



Three Major Steps: *The Business Retention and Expansion Process*

STEP 1 *Research*

- Inform community about BR&E
- Organize the Leadership Team
- Organize the Task Force
- Practice visiting businesses
- Finalize the interview guide
- Train visitors
- Visit businesses
- Tabulate interview data

STEP 2 *Prioritize*

- Review warning flags
- Respond to individual concerns
- Analyze interview data
- Write research report
- Retreat to set priorities on systemic issues
- Design priority projects
- Write summary report
- Begin implementation

STEP 3 *Implement*

- Work on project teams (*continuous*)
- Sustain Leadership Team
- Update on projects - 1st quarter Task Force
- Update on projects - 2nd quarter Task Force
- Update on projects and plan to sustain BR&E - 3rd quarter Task Force
- Evaluate results
- Distribute results
- Update on projects - 4th quarter Task Force
- Sustain or conclude BR&E