

Training - BRE Programs Overview

Provide a comprehensive presentation highlighting a variety of BRE programs from simple to complex. Discuss with the Board and Staff which programs might be a best fit at this time and ways to implement the programs with current resources.

Problem Identification

- Existing businesses feel like they are being ignored and the Agency spends all its efforts trying to attract new businesses
- All incentives offered by the Agency are for new businesses and none for growth of existing businesses
- There is no personal relationship between business leaders and Agency representatives
- The Agency desires to identify and assist with the challenges being faced by local businesses but lacks experience

Service Goals

- Provide a comprehensive PPT presentation and lead a discussion on the many ways to support existing businesses
- Provide examples and takeaways to easily implement a BRE program in your community

Presentation Content Examples

- BRE Plan Development:** Goals, objectives, programs
- Business Opening:** New Business Guide, News release assistance, ground breaking, hiring assistance, ribbon cutting, congratulations certificate, New Biz List, opening announcements / signage
- Business Data:** Business lists / databases, website listings
- Marketing & Promotion:** Guide to Marketing Your Business, Meeting Accommodations Summary, Shop Local programs, tourism / events, cash mob / lunch bunch, Sidewalk Sale, newsletter highlights, social media, Local Business Report, Shopping & Dining Guide, Private Dining Guide
- Corporate Support:** Website resources, HR assistance
- Identifying / Addressing Challenges:** Property manager engagement, visitation programs, bad and best practices, business surveys, property enhancement grants

Property Enhancement Matching Grants

To retain businesses and provide for their growth, it may be desirable to help them improve their property



Business Retention & Expansion

Come in WE'RE OPEN

Greg Last, CEO
www.EDPBestPractices.com (817) 992-6156

Objectives

- Understand what a BRE program is
- Learn why it is important
- Learn multiple tools for implementation
- Understand business visitation programs
- Gain some immediate take-aways
- Confidently implement a BRE Program in your community!

Introduction

Guide to Marketing Your Business

- ED programs, newspapers, magazines, non-profit groups, networking events, festivals, schools, sports groups, calendar of events

Southlake Magazine	www.southlakemagazine.com	Distributed to every home and business in Southlake every month
Southlake Style	www.southlakestyle.com	A social media print product
Southlake Times	www.southlaketimes.com	Business publication, news, promotions, discounts & more
Newspapers - Alliance Regional News The Cityville Courier	www.alliance.com	Class Voucher program for your business by reaching every home and business in Southlake
		Monday - 821 local lifestyle magazine devoted to celebrating all things Southlake
		Thursday publications - Friday delivery
		Distributed to 2,200 households / residents
		Target area is Southlake
		Larger circulation distributed to Southlake
		Target areas include Southlake Corporate Center/Office, Keller, Kennel, Trophy Club, Flower Mound, Westlake and Justin
		Official newspaper of Corporate / Cityville BID
		Circulation over 7,000
		Altitude News circulation of 177,000

Business Retention & Expansion - Marketing & Promotion

Local Business Report

- 1 slide only
- Owner/Mgr
- 2-3 minute presentation at City Council
- Catering for meeting

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LOCAL BUSINESS REPORT SOUTH LAKE

Business Retention & Expansion - Marketing & Promotion

Business Visitation Programs

- Purpose:**
 - Establish relationship with business leaders
 - Identify issues challenging to a business
 - Hopefully resolve any challenges
- Overview:**
 - Typically major employers
 - Organize an official visit at the business
 - Document findings and needed follow-ups

Business Retention & Expansion - Business Visitation

Job Training Grants

- Skills development fund
- Work with area schools

Business Retention & Expansion - Expansion