Why Is BR&E Important?

Existing businesses and the local workforce are key “barometers” of a community’s economic health (as a place to live, work and play). Research shows that small businesses are major drivers of job growth. BR&E is intended to help focus the energies of community stakeholders on the economic assets that already exist in their cities, counties and regions, making them stronger and more resilient over time.

Goals of the BR&E Program

1. Assist Indiana communities in analyzing their local economies
2. Utilize this data/information as a basis for identifying, designing and implementing strategies that can help strengthen existing businesses and industries
3. Guide the community’s process of implementing its first BR&E program by providing a BR&E coach/mentor to come alongside the community resources, moving the effort forward to completion and equipping the person (or entity) who emerges as the local BR&E coordinator

Survey System:

Surveys will be sent out to each of the selected businesses/industries. Once all surveys are returned, individual task force members will be assigned, according to the companies’ preference. Visits will be conducted by the BR&E coordinator and the preferred task force member.

Visits System:

Both quantitative data (from the online surveys) and qualitative data (from the site visits) will be analyzed. Action items collected from the surveys and during site visit interviews will be addressed by the task force.

Report System:

A brief report will be written, identifying areas of strength, as well as specific areas of concern revealed during the study. Results will be shared with the general public in a community forum.

1. Organize Task Force
2. Gain Support
3. Gather Data
4. Analyze Data
5. Report Results

For More Information: Call the Purdue Center for Regional Development (765) 494-7273.