

JACKSON COUNTY DEVELOPMENT AUTHORITY

BUSINESS RETENTION & EXPANSION

Meghan Parsons

Associate Director

Business Retention and Expansion Representative

The Jackson County Development Authority

167 Seneca Drive

Ripley, WV 25271

304-372-1151

www.jcda.org

meghan.parsons@jcda.org





WHAT IS BUSINESS RETENTION AND EXPANSION?

Business Retention and Expansion (BRE) is an economic development strategy focused on supporting and growing existing businesses within a community. Here are some key aspects of BRE:

- 1. Proactive Engagement:** BRE involves actively connecting with local businesses to understand their needs and challenges.
- 2. Addressing Issues:** By identifying and addressing issues that businesses face, communities can help them stay open and even expand.
- 3. Strengthening Connections:** BRE programs aim to strengthen the relationship between businesses and the community, encouraging growth and stability.
- 4. Economic Viability:** Supporting existing businesses is often more cost-effective and time-efficient than attracting new ones.



WHAT CAN I EXPECT AS A BUSINESS DURING A BUSINESS RETENTION AND EXPANSION PROGRAM MEETING?

As a business owner, here's what you can typically expect during a Business Retention and Expansion (BRE) meeting:

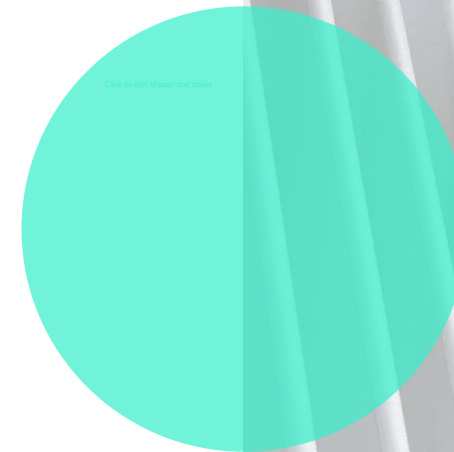
- 1. Introduction and Purpose:** The meeting will usually start with an introduction of the BRE team and an explanation of the purpose of the meeting, which is to understand your business needs and challenges.
- 2. Discussion of Business Operations:** You'll be asked about your business operations, including your products or services, target market, and any recent changes or developments.
- 3. Identifying Challenges:** The team will inquire about any challenges or issues you're facing, such as workforce needs, regulatory concerns, or financial constraints³.
- 4. Support and Resources:** The BRE team will provide information on available resources and support programs that can help address your challenges. This might include grants, training programs, or networking opportunities.
- 5. Feedback and Suggestions:** You'll have the opportunity to provide feedback on the local business environment and suggest improvements that could benefit your business and others in the community.
- 6. Follow-Up Actions:** The meeting will conclude with a discussion of any follow-up actions, such as additional meetings, connecting you with specific resources, or addressing immediate concerns.

TECHNICAL ASSISTANCE OFFERED

Overall, the goal of a BRE meeting is to support your business's growth and success by addressing your needs and fostering a positive business environment. The Jackson County Development Authority does not charge for our BRE services.

Resources offered during a BRE visit:

- Strategies Business
- Start-Up & Entrepreneur Support
- Workforce Development Assistance
- Strategic Planning
- Marketing & Attraction
- Finance Assistance & Incentivizing
- Real Estate Development & Reuse
- Credit Analysis
- Commercial, Industrial, & Residential land database
- Data & Statistics



HOW CAN YOU PREPARE FOR A BRE MEETING AS A BUSINESS OWNER:

Preparing for a Business Retention and Expansion (BRE) meeting can help you make the most of the opportunity. Here are some steps you can take:

Review Your Business Operations: Be ready to discuss your business's products or services, target market, recent changes, and overall performance.

Identify Challenges and Needs: Think about any challenges you're facing, such as workforce issues, regulatory concerns, or financial constraints. Be prepared to discuss these in detail.

Gather Relevant Documents: Bring any relevant documents, such as financial statements, business plans, or marketing materials, that can provide a clear picture of your business.

Prepare Questions: Think about any questions you have for the BRE team. This could include inquiries about available resources, support programs, or specific issues you're facing.

Be Open and Honest: The more transparent you are about your business's needs and challenges, the more effectively the BRE team can assist you.

Consider Future Plans: Be ready to discuss your future plans and goals for your business. This can help the BRE team understand how they can support your long-term success.

By taking these steps, you'll be well-prepared to make the most of your BRE meeting and gain valuable support for your business.

INTERESTED IN OUR BRE PROGRAM?

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