



## DIVERSIFY OUR INDUSTRY BASE AND JOB OPPORTUNITIES

### Level up entrepreneurs and existing businesses

*Proactively help Baton Rouge Area businesses increase growth opportunities*

- Reimagine BRAC's business retention and expansion approach to leverage cluster enrichment teams and local industry groups for fewer, more concentrated engagements
- Provide growth support to small business investors that were established two or more years ago, with dedicated staff support
- Ensure there is no wrong door for entrepreneurs seeking help
- Raise up BRAC's research team into a full-service BR Business Intelligence Center

### Grow our emerging industry sectors

*Launch cluster enrichment teams and other investments to help sectors soar*

- Form cluster enrichment teams for each emerging industry sector: software, life sciences, renewable energy, and water
- Invest in industry sector studies to inform cluster enrichment teams' activities
- Catalyze growth within the water and life sciences sectors by supporting the expansion of cluster anchor institutions like the Water Campus and Baton Rouge Health District
- Grow BRAC's business development team to include cluster specialists

### Shift business attraction into hyperdrive

*Amplify our voice and approach to drive business investment in the Baton Rouge Area*

- Update BRAC's marketing tools based on the recommendations of the BRING IT! strategy
- Involve cluster enrichment team members in business attraction efforts
- Invest in a media campaign to raise awareness of the Baton Rouge Area's cluster strengths, and as a hub of growth for emerging sectors
- Maintain a current library of insights on each target industry within the BR Business Intelligence Center