



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

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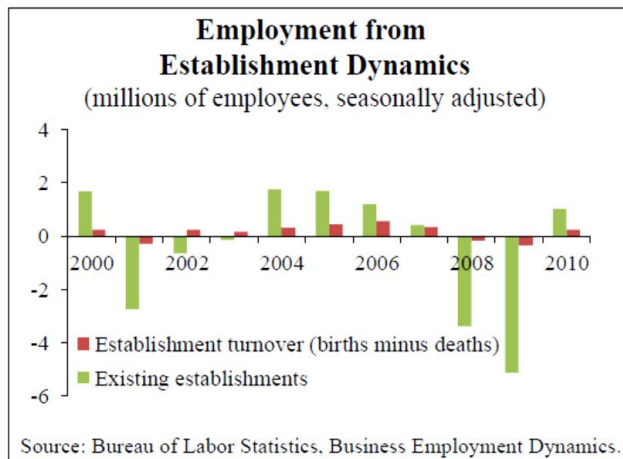
Acknowledgement: University of Minnesota–Extension Business Retention and Expansion Program

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.



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 national range is 60% to 80%

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

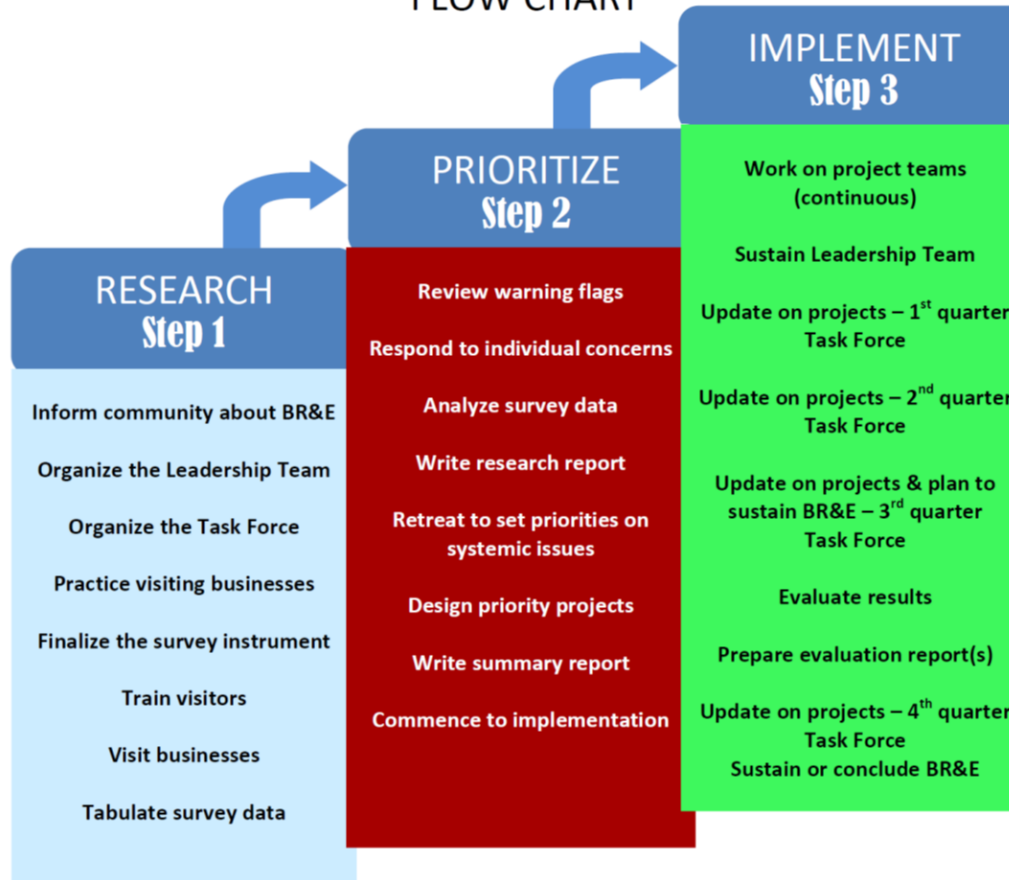
Follow-Up is Expected

- 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

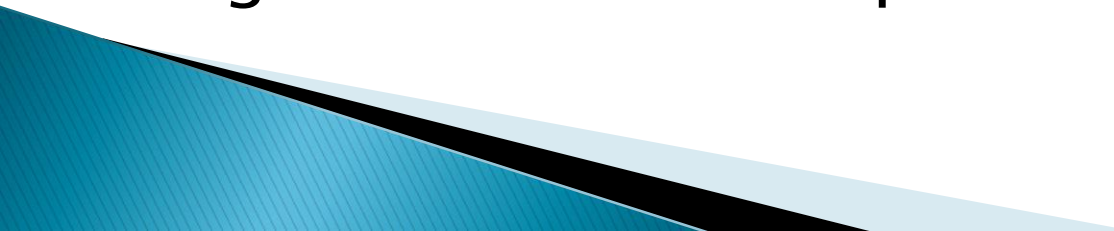
BR&E 3 Step Program

Business Retention & Expansion Strategies (BR&E) Program

FLOW CHART



Goal of a BR&E Program

1. **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
 5. **Building** community capacity to sustain growth and development
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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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