

## ***Business Retention and Expansion***

Tuesday August 17, 2021



### **Instructors:**



***Jim Simon, Principal & President***  
**RSG**

Inspired to improve the Golden State in his work, Jim delivers intelligence, innovation and passion to projects requiring his unparalleled expertise in fiscal health, real estate and economic development. For over 30 years, Jim is proud to have led projects that have resulted in the investment of over \$10 billion in private and public capital, transforming cities and communities across California. As President of RSG, Jim is helping to shape the next generation of the firm's legacy - leading RSG's team of inspired, creative and insightful consultants that serve over 100 communities each year.



***Mark Sawicki, Director***  
**RSG**

Mark seeks to understand complex matters through analysis, synthesizing and summarizing information, developing effective, efficient, and pragmatic policy solutions, and presenting them in clear and persuasive ways. Mark has forged a unique 30+ year career across both the public and private sectors, from real estate asset management and small business startups to economic and community development, which informs his approach to municipal consulting services.



***Suzy Kim, Senior Associate***  
**RSG**

Suzy joined RSG in 2006. She received a dual BA in Sociology and Asian American Studies from Scripps College, and a Master of Urban and Regional Planning from the University of California, Irvine. Suzy anchors RSG's Berkeley office and has worked from the Bay Area since 2009.

### **Course Description:**

This advanced course in business retention and expansion (BRE) will include an overview of BRE best practices and will provide the tools necessary to develop a program to swiftly respond to business needs in the community. The course will also focus on the creation of strategic partnerships between the public, business, and community to create early warning systems and identify companies at risk of closing or relocating to another area.

## Course Core Competencies:

- Role of BRE as part of a comprehensive approach to economic development
- Overview of BRE best practices and common roles of local government and other stakeholders and how these practices and roles have evolved in California recently.
- Effective types of models/tools for establishing and maintaining interface with key businesses/employers among rural, suburban, and urban communities
- How economic developers can prioritize and respond to business needs in their communities
- Positioning BRE program within a larger focus on business “friendliness”

## Student Outcomes:

After successful completion of this course, students will:

- Describe the relative value of a business retention and expansion program as part of a larger economic development strategy.
- Summarize the critical reasons why a business may choose to locate or dislocate from a community and the local economic developer’s role in navigating these opportunities and challenges
- Identify the components of a business retention and expansion program and the key factors for its success
- Identify key community partnerships and networks to provide resources to support business growth and retention
- Describe at least three economic development outcomes from a successful business retention and expansion program

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