

TRIAGE BR+E



BR+E programs are considered to be “foundational” elements of economic development services delivery.



Thriving local businesses drive economic growth for communities. They create jobs and add to the tax base. Sometimes at a faster pace than attracting new investment.



Business Retention and Expansion (BR+E) programs have significant benefits, but there are also hurdles for economic developers to overcome.



Whether you're new to BR+E or have an established program in place, the challenges are similar.

Financial resources often limited.

Understanding best practices is essential.

Staff time is often stretched.



Our **Triage BR+E** solution
overcomes these challenges



Triage BR+E builds on the best of traditional approaches while eliminating some of the biggest downsides.



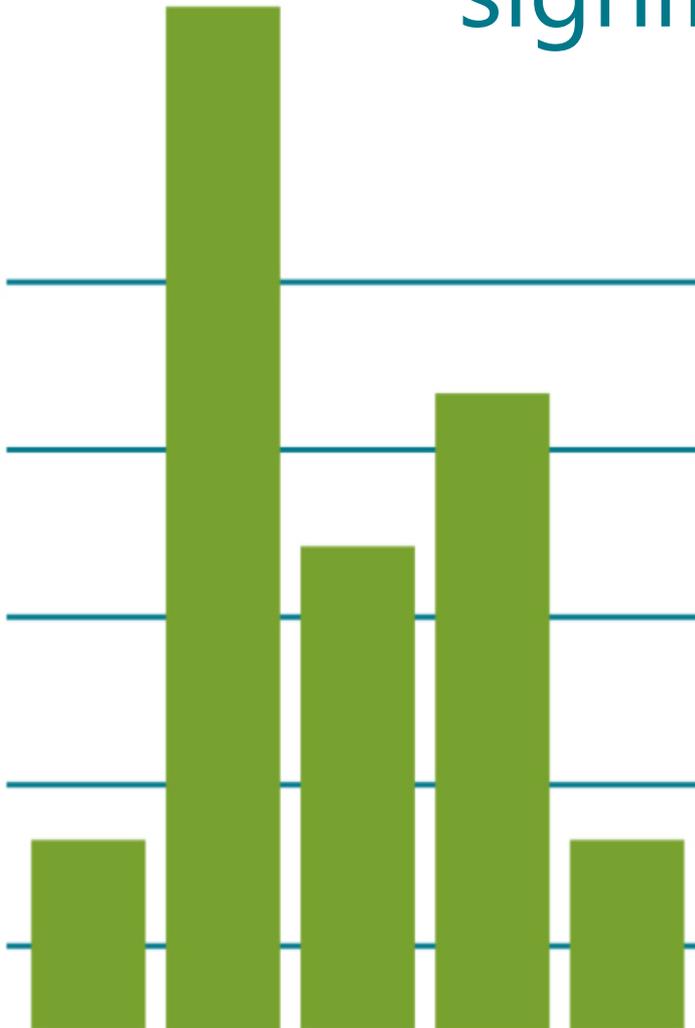
	Traditional	Triage BR+E
Minimizes staff time on administration	X	✓
Maximizes staff time on business visits	X	✓
Has a timeline of weeks rather than months	X	✓
Uses leading-edge best practices	X	✓
Generates statistically significant data	?	✓
Uses derived importance	X	✓
Is affordable	?	✓



This data is statistically significant, meaning:

The result is not attributed to chance or the opinions of a few.

The findings are accurate and reliable.



This real-time, statistically significant data means you can:

Prioritize your resources more effectively

Predict, and respond to, challenges and opportunities on the horizon



What is Derived Importance?



Derived importance has been used for years in private sector market research.

Derived importance gives community leaders insight into the services that drive re-investment and overall business satisfaction.

Derived importance measures how well the community is performing on services that businesses care about.



Derived Importance

Issue	Importance	Performance	
Land costs	0.483	64	 Increasing Priority
Zoning	0.480	76	
Support from municipality	0.521	79	
Development/building permit process	0.420	74	
Development charges	0.389	73	
Municipal property taxes	0.302	68	
Availability of serviced land	0.329	75	
Regional/Provincial roads and highways	0.423	80	
Local roads and streets	0.315	79	
Availability of space for rent or lease	0.205	67	
Support from other businesses	0.421	85	 Decreasing Priority
Off-site levy	0.450	87	
Workforce	0.293	81	
Support from local residents	0.542	90	
Internet service	0.185	79	
Water/wastewater fees	0.178	79	
Proximity to rail	0.231	88	
Cost of natural gas	0.092	62	
Water/wastewater capacity	0.288	90	
Availability of adequate housing	0.230	91	
Cellular phone service	0.214	94	
Quality of Life	0.442	98	
Availability of health and medical services	0.078	92	
Lack of business tax	0.211	99	
Proximity to airports	0.000	70	



Derived Importance can be used to Triage the issues and measure performance.

Put your time and money towards issues you know will have a positive impact on the business environment.

No longer will you be distracted by the opinions of a few who are telling you to focus on issues that you now know are not significant.

Benchmark priorities and then measure how your efforts have had an impact.



Triage BR+E also allows you to triage individual business needs:

Reach out
to businesses
in the greatest
need



For example, a local business' lease is expiring soon. Or it has export potential but doesn't know how to capitalize

Issues like these are flagged immediately so you can respond quickly to keep businesses in your community.



Triage BR+E helps you take the pulse of your business community.





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