



**Ohio Business Retention & Expansion Initiative  
Contract for The City of Gahanna**

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Proposed Project: Survey of Existing Businesses in the City of Gahanna

Purpose:

- Build database of local economy information
- Provide profile of existing businesses
- Identify current & future business needs
- Identify expansion or downsizing plans
- Assess and address concerns/issues of existing businesses

Outcomes:

- Provide timely and relevant information for critical economic development planning and decision making
- Lay groundwork for community and regional development strategies





## The Ohio Business Retention & Expansion (BR&E) Initiative

The Ohio BR&E Initiative provides communities with the resources, training and tools that streamline the BR&E process so local leaders and economic developers can focus on planning, action and results.

The Initiative proposes the Get Started Package to the City of Gahanna:

### Get Started Package

Get Started is a 12-month membership to the Initiative, which includes all workshops, materials and support for one price. This option is for communities who:

- 1) Are launching a continuous BR&E program for the first time
- 2) Are restarting or reworking their local BR&E program
- 3) Do not have enough resources to conduct a local program on their own

### Get Started Membership Benefits:

Password access to the Initiative website for 12 months

--The following materials are available online to Get Started members:

- Initiative Question Bank with hundreds of pre-tested questions sorted by category for the development of BR&E questionnaires
- Sample questionnaires for multiple industry sectors and segments:
  - Retail and services
  - Manufacturing/Industrial
  - Agriculture
  - Travel & Tourism
  - Cross-sector
- BR&E Handbook and updates
- Forms and worksheets to assist in the coordination of the survey
- Sample reports, letters and press releases

--These materials are also available on CD-ROM and hard copy.

--The website also provides information on Initiative offerings, workshop schedules and registration, suggested reading, and links to related sites.

Data management software. The Initiative provides easy-to-use, PC-based survey software for data entry and analysis for first time members.

Program support. Telephone, e-mail and on-site support from an Initiative representative are available for the 12-month term of the membership. Support can be used for assistance with planning, questionnaire development, data analysis and reporting.



Training Workshops. Workshop schedules and registration are available on the website or on request from the Initiative office. Current workshops:

The *Coordinator's Workshop* provides an overview and vision of BR&E and covers the theory, practice and planning, including setting objectives, business selection, and development of the questionnaire.

The *Task Force Workshop* is held on-site. The agenda is tailored to the needs and objectives of the local program.

The *Data Analysis and Reporting Strategies Workshop* provides training on data analysis within the context of economic development. Selecting and analyzing survey data relative to the Task Force's objectives is covered along with secondary data sources and analysis for community description and comparison.

### **Community Responsibilities and Additional Costs:**

Local sponsorship & payment of fee. Community garners official sponsorship from local organizations. Payment of the fee is required prior to the start of the program.

BR&E Committee/Task Force & BR&E Coordinator. Community may form a committee/task force of local leaders from diverse sectors of the community including government, economic development, education, and private business. This group is lead by a Coordinator who is responsible for the overall management of the BR&E program.

Meeting Coordination. Several meetings of the committee/task force are held throughout the program. *The Coordinator is responsible for scheduling and conducting these meetings.*

Business selection. The committee/task force is responsible for obtaining a list of existing businesses in the community and selecting the businesses to be surveyed. *The community may be required to purchase a list if one is not already available.*

Survey administration. This includes development of the questionnaire and conducting the surveys. *The community is responsible for printing and distribution of mailed questionnaires and the costs associated.*

Data entry and analysis. The community owns the data acquired from the surveys. The BR&E Coordinator (or appointed person) enters, tabulates, and analyzes the data. The Coordinator (or appointee) houses, updates, and manages the database on an on-going basis.

Community communications. To increase the response rate and participation of local businesses and support organizations, the Coordinator and Task Force/Committee should develop and implement a communications plan. Results of the program should also be communicated to the residents of the community.

Translation of data into actionable items. To be most effective, the local program should address concerns and issues of existing businesses uncovered by the BR&E survey. Plus, local leaders and economic developers should develop programs to assist these businesses in their expansion efforts within the community.



Implementation of a continuous BR&E program. The Ohio BR&E Initiative advocates establishing and implementing a continuous local BR&E program. A BR&E program that continues to regularly survey existing businesses will benefit from a rich database of current and accurate information on the strengths and weaknesses of the local economy and local industry sectors that can be used to make informed economic development decisions.

Ohio BR&E Initiative Membership refund policy. There are no refunds of membership fees.

**Ohio BR&E Initiative Membership Renewal**

At the end of the initial 12-month Get Started Membership, the community may extend their membership with the Ohio BR&E Initiative with an Annual Membership or by joining the Next Step program. Contact Dawn Malone for information on renewal membership benefits and fees.

**Ohio BR&E Initiative Membership Fee for the City of Gahanna:**

Get Started Package \$3000 for 12 months

Approved As To Form:

\_\_\_\_\_  
Thomas L. Weber  
City Attorney

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Dawn Malone                      Date  
Managing Director

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Becky Stinchcomb              Date  
Mayor

