

Norfolk Insider

City of Norfolk, NE

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“New BR!E Program”

The City of Norfolk Economic Development team is gearing up to visit businesses in the Norfolk area. Their new BR!E (Business, Retention and Expansion) program is designed to connect to and grow established Norfolk area businesses. Research has shown that 76% of a community’s growth comes from existing employers.

As part of the BR!E program, members of the economic development division will tour a different business each week to learn what materials they need, the workforce they employ, their growth potential and what might be holding them back from



expansion. Once members have that information the economic development staff would then be able to identify resources available that might be helpful for future growth.

“This is our way of finding out how businesses in the Norfolk Area are doing and to identify specific ways we can help them. Business owners can share as little or as much information as they want. We’ll then show them the tools we have that can help them grow,” said Courtney Dentlinger, Director of the Economic Development Division.

And the BR!E team brings cupcakes. At every interview and tour of a business, which is estimated to last about an hour, economic development staff will share brie cheese cupcakes or muffins that go along with the BR!E theme.

“We’re not only excited about learning more about the businesses in the area, we’re anxious to identify overall trends in the area to show others the competitive advantage Madison County has to offer for potential prospects looking to start their business here,” Dentlinger said.

The Economic Development Division is scheduling once a week visits to businesses through the end of the year. For more information business owners and managers in the Norfolk area can contact the Economic Development Division at grow@ci.norfolk.ne.us or 402-844-2260.