



Indicators that a Community is Ready for the BRE Process

BR&E Visitation Programs require a lot of work. Naturally, you want to avoid the embarrassment of starting a program when a community is not prepared to successfully complete it. Given the preparation by the province and the participating RENs, there are a number of local and state/provincial attributes that signify that the area is ready for this type of process.

- A vision that addressing the needs of existing business and industry is a viable economic development strategy.
- A REN Coordinator who has completed the orientation?
- A proven process structure that can successfully implement the process?
- A Management Team that can fund and develop stakeholder relationships to support the process?
- A proven Operations Team process that is capable of contacting and building strategic relationships with individual businesses?
- A Response Team strategy that can address issues of short- and medium-term importance?
- An Action Team strategy that can assemble the resources necessary to address company-specific and common needs?
- Stakeholder groups that realize the value of this type of economic development strategy?
 - Stakeholder groups that include the following components:
 - Business leaders?
 - Development professionals?
 - Local government officials?
 - Educational professionals?
 - Other community leaders?

Other indications that your community is ready to pursue this type of economic development process include:

- Written pledges from Stakeholders who agree to participate for at least two years?
- Written endorsements from other local groups within the community to support the BR&E Visitation process?
- A clear understanding of the guidelines for the program, including the role and costs, if any, of the process?
- A plan to get the data analyzed and any necessary reports written or presentations developed?
- A detailed work plan which lists the tasks to be accomplished, the person handling it, and the target date for accomplishment of specific tasks?