



Estill Development Alliance

177 Broadway • Irvine, KY 40336

(606) 723-2450

EstillCountyKY.net

FOR IMMEDIATE RELEASE

Estill Development Alliance and Estill Chamber of Commerce to Launch Business Retention and Expansion Program with CEDIK

The BRE Survey will seek feedback from all community business owners.

Irvine, KY, January 14, 2022 -

Estill Development Alliance and the Estill County Chamber of Commerce are excited to announce their participation in a new initiative for Irvine, Ravenna and Estill County called the Kentucky Business Retention and Expansion Program (BRE).

BRE is a community-based program that engages communities to examine the local business situation, interpret information collected, strengthen the ability of the community to understand what businesses think, and purposefully respond to local business needs.

Over a dozen local volunteers from Estill County will be trained to conduct interviews with businesses for the BR&E program, beginning this month. These conversations are the most important part of this program and are designed to provide an opportunity for local businesses to give their ideas on improving Estill County's business climate. The program is designed to target community strengths, overcome weaknesses, and inform community responses as a result.

"Estill Development Alliance and the Estill County Chamber of Commerce are sponsoring this initiative, with help from Citizens Guaranty Bank, the City of Irvine, the Estill County Public Library and Mercy Health - Marcum and Wallace Hospital," said Joe Crawford, Executive Director. "We appreciate the support of our partners and volunteers to ensure a successful snapshot of what's happening in our Estill County businesses."

The sponsoring organizations, in partnership with the University of Kentucky's Community and Economic Development Initiative of Kentucky (CEDIK), will be responsible for planning and responding to the collective needs identified. Once the interviews have been completed and all the data has been analyzed by CEDIK, they will provide a report and public presentation of the findings. Information collected, analyzed, or presented will remain anonymous and confidential. The report will include recommendations and implementation strategies. The BR&E committee will continue to serve the community by ensuring that issues raised are acknowledged and strategically addressed.

The BRE initiative will provide: a better understanding of the environment needed for local businesses to expand and operate effectively; an opportunity to build stronger relationships among local businesses, government, and development agencies in the community; an improved system to identify the issues of local businesses and provide support in solving those issues; a better idea of the community's local business climate as seen by the actual business owners and data to inform future planning to address local business needs more effectively.

To take the survey, please visit Estill.org/BRE.

For more information, please contact Joe Crawford at Joe@Estill.org.

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