



University of New Hampshire Cooperative Extension (UNHCE) Business Retention and Expansion (BR&E) Program

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Acknowledgement: University of Minnesota-Extension Business Retention and Expansion Program



Small Business Facts

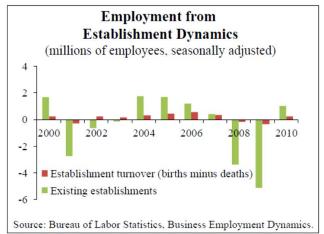
Advocacy: the voice of small business in government

Where are the jobs created? New or existing businesses?

Business turnover and existing businesses create jobs.

About 60 percent of the private-sector net new jobs are from existing establishments and about 40 percent from the churn of startups minus closures in the last two decades (Source: Bureau of Labor Statistics, Business Employment Dynamics).

A dynamic economy is one that produces high rates of churn among firms and high rates of economic growth.



The national range is 60% to 80%

Which businesses create more jobs—

startups or existing businesses?

In the last two decades about 60 percent of the private sector's net new jobs have been created by existing establishments and about 40 percent from the churn of startups minus closures. While firm births account for many new jobs, job losses from firm closures are equally important in accounting for net effects to

employment levels.

Source: Bureau of Labor Statistics, BED

The BR&E Program Emphasizes Community Development Principles

Locally Based Program

- The community plans and organizes the program
- Volunteers visit businesses
- The program builds linkages and networks
- People learn more about their local economy

Follow-Up is Expected

- BR&E Program plans for something to happen
- The program responds to the needs identified in the survey
- Implementation of the projects are local initiatives

BR&E 3 Step Program

Business Retention & Expansion Strategies (BR&E)
Program

FLOW CHART

PRIORITIZE **Step 2**

RESEARCH **Step 1**

Inform community about BR&E

Organize the Leadership Team

Organize the Task Force

Practice visiting businesses

Finalize the survey instrument

Train visitors

Visit businesses

Tabulate survey data

Review warning flags

Respond to individual concerns

Analyze survey data

Write research report

Retreat to set priorities on systemic issues

Design priority projects

Write summary report

Commence to implementation

Step 3

Work on project teams (continuous)

Sustain Leadership Team

Update on projects – 1st quarter
Task Force

Update on projects – 2nd quarter Task Force

Update on projects & plan to sustain BR&E – 3rd quarter Task Force

Evaluate results

Prepare evaluation report(s)

Update on projects – 4th quarter Task Force Sustain or conclude BR&E

Goal of a BR&E Program

- Demonstrate to local businesses that the community appreciates their contribution to the economy
- 2. Help existing businesses solve problems
- 3. Increase local businesses' ability to compete in the global economy
- 4. Establish and implement a strategic plan for economic development
- Building community capacity to sustain growth and development

UNHCE BR&E Program

- Timeline
 - 2-4 months Step 1
 - 1–3 months– Step 2
 - 1 year or more Step 3
- Cost of program: \$2500

Questions??

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