

## Pilot Communities Wanted! for local Business Retention and Expansion (BR&E)

### The BR&E Toolkit can help you help businesses be successful!

Because you care about businesses in your local economy, you need to know them well, always asking the right questions to address their concerns. The last thing that you want is an unexpected drop in jobs, or a business loss that could have been prevented.

That's why the University of Minnesota Extension is piloting a resource toolkit for business retention and expansion. The Toolkit aims to help you do business retention and expansion your way, but with tried and true tools and strategies that will impress your business community.

Extension's BR&E Toolkit offers:

- An online survey tool that helps you ask the right questions, no matter what survey technique you use – web-based, face-to-face or by mail.
- Online resources, including a BR&E handbook, question databank, sample surveys, podcasts, ready-to-use documents and more
- Your choice of consultations and trainings that can help your community go wherever it wants with BR&E.

### Who can subscribe to the BR&E Toolkit?

The Toolkit is available for piloting in nine Minnesota communities. It can be brought to communities by:

- ◆ Economic development and community development professionals
- ◆ Local government—elected and administrators
- ◆ Chamber of Commerce officials
- ◆ Volunteer leaders for business retention and expansion

#### Call your Extension educator:

(See map of service areas:  
[extension.umn.edu/community/staffmap](http://extension.umn.edu/community/staffmap))

West and South Metro  
**Claudia Cody**  
[cody0031@umn.edu](mailto:cody0031@umn.edu)  
320-203-6053

East Central/East Metro  
**Liz Templin**  
[templin@umn.edu](mailto:templin@umn.edu)  
763-767-3880

Southeast Minnesota  
**Bruce Schwartz**  
[bwschwar@umn.edu](mailto:bwschwar@umn.edu)  
507-536-6308

South Central Minnesota  
**David Nelson**  
[nelso417@umn.edu](mailto:nelso417@umn.edu)  
507-389-6660

Southwest Minnesota  
**Neil Linscheid**  
[lins0041@umn.edu](mailto:lins0041@umn.edu)  
507-337-2814

West Central Minnesota  
**Ryan Pesch**  
[pesch@umn.edu](mailto:pesch@umn.edu)  
218-998-5794

Northwest Minnesota  
**Art Nash**  
[artlnash@umn.edu](mailto:artlnash@umn.edu)  
218-281-8689

Central Minnesota  
**Adeel Ahmed**  
[ahme0004@umn.edu](mailto:ahme0004@umn.edu)  
320-203-6109

Northeast Minnesota  
**John Bennett**  
[jbennett@umn.edu](mailto:jbennett@umn.edu)  
218-726-6471

**The BR&E Toolkit is the right idea for you** if any of the following is true:

- ◆ You are well-grounded in business retention and expansion, but appreciate the value of research-based resources
- ◆ You value flexibility in your BR&E approach
- ◆ You are computer-savvy and want to use survey research to learn about local business needs
- ◆ You want to stay in touch with businesses to track opportunities and identify challenges
- ◆ You want to be part of a group of professionals that care about business retention and expansion as much as you do!

*NOTE: If your goal is to involve the entire community in business retention and expansion, or if you want a more intensive and proven approach, we recommend Extension's Business Retention and Expansion Strategies program. For more info about the Strategies program, visit [www.extension.umn.edu/BusinessRetention](http://www.extension.umn.edu/BusinessRetention) and call your Extension educator.*

## Choose from a growing menu of Toolkit trainings and consultations.

- An orientation to The Toolkit
- Training for local leaders involved in business retention and expansion
- Training for local task forces
- Effective survey questions and processes
- Ideas for making visits to businesses successful
- Strategies for productive planning retreats
- Basic data analysis and ongoing reports based on data collected
- Deep data analysis
- Community meetings to discuss results
- How to implement a BR&E project

### How to get going with the BR&E Toolkit:

Contact the Community Economics Extension educator in your area to discuss whether your community and the Toolkit are a good fit. The Toolkit is as affordable as it is flexible.

Read more about  
community programs at  
Extension:

[www.extension.umn.edu/  
community](http://www.extension.umn.edu/community)

### Research Partners:

Research for the Business Retention and Expansion program is provided by the University of Minnesota Department of Applied Economics and Ohio State University Extension.

For Americans with Disabilities accommodations, call 612-625-8233. University of Minnesota Extension is an equal opportunity educator and employer.

UNIVERSITY OF MINNESOTA  
**EXTENSION**