



Business Retention & Expansion Program

Business Retention & Expansion Overview

The Business Retention & Expansion program is intended to open communication between the City Of El Paso and the local business community. The program's first initiative is to identify existing business concerns and/or barriers to growth. Building relationships and understanding the barriers our local business community faces will reassure them of our commitment to their success. Consequently, a strong, happy, and growing business climate is instrumental to the attraction of new and diverse businesses. The goal of this program is to create and nurture an environment that local businesses will thrive in and be proud to call home.

Program Objectives

Short Term

- Provide community support for local businesses
- Address immediate individual business concerns

Long Term

- Improve the competitiveness of local businesses
- Enable the growth of local businesses

Program Structure

Team

- The team will consist of at least 2 representatives from the City's Economic Development Department, 1) Business Services Coordinator, and 2) Compliance Analyst. The corresponding district council person will be invited to attend the site visit.

Business Visits

- Large employers will be the first targeted visits.
- 2 business per month will be scheduled for a site visit.
- Businesses with active incentive applications will receive their first visit 24 months after execution of their incentives agreement.

Preparation *(See Exhibit A)*

- Research will be conducted prior to the site visit that will enable the team members to better engage with the business representative and to ensure productive use of their time.

Introductory Contact

- A call and/or email will be sent to the company's POC for a brief introduction and explanation of the purpose of the site visit.

Visit *(See Exhibit B)*

- The visit will be conducted in a conversational manner to begin to build the relationship and gather all the necessary information. The visit should be no longer than 1 hour.

Token of Appreciation

- A small parting gift will be given to the POC along with the team's contact information

Evaluation of Visit

- After each visit, notes and information will be recorded in the CRM database. An evaluation of the company's needs will be performed and an action plan will be established to address those needs.

Follow-up

- Follow up with the company representative via email with a short recap of the site visit, address their concerns, and communicate your anticipated action plan.

Follow Thru

- Provide resources to meet their needs. Make introductions to relevant programs if necessary.

Continued Follow-up

- 2-week follow-up - via email/phone call with the company representative to assure they are receiving the assistance they requested from the resources provided.
- 3-month follow-up – courtesy call/email for feedback on the progress that has been achieved via the resources provided
- Additional follow-up will be at the discretion of the Business Services Coordinator depending on the extent of help requested from the business.

Business Retention & Expansion Program

Research is to be conducted before meeting with each business

Business Name

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- Years in business and years in EP

- Where is their HQ

- Current leadership and any leadership changes that are public

- Primary market (local, regional, national)

- Primary product or service offered

- Size of current workforce (if available)

- Incentives received vs. what is in the contract

- Incentive cycle complete?

- Relevant industry market news

Business Retention & Expansion Site Visit Data

Date of Visit _____

Business Name

Business Address

Business Phone No.

Business Type

Business Rep & Title

Council District No. & Representative Name

City of El Paso Attendees

Additional Information

EXHIBIT B

- Has business recovered from Covid?

- What factors did you look at when considering El Paso?

- Changes to their primary market?

- Mergers, acquisitions, and expansion being discussed? If expanding, how can we support it?

- Are your workforce needs being met? If not, what do you feel is lacking?

- What training is being offered? What career tracks are available for employees? How are they promoted?

EXHIBIT B

- Are your suppliers' needs being met? Any suppliers that you recommend we contact for possible relocation to El Paso?

- How did incentives received help your business?

- What part of the incentive process do you feel needs improvement?
