



# BEAR | Business Expansion and Retention Program



**SANTA CLARITA VALLEY**  
Economic Development Corporation



ANY OF THE EFFORTS IN BUILDING A COMMUNITY are centered on bringing in new business. But just as important to community betterment is the ability to keep existing business healthy and strong. It has been estimated that as much as 80 percent of the opportunities for new jobs come from businesses already in the community. **BEAR** - a program of the Santa Clarita Valley Economic Development Corporation - is an innovative retention and expansion effort that addresses the needs of existing businesses in the Santa Clarita Valley.

### THE PROGRAM

The SCVEDC's BEAR program works to assist businesses with improving their operations and, as a result, the overall regional business climate by collecting, analyzing and reporting community-specific company information.

Using a combination of sophisticated survey instruments and customized computer software, the program evaluates each company's:

- growth potential
- risk of relocation or downsizing
- service needs
- community satisfaction
- potential benefit from applicable incentive programs

### HOW IT WORKS

The BEAR program utilizes periodic surveys and interviews with management personnel to collect specific data, which is then input into the Synchronist System software.

The program findings can be output into a variety of useful forms, to be shared with the company and aggregated to find trends within industries or the entire Santa Clarita Valley business community. This information can then be used to:

- overcome barriers to growth
- prevent business relocations
- develop better assistance programs
- provide local businesses with reliable economic data

### BENEFITS TO BUSINESSES

The BEAR program exists to provide business leaders with the tools they need to be successful. These benefits include:

- referrals to beneficial business assistance programs, which could save their business money and improve their processes
- access to government regulatory and business development agencies
- identifying potential expansion opportunities and areas of competitive differentiation
- connecting with the BEAR network of support organizations and services
- the opportunity to share your experience of working in Santa Clarita Valley

### BENEFITS TO THE COMMUNITY

The BEAR program is designed to strengthen communities by retaining and expanding existing businesses. The Santa Clarita Valley benefits in the following ways:

- Helps to retain jobs and local tax revenues
- Gives local government leaders information about their business community
- Aids in the creation of new (and improves existing) business support programs
- Fosters the development of local firms, and in doing so, creates the opportunity for new jobs
- Enhances the Santa Clarita Valley's reputation as a good place to do business

### HOW TO GET STARTED

To schedule your free, one-on-one BEAR Program consultation, please contact the SCVEDC at **(661) 288-4400** or email [joshmann@scvedc.org](mailto:joshmann@scvedc.org).



# SANTA CLARITA VALLEY

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