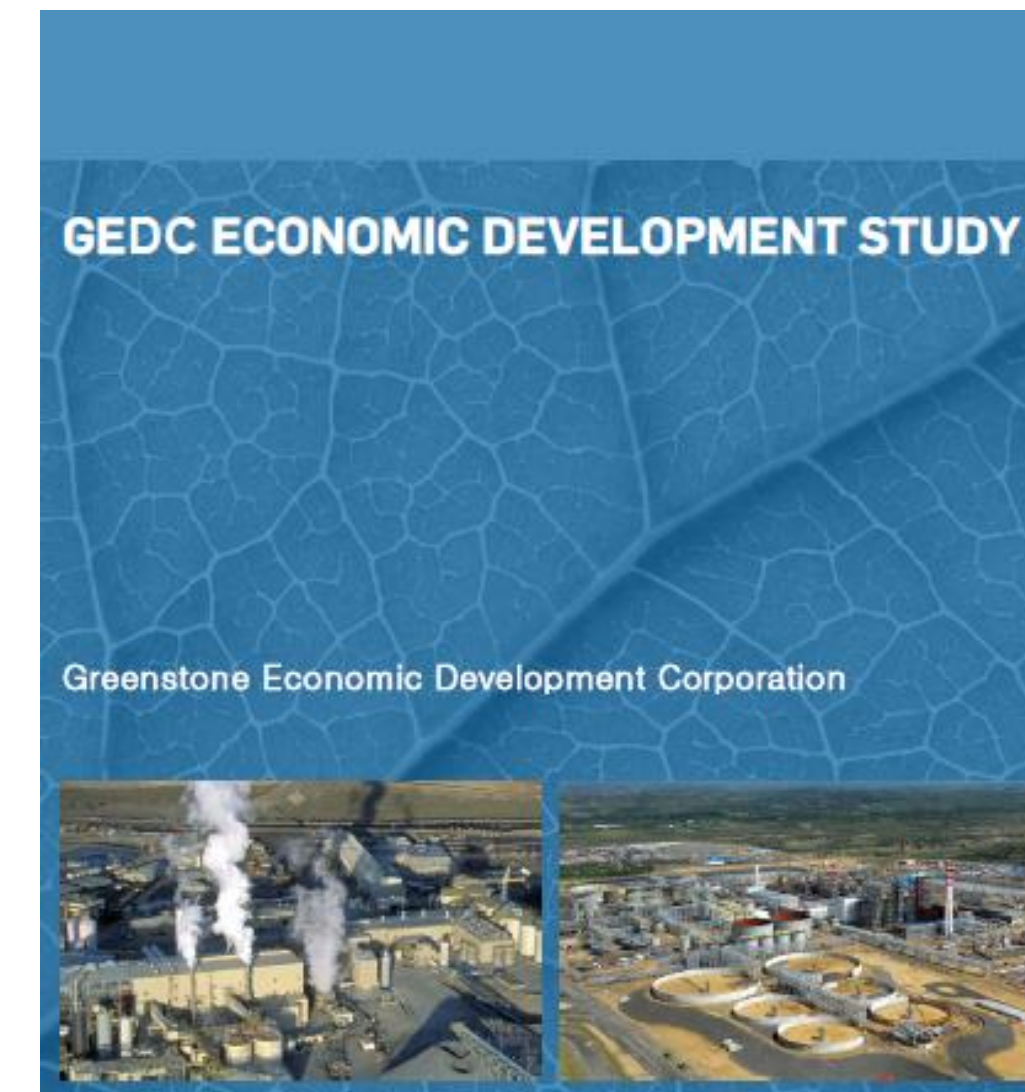
Enhanced Business Directory

(Rec. #7/25 – Programs & services requested/Directory)



Business Outreach Initiative

(Rec. #2 – Face to Face, Rec.#4 – Partnership)



Economic Development Study

(Rec. #16 Business Incentives, Rec.#41 – Opportunity)



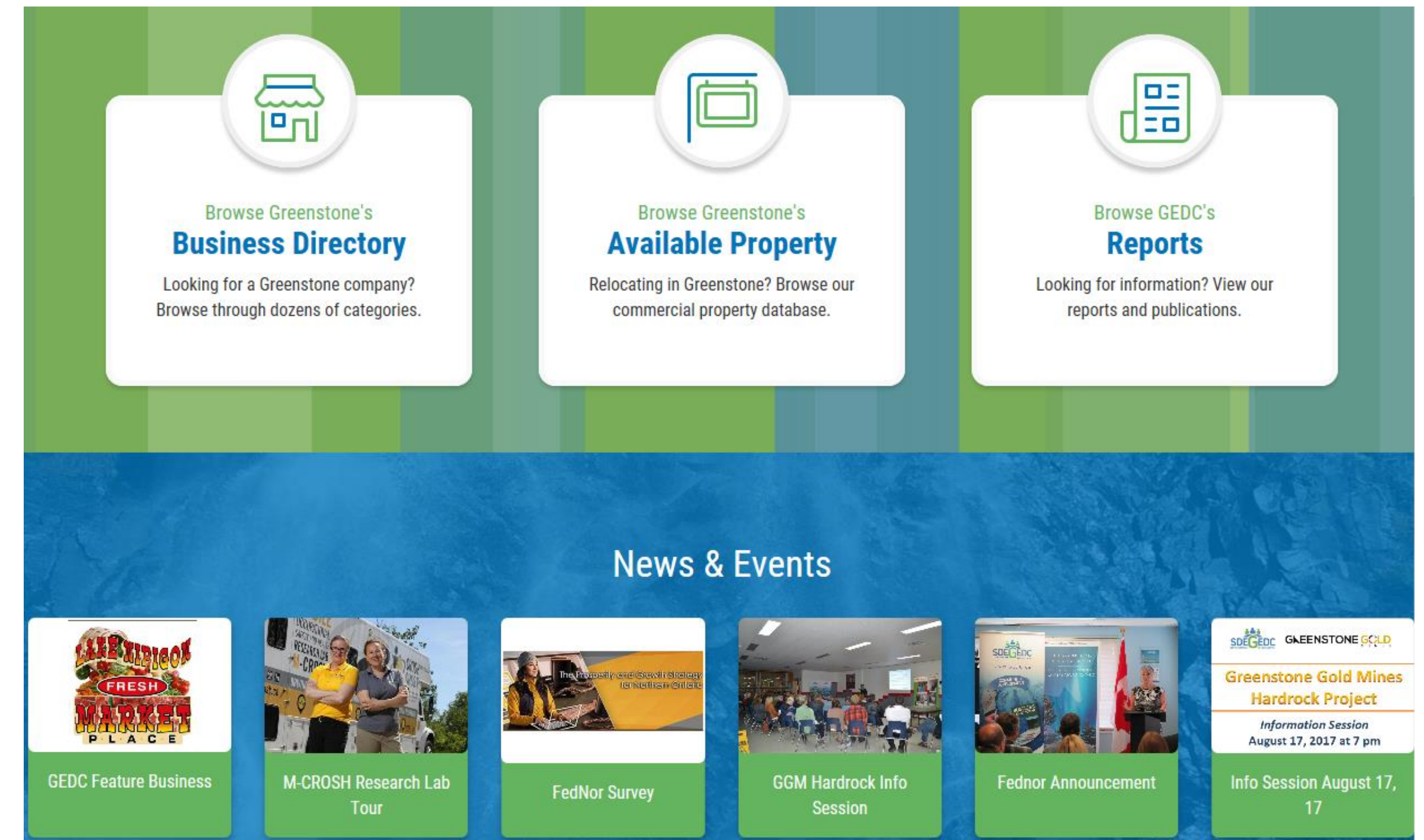
BR+E Key Activities

GEDC Business Week / Workshops

(Rec.#1 – Computer Training, Rec.#6 –
Workshops, Rec.8 – Assistance/Opportunities)

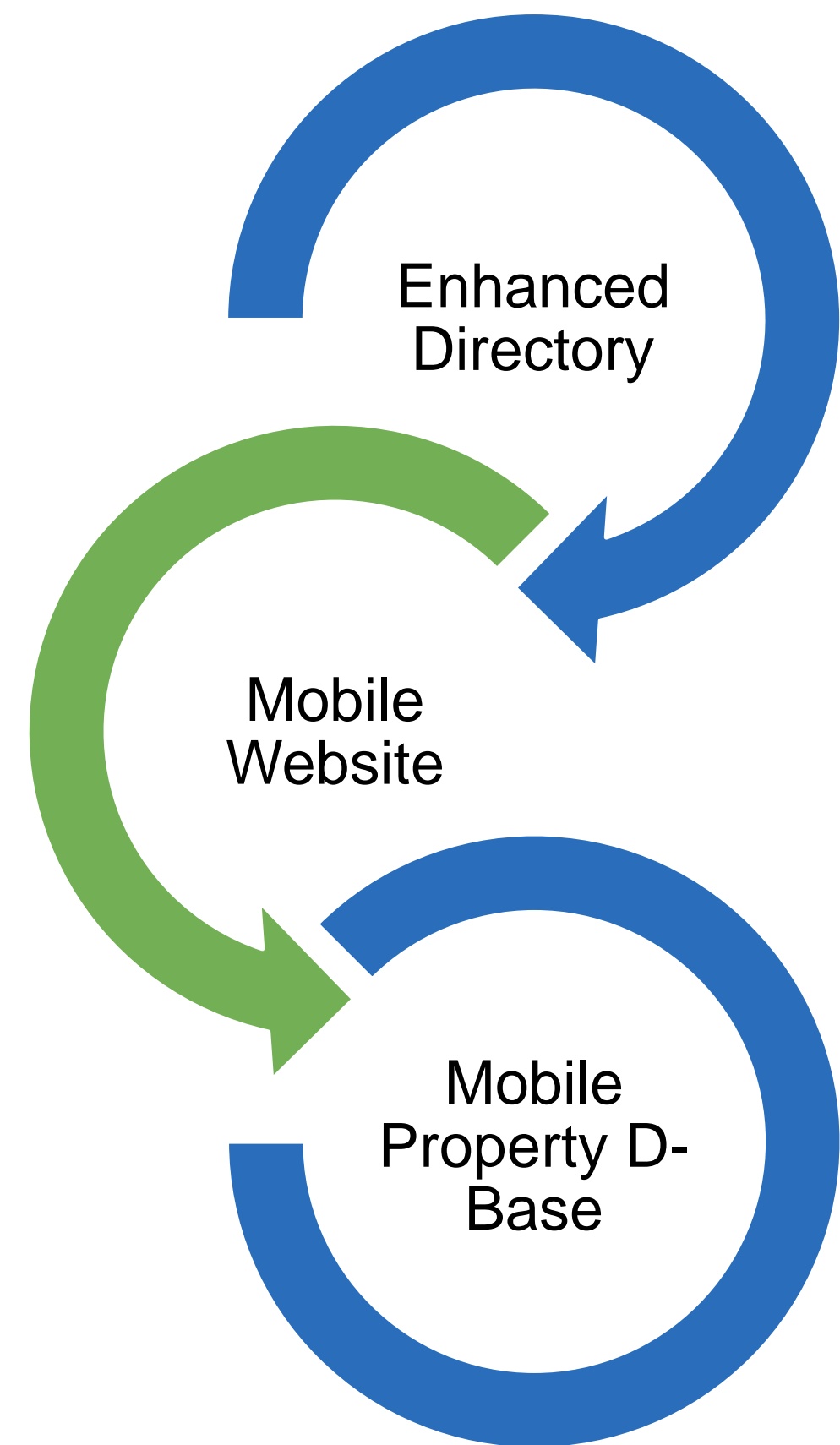
GEDC Mobile-friendly website

(Rec. #59 – Innovation)

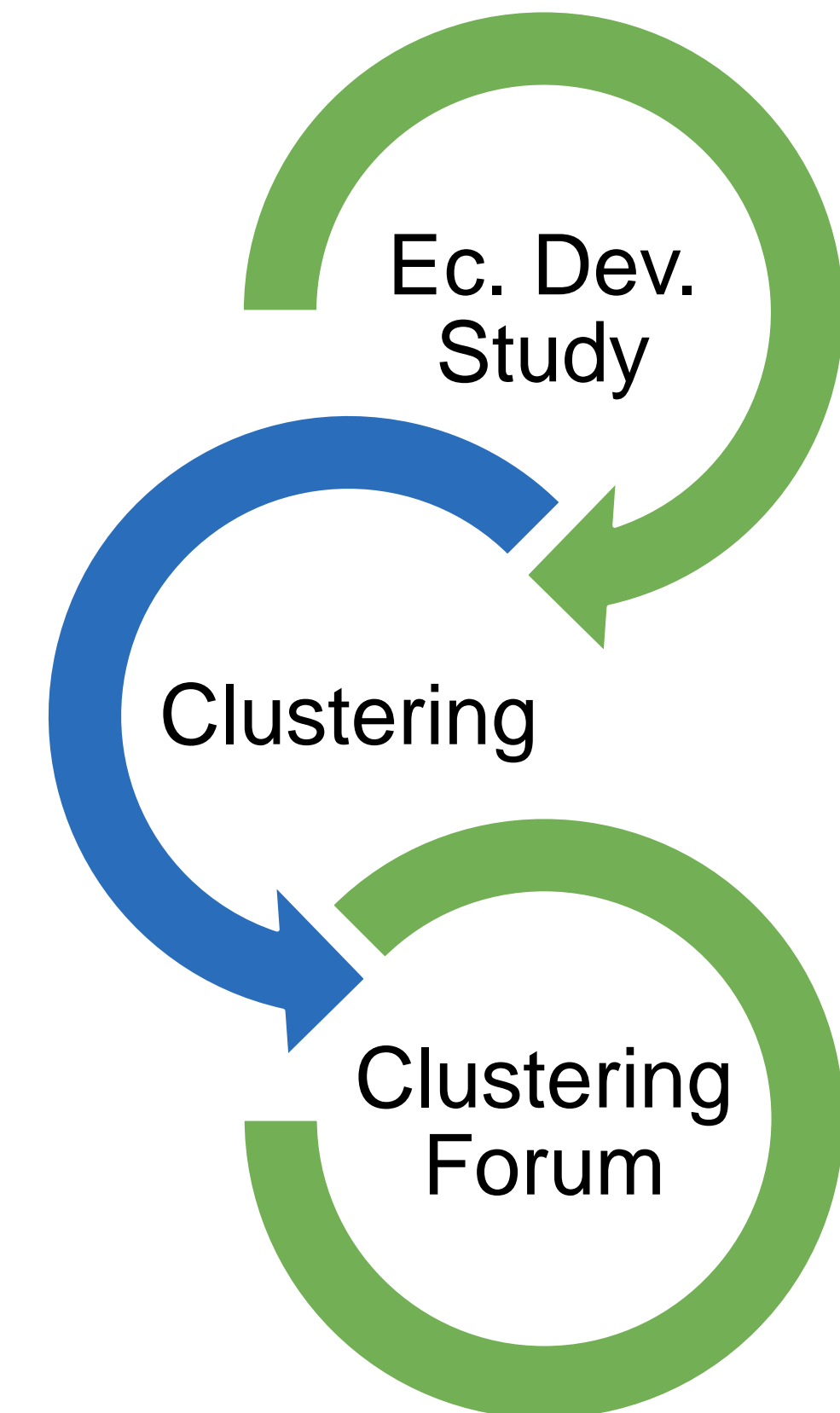


BR+E project updates and reports available on our website

BR+E Key Activities



Activities for the BR+E
are building blocks for
other projects

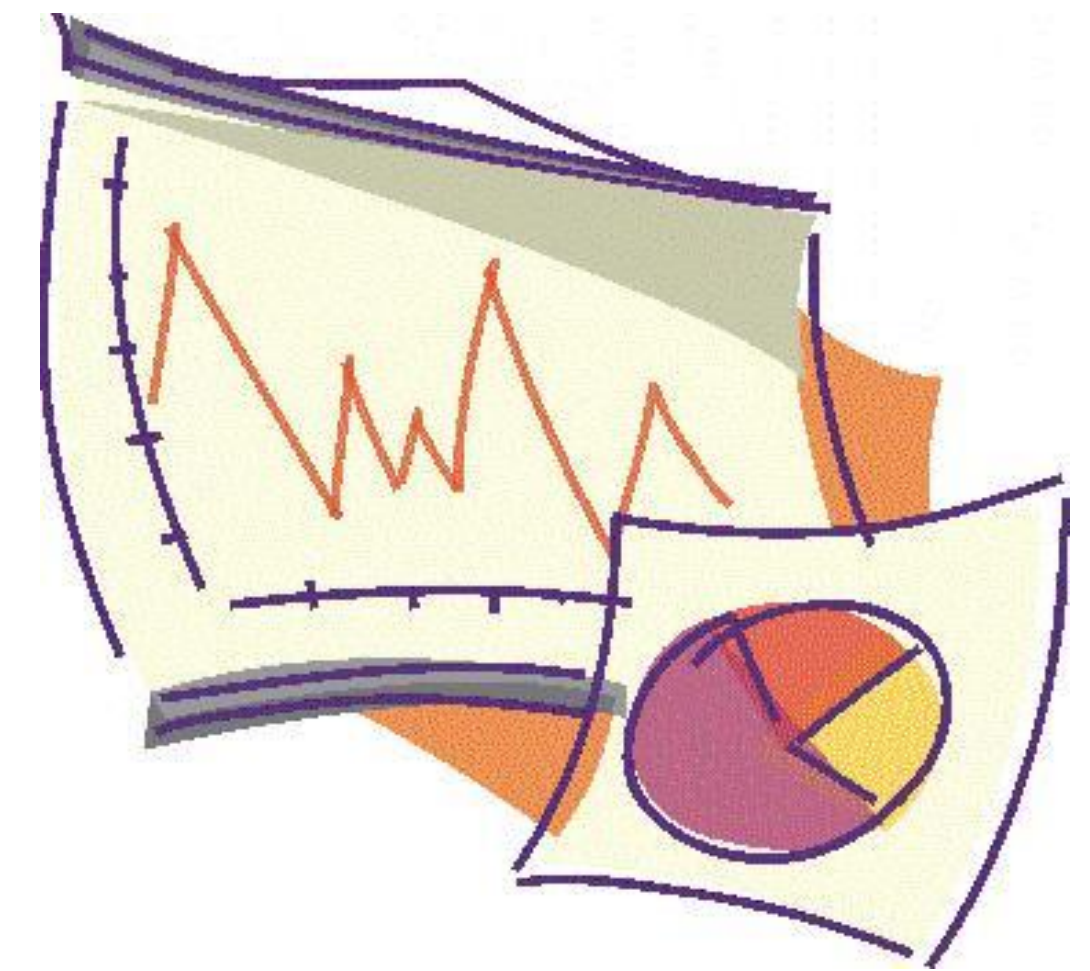


BR+E by the numbers

17 Number of Stakeholders engaged

59 Number of recommendations from the BR+E survey

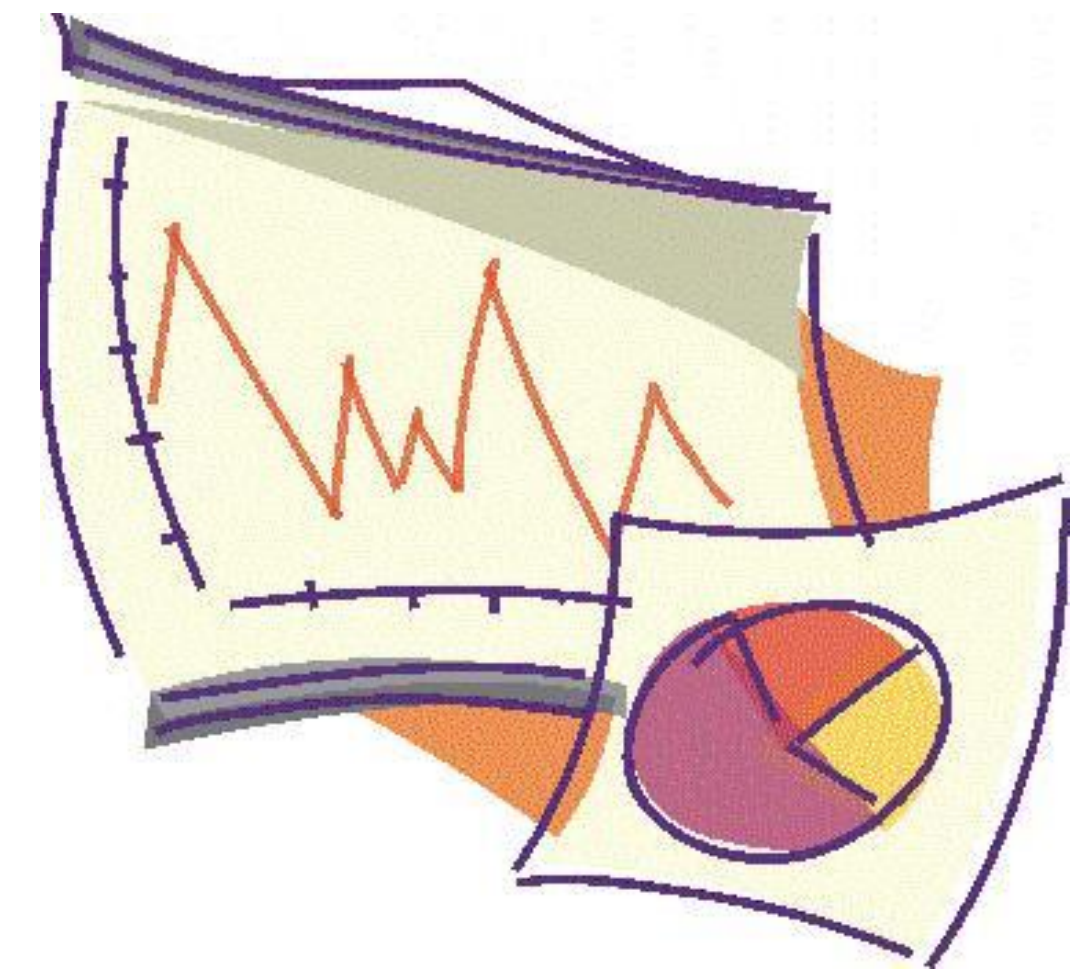
100+ Number of projects that fit a recommendation



BR+E by the numbers

57 Number of projects that utilized / created a partnership

92% Percentage of recommendations addressed by at least one project



BR+E by the numbers

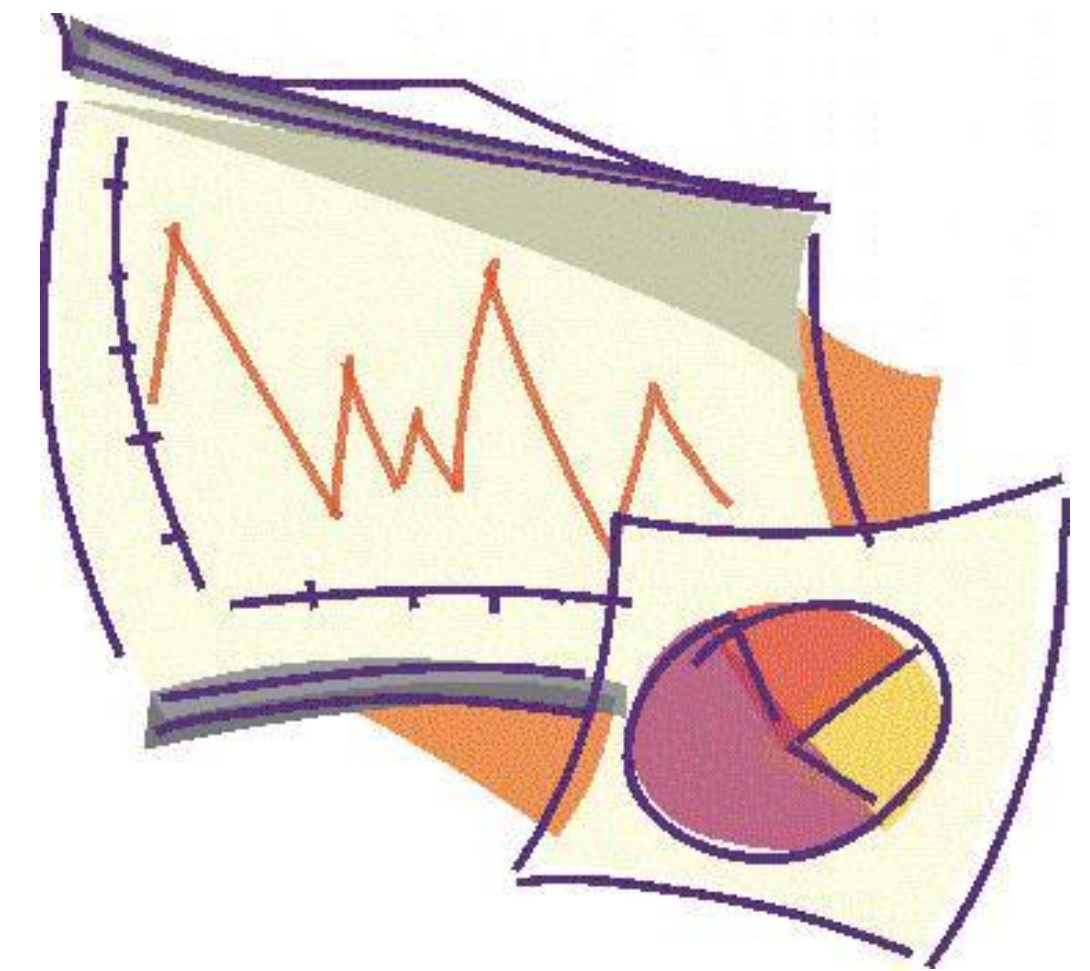
Top recommendations (documented projects):

#4. Partnership Creation (57)

#41. Opportunity (51)

#45. Basic Needs (41)

#55. Access to Capital and Advertising (40)



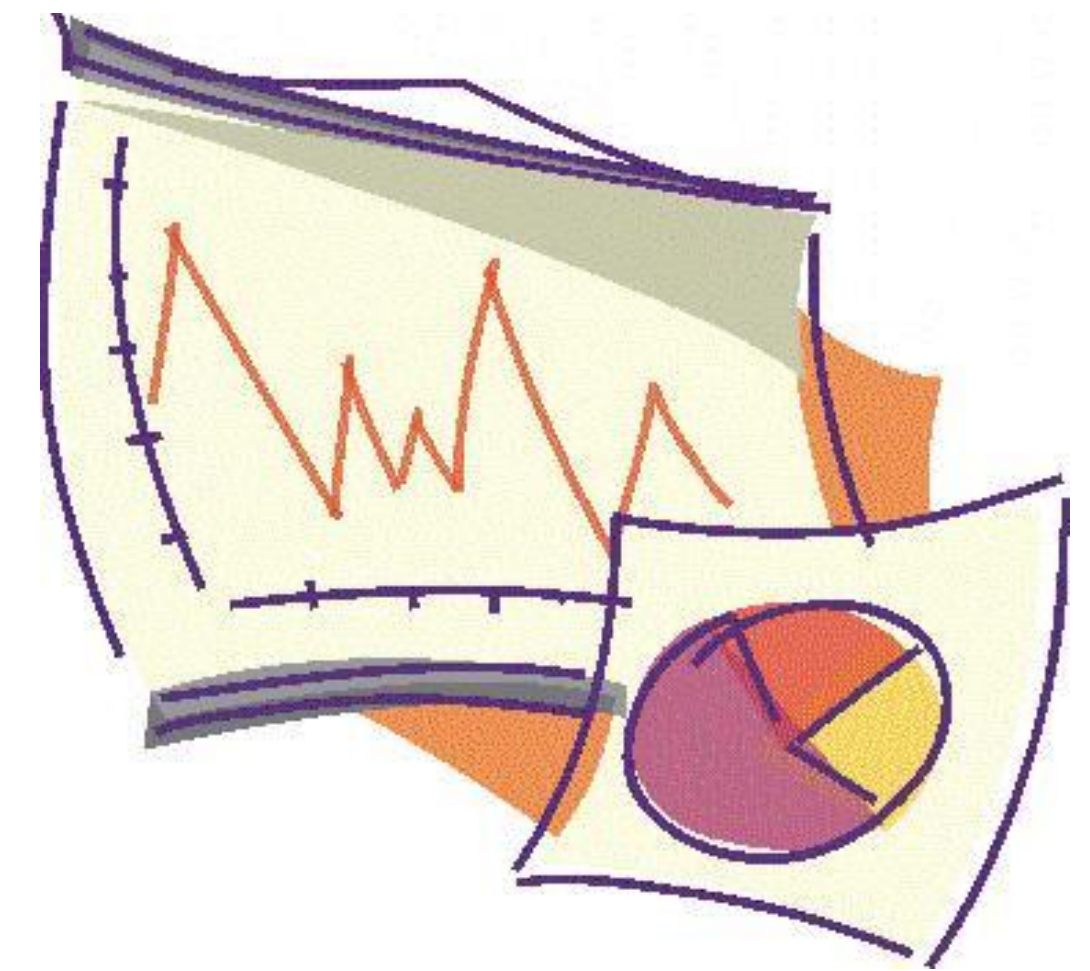
BR+E by the numbers

Top project:

Municipality of Greenstone:

Strategic Plan / Committees

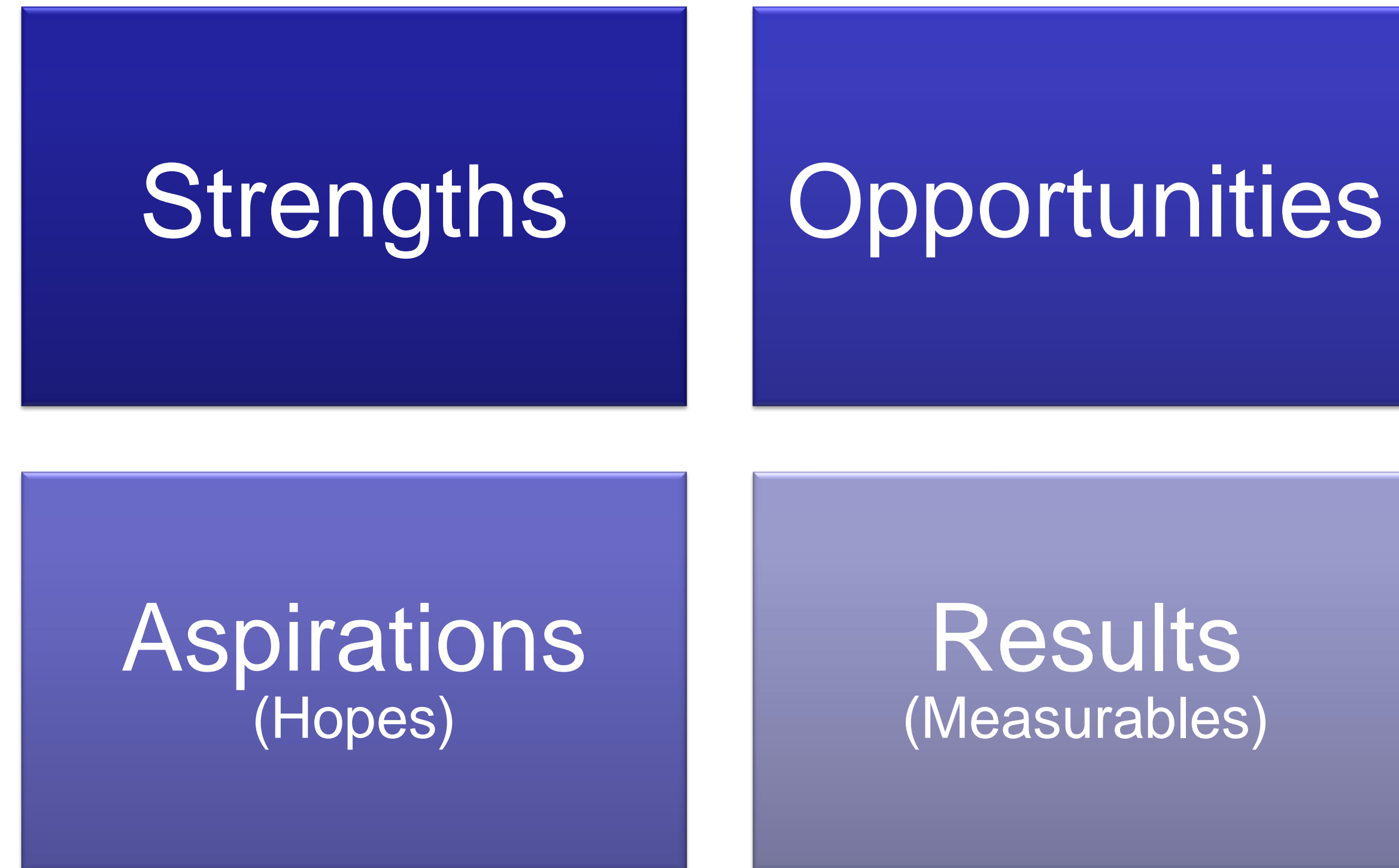
33 BR+E recommendations



What's next?...



The SOAR Strategy



Strengths

- Unified but unique
- Open to everybody
- Relationships

Opportunities

- Local, regional, provincial partnerships
- Attraction of new visitors
- New brand

S.O.A.R.
Strategy

Aspirations

- The best customer service
- A unified Region
- Technological growth

Results

- Business expansion / evolution
- BR+E partnerships
- Community input / involvement

Recommendations

- ❑ Maintain commitment to cultivate working relationships and partnership opportunities with region stakeholders
- ❑ Increase public interest in community development through promotion, public relations and project success stories
- ❑ Embrace the new community brand images to unify region community members and stakeholders
- ❑ Strive to offer an excellent customer experience at all businesses and organizations to make Greenstone a more attractive community to visit, and live in
- ❑ Pursue opportunities to grow local business through innovation, training, and community support

GEDC – What's Happening

- ❑ Business Capacity Inventory
- ❑ Entrepreneur's Responsibilities (Booklet Series #3)
- ❑ GEDC Blog
- ❑ Succession Matching
- ❑ Lunch N' Learn Series – Start a Business



UNLOCK YOUR POTENTIAL

ACCESS TO CAPITAL

START A BUSINESS

LOCAL INSIGHT





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