

The mission of the **Business Retention and Expansion Program (BRE)** is to provide assistance to local businesses to enable them to remain and grow in Greensboro and Guilford County while enhancing the overall business climate in the region. As the backbone of our economy and tax base, we work proactively with existing businesses to form strong relationships and to serve as an advocate on their behalf.

## Overview

The Business Retention and Expansion Program team works as the first point of contact for existing businesses. There are three main objectives to our mission:

1. Identify and facilitate the resolution of problems that interfere with retention and expansion of local businesses.
2. Address any identified gaps in services and programs in partnership with other economic development organizations and local governments.
3. Learn about local businesses to provide better linkages between companies within particular industry clusters that might enhance the economic growth in the Greensboro area.

## Benefits for Companies

GEDA seeks to form proactive relationships in the Greensboro/Guilford County business community with the ultimate goal to cultivate a more interconnected and growing local economy. Benefits of working with the GEDA Business Retention and Expansion Team include:

- An understanding of how to access readily available governmental and community resources.
- Gain an advocate for your business that will help you access local resources now and will partner with your company as you grow and change.
- Engage in the economic development process, working to make Greensboro/Guilford County a better place to live.

*By developing solid relationships with existing businesses, through periodic meetings spent listening to their concerns, GEDA endeavors to meet the needs of local firms and to help them remain vibrant.*

## Strategy

To streamline GEDA's Business Retention and Expansion process, our professional staff conducts business calls focused primarily on five industry clusters to better connect companies and suppliers in these industries and identify and resolve barriers to growth.

- Advanced Manufacturing & Materials
- Aviation & Aerospace
- Financial & Business Services
- Life Sciences
- Transportation & Logistics

## Contact Information

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