



# LET'S TALK BUSINESS

## BUSINESS RETENTION & EXPANSION INITIATIVE



### WHAT IS A BUSINESS RETENTION & EXPANSION INITIATIVE?

The Business Retention and Expansion (BR&E) initiative is a collaborative effort between provincial and municipal governments, community, and businesses that identifies opportunities to help businesses **grow, create jobs and stay in Grimsby**. The initiative provides the foundation for the development of goals & actions towards improving the local business climate.

**A BR&E initiative helps to shape our local community & economy by connecting with local Grimsby businesses in a meaningful way:**

- building and **improving relationships** with existing businesses
- understanding and addressing **immediate concerns** and issues of individual businesses
- connecting businesses with Provincial and/or Federal **programming and funding**

### WHY IS THE TOWN OF GRIMSBY LAUNCHING A BR&E INITIATIVE, AND WHY NOW?

**Economic Development is a key priority in the Town of Grimsby 2020 Strategic Plan and the BR&E initiative is an important first step:**

- focusing on **business retention, growth and attraction**
- providing critical business information towards an **economic development strategy** that aligns to local business needs

**The importance of a Town of Grimsby Business Retention & Expansion survey now in these uncertain times:**

- providing guidance on current issues associated with the **COVID-19 pandemic** (Recovery Survey)
- preparing for the future to support business **recovery, growth, and attraction** (General Survey)
- including business **sector specific** information to determine unique needs (Sector Survey: Retail, Manufacturing/ Commercial, Agriculture etc.)

### WHO IS INVOLVED IN THE TOWN OF GRIMSBY BR&E INITIATIVE?

#### LOCAL GRIMSBY BUSINESSES:

- completing the **BR&E survey** on the **Let's Talk Business** portal on the Town of Grimsby website
- providing **feedback & collaboration** with the economic development team on Let's Talk Business
- ongoing participation with the economic development team on strategy development & implementation

#### GOVERNMENT & PARTNERS:

- the Ontario Ministry of Agriculture, Farming & Rural Affairs supporting the OMAFRA BR&E program methodology
- a Resource Network of regional/provincial/federal government programs and partners
- the Grimsby Chamber of Commerce
- the Town of Grimsby Economic Development Officer & Grimsby Economic Development Advisory Committee (GEDAC)

TOWN OF GRIMSBY | Business Retention & Expansion Initiative



BR&E Co-sponsor  
Grimsby & District  
Chamber of Commerce



## LET'S TALK BUSINESS

**VISIT THE LET'S TALK BUSINESS PORTAL ON THE TOWN OF GRIMSBY WEBSITE:**

- for business **SURVEY** pre-registration
- to sign up to **STAY INFORMED**
- to submit **QUESTIONS** on the BR&E initiative

## PARTICIPATE, COLLABORATE, STAY INFORMED

Watch for the launch of the BR&E survey as we move to phase 2 of the initiative on May 20<sup>th</sup>

