

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.



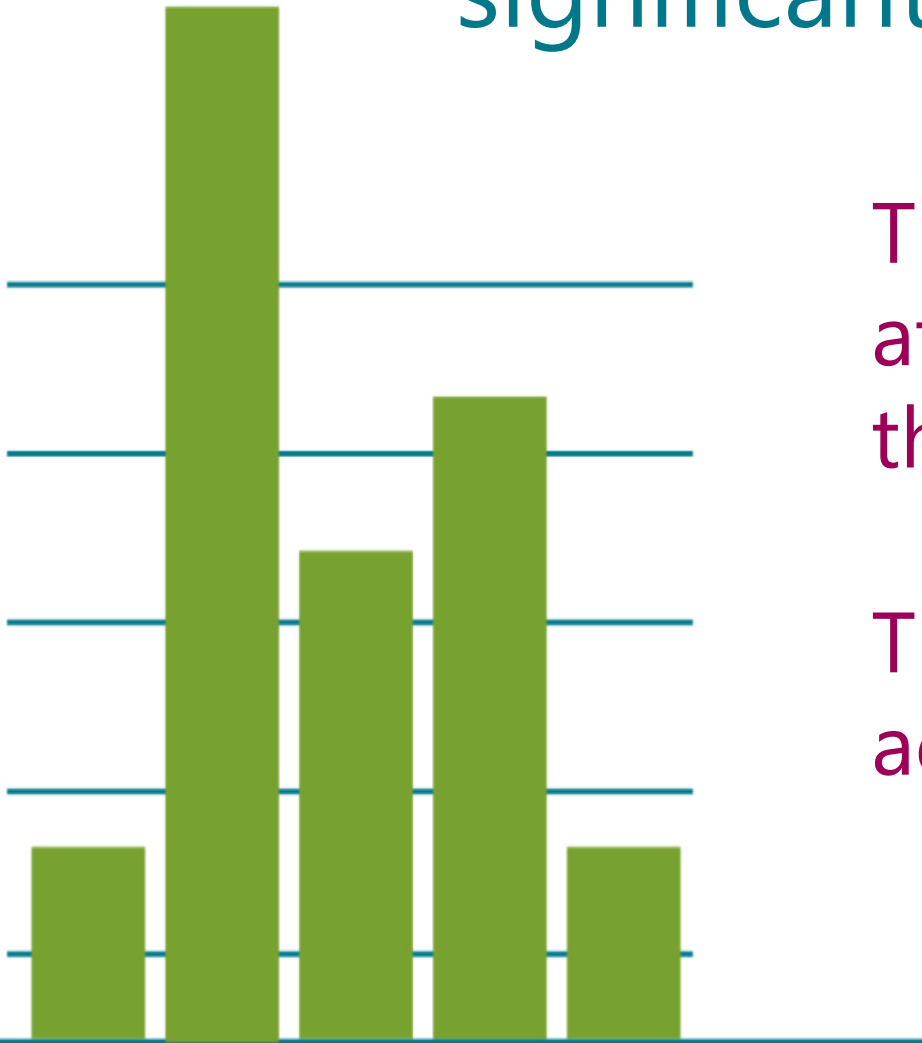
	Traditional	Triage BR+E
Minimizes staff time on administration	X	✓
Maximizes staff time on business visits	X	✓
Has a timeline of weeks rather than months	X	✓
Uses leading-edge best practices	X	✓
Generates statistically significant data	?	✓
Uses derived importance	X	✓
Is affordable	?	✓



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
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
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



Increasing
Priority

Decreasing
Priority



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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