# LCN
## LOUISIANA COMMUNITY NETWORK

# Business Retention & Expansion

## OVERVIEW

**Module #6 – Business Retention & Expansion (BRE)**
programs use all of the  steps in the community development
process (see box to the right). Business retention and
expansion activity puts the focus on retaining and expanding
existing business in a local economy.

**Who should use this module?**
- All communities wanting to keep and expand existing
  businesses.

**How can the information in this module benefit your
community?**
- Understanding best practices in BRE can: positively
  improve job growth; investment in the community's
  social fabric; and can become a primary source of
  information of the community's competitive position in
  the marketplace.
- Training a community's leaders on various approaches
  to BRE plays a key role in creating a BRE program
  fitting the unique needs of the community. Each
  community will take care of their businesses in a
  customized way in order to achieve its vision.
- The module describes successful BRE programs and
  how they enjoy full support of the rest of the economic
  development community as an equal partner in the task
  of increasing jobs and wealth in the community.
- Provides ready-to-go surveys and follow-up techniques
  for use by a BRE program and its participants.
- Describes successful BRE visits that will introduce
  program participants and organizations; provide
  information about available programs and services;
  respond to specific requests; and learn about business
  needs, plans, and attitudes of the business community.

**SUMMARY
OF THE COMMUNITY
DEVELOPMENT
PROCESS**

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**ORGANIZE**
Organize the group
Define the mission
Identify stakeholders

**ANALYZE**
Collect information
Analyze findings

**COMMUNICATE**
Keep public informed

**PLAN**
Expand organization
Identify leadership
Establish a plan
Create vision statement
Develop strategic plan

**IMPLEMENT**
Begin programs
Seek early successes

**EVALUATE**
Review and adjust

**CELEBRATE**
Publicly celebrate
Recognize citizen efforts

**SUSTAIN**
Create new goals