



# **THE COMMONWEALTH OF PENNSYLVANIA**

## **BUSINESS RETENTION AND EXPANSION PROGRAM (BREP)**

**PRESENTATION TO:**

**THE GREATER HALIFAX PARTNERSHIP**

**JUNE 17, 2004**





# CONGRATULATIONS!!!!!!



> ready > set > invest



# Why a Business Retention and Expansion Program for Pennsylvania?



> ready > set > invest

# A NEW DAY FOR BUSINESS IN PENNSYLVANIA.



## BREP History

“Although Pennsylvania has put in place a number of programs that could retain business, they have not necessarily been used as strategically and effectively as they could.”

1996 PHH Fantus Consulting



# BREP History

- ❖ January 1997 Kickoff
- ❖ May 1997 Online
- ❖ 10,000 Annual Visits??????

# A NEW DAY FOR BUSINESS IN PENNSYLVANIA.



## **BREP Vision**

To be the nation's most efficient and effective business retention program providing economic development services to Pennsylvania's businesses.

# A NEW DAY FOR BUSINESS IN PENNSYLVANIA.



## BREP Outcomes

- ❖ Demonstrates Pennsylvania's pro business attitude
- ❖ Gain better understanding of business needs
- ❖ Greater job opportunities through retention and expansion



# BREP Administration

## State Funding

- ❖ \$ 3.7 Million
- ❖ Grants to the regions
- ❖ Technology
- ❖ Training



# **BREP Administration**

## **Regionally Administered**

- ❖ 10 Regions
- ❖ 10 Regional Coordinators



# **BREP Administration**

## **Locally Controlled**

- ❖ Local Advisory Boards
- ❖ Over 100 Business Liaisons
- ❖ Over 580 Service Providers



# Lessons Learned

## 1997 - 2003

- ❖ Manage your expectations
- ❖ Manage business expectations
- ❖ Train, Train, Train
- ❖ Manage data entry
- ❖ Reporting
- ❖ Data sharing
- ❖ AND .....



# Lessons Learned

## 1997 - 2003

### ❖ TOOT YOUR OWN HORN!

*Retention may not be sexy – however it is the cornerstone of any good holistic economic development strategy !!*



# A New Pennsylvania

## January 2003

- ❖ New Name
- ❖ Productivity and Cost Per Visit
- ❖ Trained Business Liaisons
- ❖ Quantifiable Results
- ❖ Quarterly Reporting
- ❖ Company Selection Process
- ❖ Stronger collaboration with attraction activities





# BREP = Partnerships Successes!!

- ❖ Over 37,000 company visits
- ❖ AND MUCH MORE.....





# **BREP = Partnerships Successes!!**

- ❖ Top-notch customer service
- ❖ Jobs created
- ❖ Jobs retained
- ❖ Workforce trained
- ❖ Markets increased



**THANK YOU !!!!!**

**QUESTIONS ???**

