THE GREATER MSP BUSINESS INVESTMENT TEAM works with a variety of partners to help businesses expand or relocate in Greater MSP. As the first stop for businesses, GREATER MSP can provide information on financial programs and incentives, supply resources, community data, trade opportunities, strategic partners and venture partners. We will coordinate across a variety of agencies, authorities, counties and municipalities. GREATER MSP and its partners value the businesses that operate in the region. Let us know how we can help you prosper.
Our businesses and the people who work at them are among our region’s greatest assets. They drive the economy and advance our innovative spirit and help our communities thrive. The Business Retention and Expansion Program (BR&E) is designed to help economic development practitioners meet with businesses, hear their challenges and identify opportunities to help. Organized on a county level, it is a way to leverage partnerships to provide action and keep businesses in the region.
It is critical for the visiting team to follow up quickly after each business with a thank you note for the visit. The visiting team can write their own card, or GREATER MSP has created one that can be signed and mailed.

If the business has identified a key challenge, GREATER MSP will coordinate an action plan with partners. Contact Megan Livgard at megan.livgard@greatermsp.org.

There is no better marketing strategy than the demonstration of a successful and thriving business climate.

OBJECTIVE

- **STRATEGIC COORDINATION** of partner visits to minimize duplication and maximize visit effectiveness.
- **DEMONSTRATE** to the businesses that the community values them and their presence.
- **IDENTIFY** business needs and challenges, and identify opportunities for communities to assist them.
- **DEVELOP** collaborative working relationships between the communities and their businesses.
- **SHARE** information among regional leaders that will strengthen the region’s competitive position as having a great business environment.
- **ENCOURAGE** business expansions that lead to sustainable growth.

PROGRAM COMPONENTS

- **VISITS** Provide information on prospect companies and coordination of visits among community leaders.
- **TOOLS** Ensure each visit is productive, and complete information is captured and shared.
- **INFORMATION** Share information among leaders.
- **FOLLOW-UP** Thank the company for meeting and address their concerns.
VISITS

Representatives from public sector, chambers, colleges, utilities, DEED workforce and other professionals are encouraged to strategically communicate and coordinate business visits.

Best practice is that two or three people participate on each visit, with one person assigned to take notes.

Local communities, partners, chambers, Grow Minnesota! and GREATER MSP will collaborate to generate and prioritize a list of best prospects for a visit in each area. GREATER MSP will develop a survey tool for use to recap each visit and ensure complete data is collected across visits. It is available at: http://www.greatermsp.org/index.php?src=gendocs&ref=BusinessRetentionandExpansion&category=Resources. After each visit, one of the visiting representatives should complete the survey online, or print, scan and email to Megan.Livgard@greatermsp.org.

GREATER MSP, Grow Minnesota! and MN DEED have developed a survey tool for use to recap each visit and ensure complete data is collected across visits. It is available at: (insert website link here). After each visit, one of the visiting representatives should complete the survey online, or print, scan and email to Megan.Livgard@greatermsp.org.

A list of prioritized visits will be developed and shared with partners in each county.

GREATER MSP, Grow Minnesota! and MN DEED have developed a survey tool for use to recap each visit and ensure complete data is collected across visits. It is available at: http://www.greatermsp.org/index.php?src=gendocs&ref=BusinessRetentionandExpansion&category=Resources. After each visit, one of the visiting representatives should complete the survey online, or print, scan and email to Megan.Livgard@greatermsp.org.

GREATER MSP will update participants in each county to review content and key learning, facilitate discussion and identify action items.

GREATER MSP’s Partner Advisory Council will review the information on a regional basis to identify business climate improvements, and communicate to regional leaders. It will also allow work on process improvements for the BR&E program at large.

INFORMATION

Information will be aggregated and available on Salesforce.com. Please contact Megan Livgard at megan.livgard@greatermsp.org for more information.

GREATER MSP will update participants in each county to review content and key learning, facilitate discussion and identify action items.

GREATER MSP’s Partner Advisory Council will review the information on a regional basis to identify business climate improvements, and communicate to regional leaders. It will also allow work on process improvements for the BR&E program at large.

Retaining and expanding existing business is vital to the continuing social and economic health of every community. 60%-80% of all new jobs created in area come from the expansion of existing businesses.