



Business Retention and Expansion Strategies Program

PRE-APPLICATION FORM
Business Retention and Expansion Strategies Program
(for communities desiring complete BR&E package assistance)

This pre-application will help your community get a team ready to lead the Business Retention and Expansion program. Each of the roles below are key to the program’s success. Usually, these roles are taken by members of your chamber, economic development professionals or business leaders. Please consult with your Regional Extension Educator for Community Economics, or another Certified BR&E Consultant, when filling this out. You can find your Regional Extension Educator by visiting:

<http://www.extension.umn.edu/community/educators-ce/>

After Extension receives the pre-application below, we will begin working with your community to assure your understanding of the program, and to assure that the program is the right choice. Then, we’ll ask your community to submit a final application form. The purpose of the second application is to ensure that the leadership team (1) understands the purpose and goals of the program; (2) is clear on its roles and responsibilities; (3) is clear on the specific objectives of the program in your community; (4) has established a Task Force (20+ people); and, (5) has established a work plan.

1. Geographic area(s) to be in the program (counties, clusters of cities, or individual cities are eligible)

_____ County: _____

2. Potential sponsoring organization(s) _____

(The sponsoring organization leads the program and manages the fiscal end of the program.)

3. BR&E Leadership Team

a. Overall Coordinator* _____ Phone: _____
Organization _____
Address _____ E-mail: _____
City _____ State: _____ Zip: _____

The overall coordinator is often one of the other coordinators as well. The Overall Coordinator is the “spark plug” for the BR&E Visitation program. His/her formal duties include convening the Leadership Team (described below) and serving as meeting chair.

b. Visitation Coordinator _____ Phone: _____
Organization _____
Address _____ E-mail: _____
City _____ State: _____ Zip: _____

The visitation coordinator helps organize the Task Force and Visitation Teams to prepare for firm visits.

c. Business Resources
Coordinator _____ Phone: _____
Organization _____
Address _____ E-mail: _____
City _____ State: _____ Zip: _____

The Business Resources Coordinator helps organize the Team to respond to firms' urgent and immediate concerns.

d. Milestone Meeting
Coordinator _____ Phone: _____
Organization _____
Address _____ E-mail: _____
City _____ State: _____ Zip: _____

The Milestone Meeting Coordinator helps organize the Task Force retreat, the business resources meeting, and the community commencement meeting.

e. Media Coordinator _____ Phone: _____
Organization _____
Address _____ E-mail: _____
City _____ State: _____ Zip: _____

The Media Coordinator helps to coordinate media coverage.

4. Minnesota Certified BR&E Consultant _____
Phone: _____ E-mail: _____
Date of meeting with consultant _____

The Certified BR&E Consultant provides program expertise in the development of the survey, collection of data and data analysis. Typically, the consultant is a University of Minnesota Regional Extension Educator in the Community Economics Area of Expertise. However, others are certified consultants in Minnesota, as well.

5. Type of BR&E Program (circle one)
 - a. Manufacturing (includes construction and mining)
 - b. Mixed business sectors
 - c. Tourism
 - d. Agriculture
 - e. Other (please specify) _____

6. Assistance requested (circle one)
 - a. BR&E consultant services only
 - b. BR&E research services only
 - c. Complete BR&E package (BR&E consultant services + campus research services)

Mail to: University of Minnesota Extension Service, BR&E Strategies
Program, 460 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108-6068.

Please include a \$500 check to: University of Minnesota.