

Business Retention and Expansion (BRE)

About BRE Tools and Resources

The Facts:

- 80% of new job growth in Alberta will come from existing businesses.
- Business owners know that it is easier and less expensive to retain existing customers than attract new ones. The same is true for communities looking to retain existing businesses.
 - Existing businesses already have a stake in the community, and contribute to local economic vitality and strengthen the social fabric.
 - Investment attraction is a highly competitive and expensive activity.

Alberta Economic Development and Trade has developed a number of tools to help economic development practitioners start the conversation with key stakeholders on the purpose, value and process of developing a BRE program in their community.

These tools include:

- A customizable [BRE Fact Sheet](#) suitable for distribution in agenda packages;
- A customizable [BRE PowerPoint](#) presentation that provides insight on what a BRE program is, why it is important and how to get started;
- Links to Government of [Alberta BRE-related programs and services](#); and
- Links to external [BRE learning resources, programs and services](#).

Please note:

- Customization of the PowerPoint presentation and Fact Sheet is encouraged.
- The customizable BRE PowerPoint presentation is approximately 10 minutes in length (not including Q & A). The PowerPoint note section should be used as a guide, not verbatim.
- Leadership of your council/committee is vital for the development of a successful BRE program. Consider your PowerPoint presentation as a first

step in a much longer (and on-going) process. It is important your council/committee be aware of the commitment of time and resources required to implement a BRE program in your community.

- Take the time to review the available links and research documents to familiarize yourself with BRE prior to making a presentation to your council/committee. These resources can provide additional background that will help you address unforeseen questions.

For additional information, contact any member of Economic Development and Trade's [Regional Economic Development Services Team](#).