

## Huron County BR+E Project

*Economic Development Department*

### Project Introduction



## ECONOMIC DEVELOPMENT DEPARTMENT

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The Huron County Business Retention and Expansion (BR+E) project is a county-wide effort that emphasizes personal business visits as a way to identify the needs of the existing businesses of Huron County. Specifically, the objectives of the project are to:

1. Identify the needs, concerns, and opportunities of existing local businesses in order that, where appropriate, local action can be taken to respond to the businesses' needs or development opportunities.
2. Learn of the future plans of the area's local businesses with respect to expansion, relocation, and/or retention and assess where assistance can be provided.
3. Demonstrate the community's pro-business attitude and develop an effective means of communication with local businesses.

The BR+E survey will indicate the future plans and needs of local businesses and how businesses view the community as a place to do business. In turn, this survey information will be used to plan future economic development activities for Huron County moving forward.

The Huron County BR+E Project is four-stage process:

1. Project Preparation
2. Data Collection & Analysis: May – October, 2021
3. Develop Goals & Action Plan
4. Implement Action Plan

### Volunteerism

Volunteers are the heart of a BR+E project, as they represent the project to the business community. The role of a BR+E Volunteer is to conduct business visits, collecting information that will help identify immediate issues and opportunities. This information will be used as the basis to formulate strategies for the retention and expansion of existing businesses and workforce, thereby strengthening the local economy and community.

I have provided a volunteer one-pager document (attached) that outlines details of the Volunteer role, along with a short slide deck presenting information on the project and volunteer aspect.

We are extending a request to active members of your community/staff who may be interested in showing their support for the local business community to join our Huron County BR+E Volunteer Force. We would also like to encourage business owners and managers to volunteer their time as an interviewee so we can gain valuable insight and knowledge on their current situation, and act on their needs. I have provided my contact details below for those interested in volunteering or are curious to learn more.

Thank you!

Contact: Cole Nicholson - BR+E Coordinator

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