

Lanark County Business Retention & Expansion (BR+E) Project needs volunteers!

Lanark County, in partnership with Valley Heartland Community Futures Development Corporation (CFDC), is delivering a Business Retention and Expansion (BR+E) project to support and strengthen local business across Lanark County – and volunteers are needed!

The BR+E project is an action-oriented, community-based and volunteer-driven process that includes confidential face-to-face interviews/surveys by volunteers with businesses to address any issues/opportunities for that business, as well as data collection and action planning.

Overall, successful BR+E programs include having commitment, buy-in and engagement from the community, local businesses, the municipalities, partners and service providers, says Stacie Lloyd, Regional Economic Development Officer, Valley Heartland CFDC.

Wellington County is an example of a BR+E success story. “As a result of our 2014 and 2016 BR+E surveys, we have been able to create programs that have a direct and positive impact on our business community, including a Community Improvement Program (CIP), improved tourism marketing and a pilot program for rural transportation for workers,” says Mandy Jones, Economic Development Officer, County of Wellington.

“The BR+E Project needs support and participation from all of us to create a ‘Made in Lanark County’ plan that will strategically support businesses across the county,” says Lanark County Warden John Fenik (Perth Mayor).

“Volunteers are the heart of the BR+E project and having them do business visits/surveys visibly demonstrates to the business community how much they are valued,” says Teri Devine, BR+E Coordinator, Valley Heartland CFDC.

Volunteer recruitment is continuing, with a goal of having more than 60 volunteer visitors by November 2018, adding to the current complement of 25.

Volunteers are provided training, get to support local business, achieve and see the results of their effort, gain personal experience and build networks and skills.

If you are interested in volunteering to conduct face-to-face confidential interviews/surveys with local businesses or if your business would like to participate in an interview/survey, please contact Teri Devine, BR+E Coordinator, at 613-283-7002 ext. 111 or 613-207-5940 or by e-mail at bre@valleycfdc.com. More information is available at www.valleycfdc.com/bre.

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Photo available at

https://www.dropbox.com/s/7hg416coh1l8l49/DSC_2931%20BRE%20Team.jpg?dl=0

Photo caption: Members of the Business Retention and Expansion Project Team with Lanark County Warden John Fenik (centre). The project is seeking volunteers to help with interviews and surveys.

For general information about Valley Heartland CFDC and Lanark County programs and services, please contact:

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About Valley Heartland CFDC

At Valley Heartland Community Futures Development Corporation, we've been building entrepreneurship for over 30 years, helping to strengthen and grow the local economy. We work with entrepreneurs and communities to help them nurture the most innovative, sustainable businesses and communities imaginable. As a community-based, nonprofit organization funded by FedDev Ontario, we invest in job creation, business and community innovation. *Contact us at valleycfdc.com*

About the Eastern Ontario Development Program (EODP)

The Eastern Ontario Development Program (EODP) is a \$48-million initiative that advances economic development in rural eastern Ontario. Through EODP, FedDev Ontario is collaborating with Community Futures Development Corporations (CFDCs) in eastern Ontario to promote the growth of new and existing businesses in rural communities.