



## South Central Illinois Regional Planning & Development Commission

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*Serving the Illinois Counties of Clay, Effingham, Fayette, Jasper and Marion since 1972*

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## Business Retention & Expansion Program (BRE)

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### Components of Economic Development

Economic Development organizations have three key ways of facilitating the creation of jobs and capital investment in any market area in the world. The market area is simply the municipality, county, state or region of which the organization operates and functions.

- **Business Retention & Expansion** – Growing and expanding existing firms;
- **Entrepreneurial Development** – The creation of new firms; and
- **Business Recruitment** – The attraction of external firms into the market area

Comprehensive economic development programs utilize a combination of all three approaches, with differing priority, to achieve successful market area economic development. However, growing and expanding existing market area businesses is and always will be much more manageable and successful than business attraction or business start-ups.

This is especially important in predominantly rural areas of Illinois, such as the SCIRPDC five-county jurisdiction. Instead of spending an abundance of time searching for the one big business to move to town, more attention should be paid on growing and expanding existing business. Business Retention & Expansion (BRE) can be achieved through effective communication and problem-solving efforts by both the Economic Development organization and the business community.

### What is a BRE Program?

SCIRPDC's BRE Program focuses on aiding the client municipality in developing a Business Outreach program focusing on open communication regarding both active catalysts for and barriers against future business growth in the local community. This program would begin with bringing the necessary local stakeholders to develop a plan for reaching out and aiding local businesses with their efforts to grow sustainably and effectively.

Through a fairly detailed survey process of specified local businesses, the municipal government will be able to illustrate to its local employers a concern for their day-to-day activity and hopefully spur a cooperative effort toward overall business growth and expansion in the community for years to come.

If you're interested in learning more about SCIRPDC's BRE Program and believe your community may benefit from this type of program, please contact us! We look forward to helping local businesses continue to develop and grow in your community and throughout our entire five-county area!

Sincerely,

**Luke Eastin**

Economic Development Planner  
SCIRPDC

**The Mission of the South Central Illinois Regional Planning & Development Commission is to  
Enhance Economic Development and Quality of Life for its Regional Citizens**

✦ An Equal Opportunity Employer and Provider ✦