



BUSINESS RETENTION AND EXPANSION

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What is Business Retention and Expansion? (BR&E)

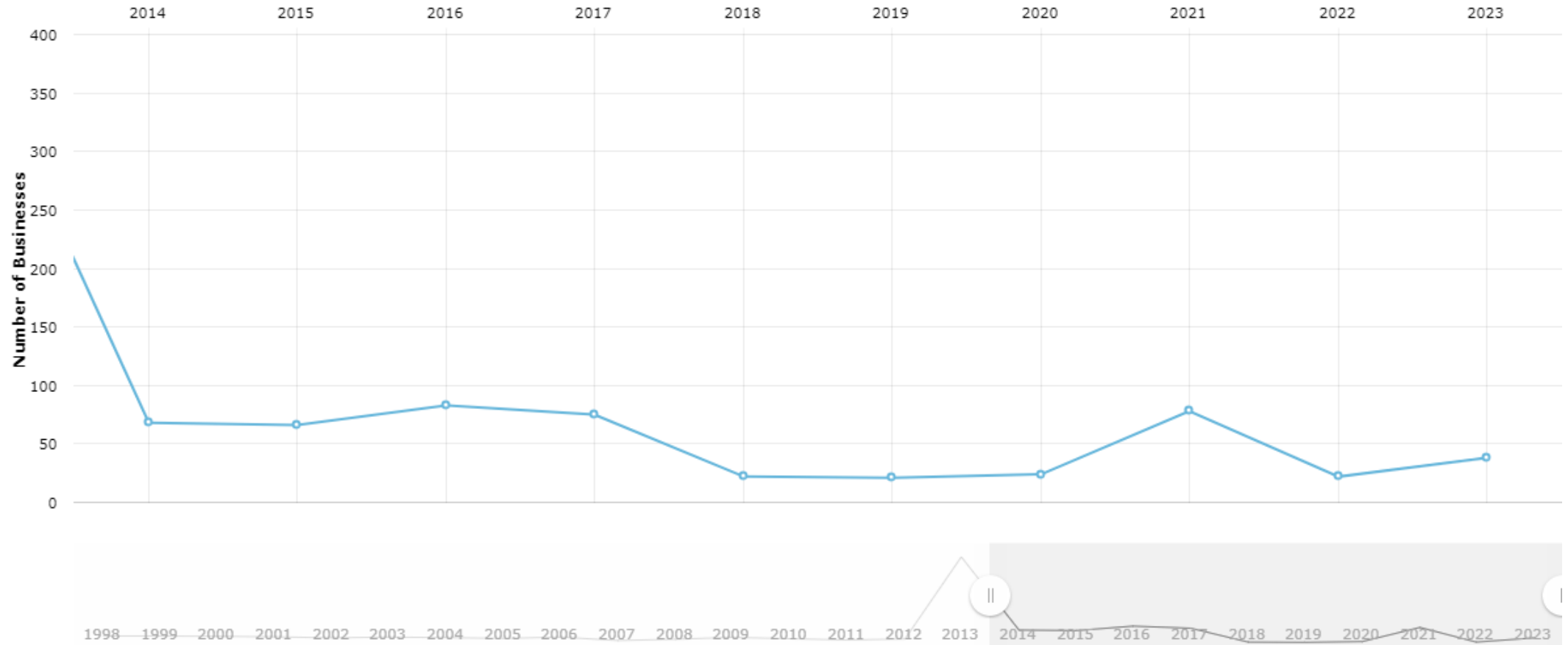
“An ongoing cooperative effort between business, local government, agencies and other organizations and people in the community with the purpose of identifying opportunities and actions to assist local businesses in expansion, the retention and creation of jobs and the diversification of the local economic base, as well as the implementation of defined actions to improve the local business climate.”

Source: Economic Developers Association of Canada

In short: BR&E is a strategy to support and keep existing businesses in a community or region. If communities can't retain the existing businesses, what basis do community's have to attract new investment?

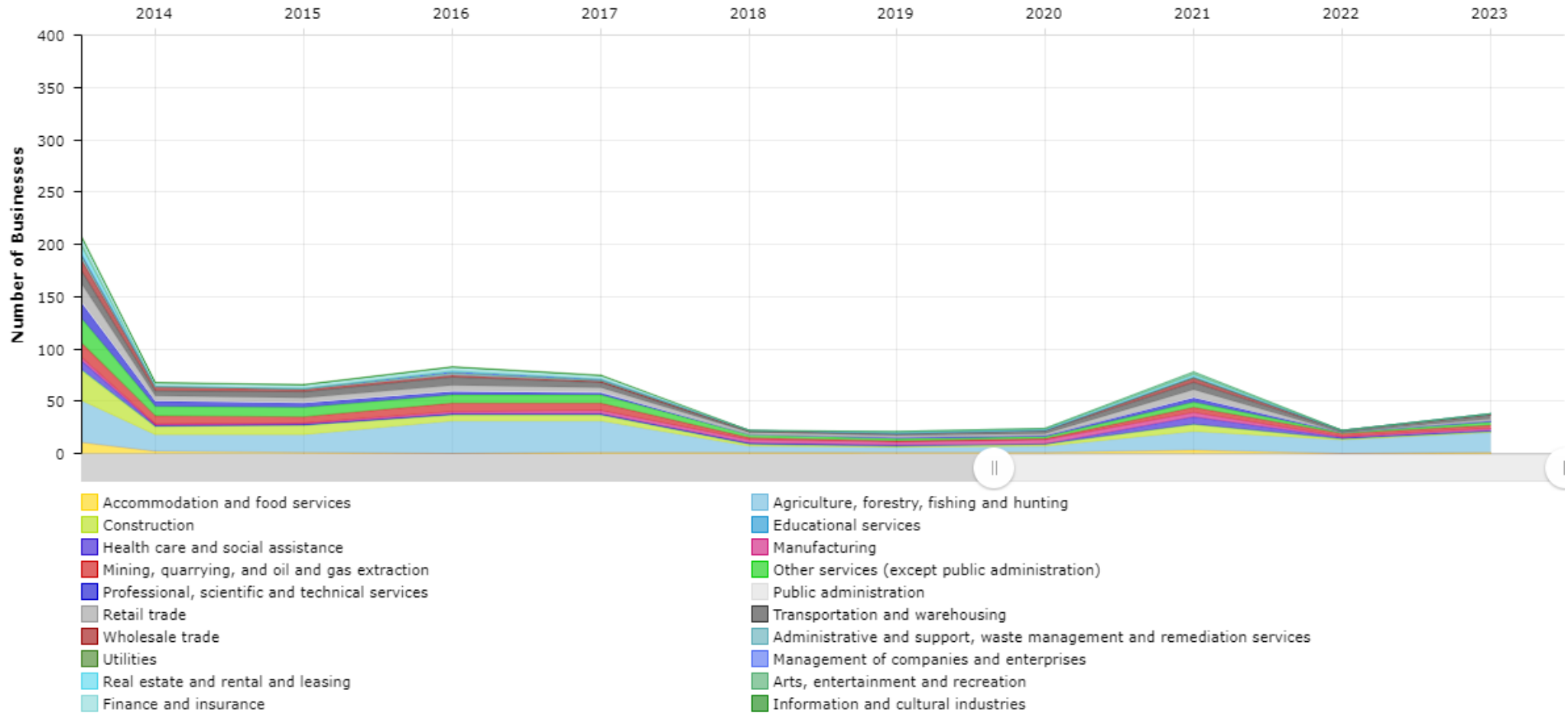


Business Counts Trends in Kneehill County



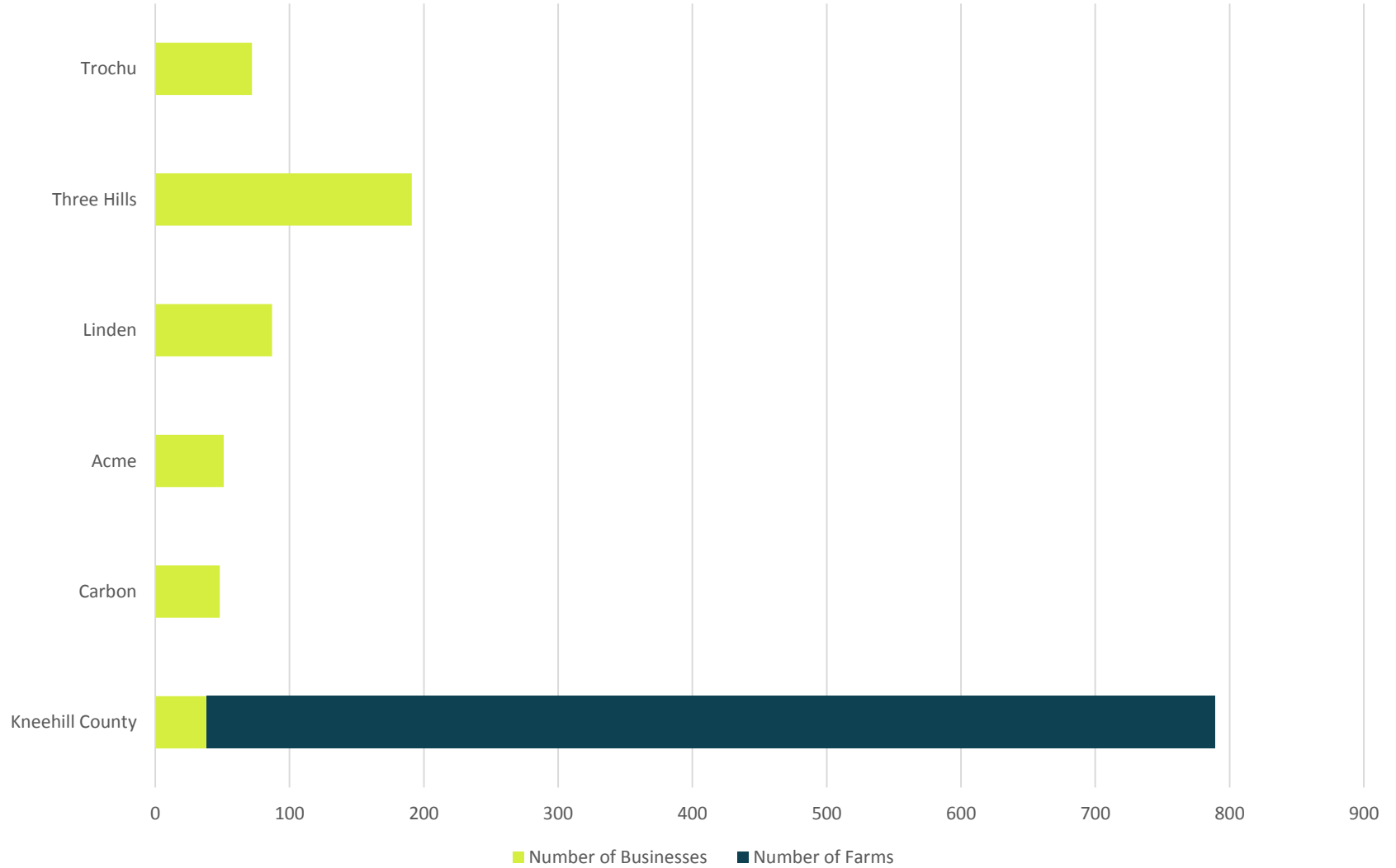
Source: Alberta Economic Dashboard

Business Counts by Sector in Kneehill County





Business Counts and Farms in Kneehill County and Surrounding Communities
2023 (Alberta Economic Dashboard)



BRE Quick Facts

- Less costly
- Businesses expanding
- Increasing capacity (accessing new markets, product lines, technology, workforce, etc.)
- New employment
- Purchasing new facilities or relocating

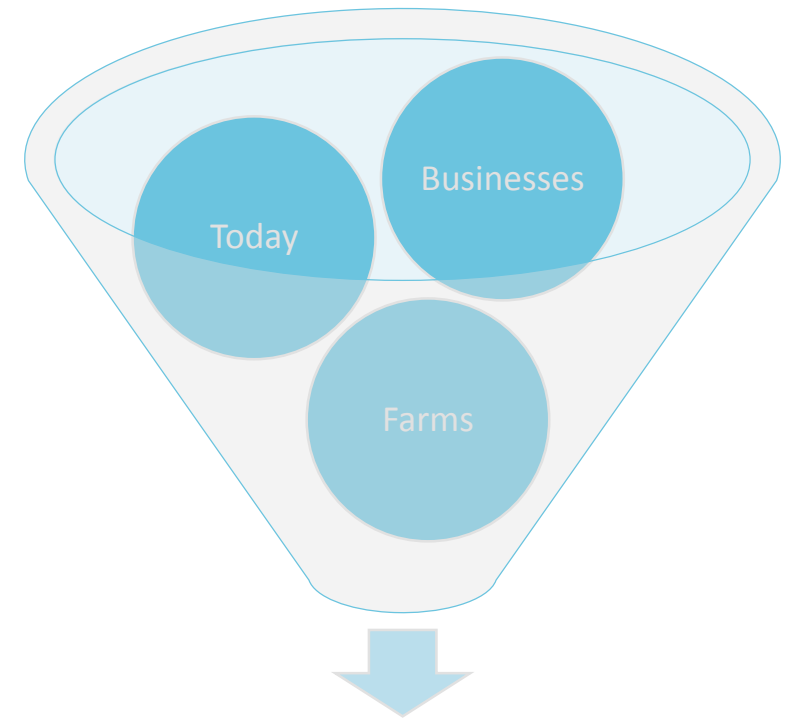


DID YOU KNOW

80 – 90% of new business investment comes from the existing business community

BR & E Benefits

- Build relationships and communication between government, community and local businesses
- Implement processes to provide community support for businesses
- Link businesses to opportunities and resources to improve their bottom line
- Identify green flags and growth companies who are looking to expand or diversify
- Identify red flags such as business closures, moves, succession planning or labour fluctuations
- Contribute to the tax assessment base
- Increase employment levels, job creation and business development
- Encourage local businesses to remain within their local community
- Strives to improve business competitive advantage and surviving economic shifts
- Facilitate growth and vibrancy to the local economy
- Develops key resources to establish priorities for revitalization and projects



Where We Want to Be

CALLING ALL BUSINESS IN CENTRAL ALBERTA!

Join the BREWD Movement

BUSINESS RETENTION, EXPANSION & WORKFORCE DEVELOPMENT



BREWD



It stands for Business Retention and Expansion and Workforce Development. It is a business-driven initiative aimed at enhancing the future of Central Alberta's economy.

GOAL



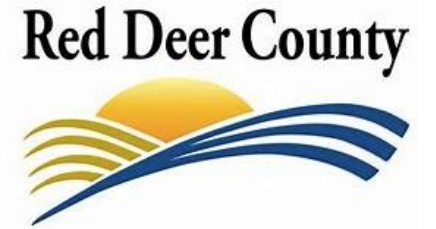
The goal of BREWD is to foster a competitive business environment that serves the needs of existing businesses and industries while also developing and implementing a plan to attract and retain labor for future growth.

BUSINESS PARTICIPATION



Businesses located in the following communities can participate:
Town of Olds, Town of Penhold, Town of Innisfail, City of Red Deer.
Businesses in the rural areas of Mountain View County, Kneehill County, and Red Deer County.

BREWD Team



BREWD Supporters



Care for Newcomers




BREWD Purpose and Objectives

PURPOSE

To foster a more competitive business environment that provides business and industry the economic support system they need to grow and succeed.

OBJECTIVES

- Enhance cooperation and consensus among businesses, government and economic development organizations.
 - Provide support/information to address immediate individual business issues and opportunities;
 - encourage, support and facilitate human resource planning and labour market adjustments for the area; and
 - Accurately assess the needs of local business, including workforce challenges, and develop a corresponding action plan for economic prosperity.
- 
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BREWD Approach



Will be participating in the BRE portion



$$\text{BRE} + \text{WD} = (\text{BREWD})$$

BRE PROCESS



WORKFORCE DEVELOPMENT PROCESS



Next Generation Economy Initiative (NGEI)

Phase 1 BREWD

Phase 2 3C

Business Retention Expansion Strategy

Workforce Development Strategy

Industry Cluster Competitiveness Strategy

Community and Business Benefits

BRE Analysis

- Assesses your economic / business environment
- Online survey accessible to ALL businesses in your community
- Timeline Target: January - February



Workforce Development Analysis

- Assesses labour market needs
- Interviews with target employers (up to 10 employers in your community)
- Questionnaire completed with job seekers in the region
- Timeline Target: January - February

Sector Analysis

- Assesses key industries driving our regional economy
- Online survey accessible targeting key industries (agriculture, construction and retail)
- Timeline Target: January - February





Community and Business Benefits

- Kneehill County community / businesses can be part of two overall regional strategies (Business Retention and Expansion Strategy and a Workforce Development Strategy)
- Kneehill County will receive a Community Strategy Summary that will show how Kneehill community / businesses align to the overall strategies and where your community is unique.
- Data results specific to Kneehill County.
- An opportunity to **collaborate** for the betterment of our region.

Partnership Charter

PARTNERSHIP CHARTER

Central Alberta First (CAF)

Mission:

To foster collaboration among regional partners and businesses, building thriving, sustainable communities that support the growth, retention, and success of entrepreneurs, business owners, and investors across Central Alberta.

Purpose

CAF is dedicated to strengthening the region through purposeful collaboration, with a focus on building, growing, and retaining vibrant business communities. Together, we aim to:

- **Support Entrepreneurs, Business Owners, and Investors:** Provide tools, opportunities, and networks that empower businesses to grow and succeed.
- **Foster Sustainable Business Communities:** Build resilient local economies that retain businesses and attract new investment.
- **Engage Industry and Business Leaders:** Partner with stakeholders to develop strategic goals aligned with regional needs and opportunities.
- **Improve Market Access:** Advocate for improved access to local, national, and global markets to enhance competitiveness.
- **Drive Measurable Outcomes:** Develop action plans that result in tangible business growth, retention, and economic impact.
- **Apply a system for economic planning and action:** Implement strategic economic planning and actionable systems to ensure goals are achieved.
- **Create a Resilient Business Environment:** Adapt to economic shifts by fostering a collaborative, forward-thinking ecosystem.

Values and Principles

CAF partners are committed to principles that drive collective success:

- **Collaborative Leadership:** We share responsibility and leadership to benefit business and ensure mutual success.
- **Community Focus:** Our efforts center on building sustainable communities with a focus on taking meaningful steps toward business retention and growth.



Next Steps

- Council to attend the Launch Session in Olds on January 23, 2025.
- After the launch session, we would like Council to encourage businesses and producers to participate in the Survey.
- Council to consider signing the Partnership Charter at the launch event.



Questions?

