

BRE Assessment Chart

What is your community's capacity or interest in conducting a BRE project? How do you know where to start or how ready your community is to take on a full BRE project? This chart will help you assess your community's readiness and help define strategies to make further progress.

	1. Getting Ready to Move	2. Small Steps	3. Large Steps	4. Large Leaps
Where is your Community At?	No existing BRE initiative in the community	Interested in beginning (or have already taken initial steps) to engage in BRE	Active participants in BRE, but not fully realizing all possible benefits of projects	Leaders in BRE with many direct and indirect benefits being realized
Possible Community Characteristics (Communities may exhibit some or all of these Characteristics)	<ul style="list-style-type: none"> Limited knowledge of the advantages and process of BRE Little formal knowledge of local business community (e.g. number of businesses) Low level of trust within business community Lack of capacity (staff, volunteers, and finances) Limited engagement in Economic Development 	<ul style="list-style-type: none"> Staff and Council understand and want to engage in BRE Some knowledge of local businesses Determined sector/area of focus (i.e. businesses at risk of leaving/downsizing) Beginning to develop relationships with local businesses Little regional business knowledge or cooperation Identified interested volunteers from the business community Lack capacity (staff and finances) 	<ul style="list-style-type: none"> Clear understanding of local business needs and key drivers of local economy Strong relationship with local businesses Recognize and build on the business community's strengths Developed partnerships with local business organizations (e.g. industry organizations, Chamber of Commerce) Clear commitment to BRE as an Economic Development strategy Knowledgeable about services available to local businesses 	<ul style="list-style-type: none"> Active, sustainable BRE program Engaged with sub-regional partners Survey and collect data and monitor trends Diverse volunteer network that help handle red flags Identified and reduced issues that inhibit growth and expansion of existing businesses Positive business environment with high level of trust within the business community Existing services are aligned to the needs of local businesses A 'leader community' that teaches other communities about BRE benefits and good practices Recognized success attributed to the BRE process

BRE Program

Possible BRE Approach	No local government staff dedicated solely to BRE		A local government employee has BRE responsibilities	
	<ul style="list-style-type: none"> • Assess community readiness • Have local government staff and elected officials attend BRE workshops/webinars • Take stock of assets (e.g. number of businesses, different sectors, geographical location) • Identify and engage potential partners (e.g. local leaders, Chamber of Commerce, post-secondary institutions, other local governments) • Determine groups/sectors to initially focus on (scope of BRE program) • Develop program goals and outcomes 	<ul style="list-style-type: none"> • Assemble a BRE project team • Engage volunteers and partners • Establish a visitation team • Establish a process and team to assist with red flag issues (including a network of organizations that can assist) • Provide training for staff and volunteers • Conduct a BRE project to collect baseline data on the local economy's main drivers • Identify interview themes and link to program goals • Informally link local businesses to each other for networking purposes 	<ul style="list-style-type: none"> • Determine if a survey database is necessary to identify and track trends • Implement a BRE program in your community that continuously collects information from businesses • Address red flags • Tailor existing policies, programs and services to business community's needs 	<ul style="list-style-type: none"> • Use BRE findings to develop tailored program responses to common red flags • Develop formal Red Flag Response Team of local experts • Work with regional partners to address red flags and take advantage of opportunities on a regional scale. • Implement a regional approach to BRE • Program evaluation
Gain baseline information to identify and understand the sector(s) that drive the local economy			Support sectors that drive the local economy	