

2024 BRE Summaries

BRE visits were something that the Office of Economic Development made a priority in 2024. Previous to 2024 the last BRE visit was done several years. It was clear that this was not only a much needed service, but a great tool to rebuild the relationships within our community.

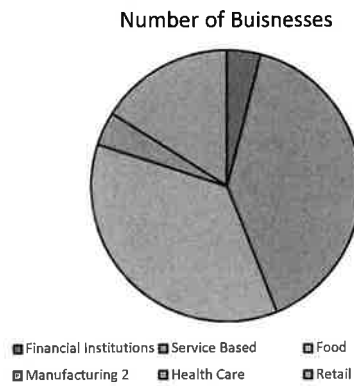
Total BRE Visits

27

Staff started doing BRE visits in February 2024. In almost a full year staff completed 27 BRE visits. The strategic plan that was approved by the Common Council set the goal of doing 25 visits in one year. The office of Economic Development has surpassed that goal.

Type of Businesses:

- Financial Institutions: 1
- Service Based: 10
- Food: 9
- Retail: 4
- Health Care: 1
- Manufacturing: 2



Out of the 27 businesses we visited the majority of them were service based. These businesses are anything from massage therapist to movie theaters. Another large category of places we visited was food based businesses. This is anything from restaurants to bars.

Reoccurring Concerns

- Landlord Concerns
- Quality of Staff
- Competing or lack of similar Companies

All out but one business said that they struggled with finding quality staff. This concern is not just from stereotypical college students, this is from all demographics.

Businesses talked about the struggles the UW Students. Many stated that they appreciate the large number of students and how they can assist. However, this group makes breaks and summers tough. Further, these are not long time employees. These staff members are only here from 1-4 years.

Many people shared issues with their landlords. Either their landlords not accommodating changes to the space, not helping with parking needs, and other related matters.

Some businesses shared either the lack of businesses within their industry hurts their sales, or the incoming of new alike industries that they think will hurt their sales

Goals in 2025

- Schedule a BRE with all of the financial institutions
- Connect with more Manufactures/ Business Park
- 35 BRE's
- Host more business networking events
 - Industry based run tables

The office of ED has learned a lot to start to rebuild the relationships with our business community; however, there is more that needs to be done. With this in mind the office of ED is looking to increase our visits to 35 this year. Further we want to target industries that we weren't able to connect with in 2024. Lastly, we want to create opportunities for our businesses to connect and foster a sense of community amongst our business leaders.