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## **BUSINESS RETENTION & EXPANSION (BRE) PROGRAM OUTLINE**

### **Weatherford Economic Development Authority and Weatherford Chamber Partnership**

1. Chamber foundation – “Promotion of Business, Industry and Tourism”.
  - a. Members and citizens want to be involved in economic development.
    - 1) Activities and programs.
    - 2) Headline events.
    - 3) Local “grapevine” network of economic development
    - 4) Direct involvement in the retention and growth of our economy and our community.
  - b. Chamber partnership Resources:
    - 1) Established member, business and community network.
    - 2) Source of volunteer base with a keen understanding of “business and industry” promotion in the community.
    - 3) With over 200 manufacturing businesses; 2 to 3 times (x 200) other industries and businesses; plus commercial business in Weatherford, a lot of volunteers are needed.
2. Basic and most “frontline” economic development occurs day-to-day with our EXISTING industries and businesses.

*“It is a fact that as much as 80% of the economy and employment of a community is based in small businesses and that 60% to 80% of economic growth – business expansions, business capital investment & purchasing and new jobs. – occurs from EXISTING industries and businesses.”*

3. A significant part of the new Weatherford Economic Development Authority Program (W’fd EDA) is an expanded and pro-active BRE Program.
  - a. W’fd EDA Board and Staff initiative.
  - b. Includes ALL primary and secondary business and industry in Weatherford, not limited to “Chamber Members”.
    - 1) DOES provide a “service”, “contact” and “follow-up” opportunity to the Chamber for new membership opportunities.
  - c. The primary mission of the BRE Program will be to promote Weatherford as a partner to existing businesses and industry for their expansion and retention of business and primary/secondary jobs.

4. “The primary premise of the BRE Program is to have routine contact – preferably at least once each 18 to 24 months – with all of our existing primary industries and businesses, to tell them that ‘we know’ they exist, ‘we appreciate’ their commitment to commerce and jobs in Weatherford and that ‘we ARE interested’ in their success!”
  - a. This mission will be accomplished through:
    - 1) One-on-one monthly existing BRE visits by staff, board members, committee members and/or community volunteers, working in 2-3 person teams,
    - 2) Conduct of existing business site visits and industrial tours by the 2-3 person teams, community groups and/or target industry recruitment prospects.
  - b. The Chamber will provide the committee structure and chairperson with the volunteer, Chamber Board and staff resources.
  - c. The W’fd EDA will provide staff expertise and resources for:
    - 1) Appointment scheduling and calendar.
    - 2) Database development and maintenance for monthly, quarterly and annual reporting.
    - 3) Visitation report/script form.
    - 4) Volunteer training.
5. Program and committee reporting.
  - a. Monthly committee meetings.
  - b. Monthly reports of the number of companies and number of contact jobs.
  - c. Annual recognition of the “BRE Volunteer of the Year” with the most number of BRE visits.