As the Community Economic Development Coordinator with the Town of Smithers as well as a Community Champion for Love Smithers, my objectives are to better understand the overall vision of the community, to show the love, and to build relationships with all organizations to identify and address concerns, risks, opportunities, and challenges.

Let's talk!

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Business Retention & Expansion Program (BRE)
ABOUT THE PROGRAM

BUSINESS RETENTION & EXPANSION (BRE)

This will be an active ongoing program to support the retention and the expansion of businesses within the community. Local businesses are appreciated as they add value, opportunities and employment to our vibrant community. Thank you to our local businesses for their contribution to the Town of Smithers.

The primary focus of the program is Business Retention and Business Expansion, to support the local businesses who have invested in our community. The BRE program will exist to grow what we already have, to show the love, and to understand how businesses view the community.

We will identify business and community challenges through relationship building interviews and provide support (immediate and ongoing). We will learn trends of development and impacts from COVID-19 as it has reshaped the business landscape. Although information provided by businesses will be kept confidential, we will work through business and worker impact data to inform local leadership’s response and create resiliency in our community through action items and follow up.

BUSINESS ENGAGEMENT

EXAMPLES OF BRE ACTIVITIES

- Business visitations
- Engagement Opportunities
  - Business walks
  - Focus groups
  - Interviews
  - Mail/web-based surveys
- Downtown revitalization
- Land/building inventory
- Policy/bylaw review
- Pop-up shops/markets
- Provide information on services and resources
- Shop Local Programs (LOVESMITHERS.COM)
- Smithers signage
- Workforce & training development

GOALS OF THE PROGRAM

WHY BUSINESS RETENTION & EXPANSION MATTERS

- Contribute to community stability
- Determine expansion & growth
- Disaster Recovery
  - retention efforts & resiliency after the impacts from COVID-19
- Help businesses take advantage of government programs
- Help in planning - how to reach new markets
- Improve communication
- Learn trends of development
- Support businesses within the community

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