



**Business Retention and Expansion Readiness**

Answer the following questions by indicating “Yes” or “No” in the boxes to the right. It may help you to answer the questions by thinking about how easy each task is to accomplish – easy tasks should be marked “Yes”, while difficult tasks should be marked “No”.

	Yes	No
Is there a local “champion” to organize and monitor the progress of the BR&E visitation program?		
Is a group of 12 or more committed people willing to take leadership for the entire BR&E process?		
Do the city/county governments in the region support the BR&E visitation program?		
<ul style="list-style-type: none"> <li>○ If yes, in what ways have their support been expressed?</li> </ul>		
Is your region able to identify 25-30 volunteers that will commit to training, visiting with multiple businesses and assisting to implement any appropriate projects (20 hours)?		
Have existing businesses been included in economic development programs previously?		
Do existing businesses cooperate with local governments/economic development organizations?		
Will existing businesses be willing to participate in the BR&E program?		
Is there an organization in the region with capacity to assist with the collection and entry of visitation data?		
Has an organization been identified to assist with analyzing the visitation data?		
Have financial resources been allocated/devoted to:		
<ul style="list-style-type: none"> <li>● Producing the visitation materials</li> </ul>		
<ul style="list-style-type: none"> <li>● Writing the regional report</li> </ul>		
<ul style="list-style-type: none"> <li>● Securing an experienced coach to assist in setting up the program</li> </ul>		
<ul style="list-style-type: none"> <li>● Addressing issues identified by the program</li> </ul>		

Any “No” responses indicates a critical resource that must be addressed before initiating a BR&E program. More than 3 “No” responses suggests that the region has significant work in building support for a BR&E program, developing volunteerism and/or connecting the public and private sectors of the region.

*Modified and expanded from:*

Tweeten, Kathleen and Alan Barefield. 2011. “Business Retention and Expansion Visitation Fundamentals.” North Dakota State University Center for Community Vitality, CD-1605. Available online: <http://www.ag.ndsu.edu/pubs/agecon/market/cd1605.pdf>