

# 2020 BUSINESS RETENTION & EXPANSION Recap

**24**  
EXPANSION  
PROJECTS

**423**  
JOBS

**\$265,489,433**  
CAPITAL  
INVESTMENT

Here are some of the companies Birmingham Business Alliance worked with in 2020



**Top local business drivers:**  
Technology, education, advanced manufacturing, health care, transportation, finance/access to capital, biomedical life sciences

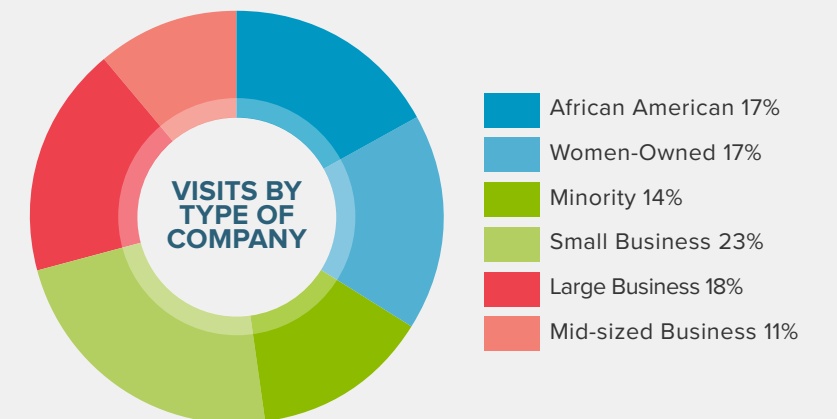
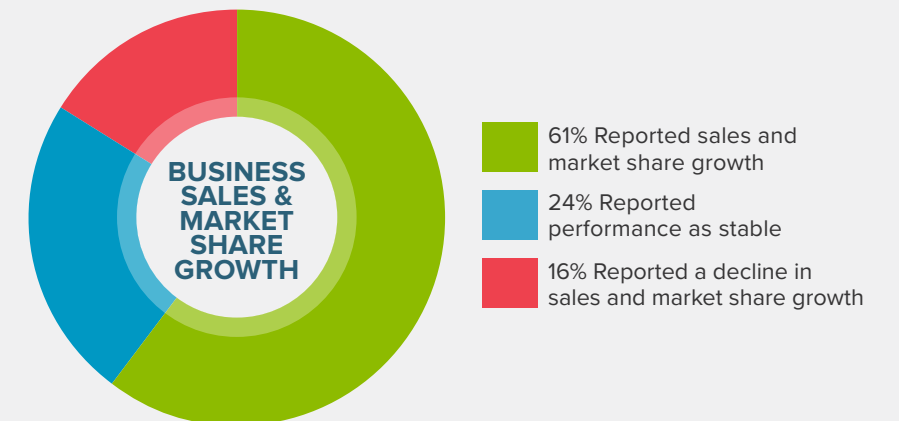
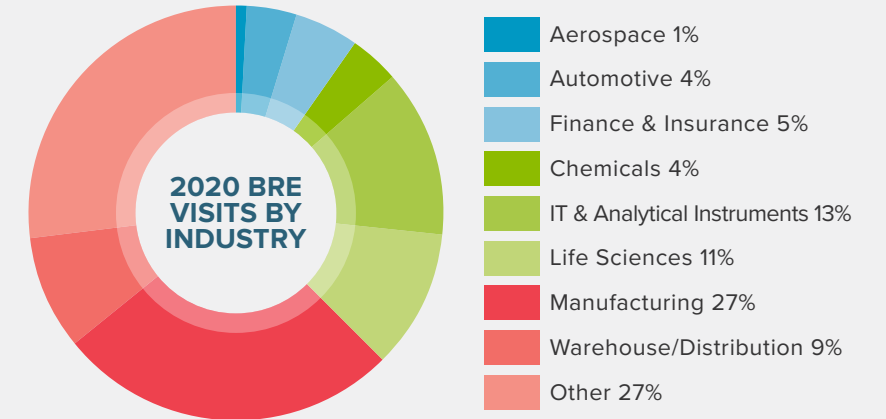


**Top barriers to growth:**  
Inadequate supply of qualified job applicants, punitive regulations, unavailable land at current site, age & condition of equipment and facility, crime



**Top five (5) concerns:**  
Education, lack of skills, work ethic, drugs & alcohol and union activity

In **2020** our staff made **220 visits** to companies within the region's core business sectors, representing **over 18,000 employees**. Of the 220 companies visited **35% stated they have plans to expand in facilities or equipment**, and 65% said they had no plans for expansion.



### THE BIRMINGHAM BUSINESS ALLIANCE'S BUSINESS RETENTION AND EXPANSION (BRE) PROGRAM

serves existing companies in our seven-county region - from startups to our largest employers and based on target clusters defined in our strategic plan. Through hundreds of onsite, one-on-one visits, the Birmingham Business Alliance economic development staff works with companies to provide and gather information on growth opportunities and understand issues that may hinder growth for a company, while using the data to spot larger trends in the overall local economy.

The goal of the visits is to identify expansion opportunities and potential threats while developing a strong working relationship with the existing business base, assisting them with information, resources and relationships to grow their business.

With 75 to 80 percent of the jobs and capital investment created by our existing business base, the BRE program is a critical component to achieving the Birmingham Business Alliance's overall economic development strategy to support companies in creating jobs, capital investment and better quality of life for our citizens throughout the Birmingham region. It allows the Birmingham Business Alliance to keep a pulse on the key issues facing local businesses and informs our priorities for workforce development, public policy, new business recruitment and image enhancement.

### HERE ARE EXAMPLES OF SOME OF OUR WORK WITH EXISTING COMPANIES IN 2020:

- Educated companies on the services of the Alabama Workforce Training Center, which provides training for existing company employees in basic manufacturing skills, leadership development, industrial maintenance, forklift, overhead cranes, welding, OSHA 10 certifications and more.
- Connected companies to AIDT for Pre-employment screening, assessment and training as well as other specialized workforce training needs.
- Provided support on expansion projects when companies added new equipment, added on to an existing facility or site searches where they built a new facility.
- Worked with companies on supply chain needs and opportunities.
- Connected companies to the appropriate contacts in local or state government to help expedite a process.
- Connected companies with investors who can provide funding or access to capital for expansion or growth.
- Connected with more than 700 Birmingham Business Alliance investors and BhamStrong companies to provide support and resources during the COVID pandemic.
- Provided small business support through mentors and coaching.
- Supported companies in the region with workforce talent recruitment and retention efforts through Birmingham Business Alliance's workforce development and talent recruitment initiatives.
- Celebrated the success of companies on new job creation and capital invest through our economic growth report, e-news, blog and social media.
- Provided exporting assistance to companies in partnership with the Alabama District Export Council and the Alabama International Trade Center.
- Provided R&D support from the UAB Materials Processing & Applications Development Center (MPAD) and Alabama Power Co.'s Technical Applications Center.

### ECONOMIC DEVELOPMENT ALLIES:

- Alabama Department of Commerce
- Alabama Power Co.
- Bibb County Commission
- Birmingham Airport Authority
- Birmingham Water Works Board
- Blount County Economic Development Council
- Chilton County Industrial Development Board
- City of Birmingham Office of Innovation and Economic Opportunity
- City of Hoover Economic Development Office
- Economic Development Partnership of Alabama
- Jefferson County Economic and Industrial Development Authority
- Jefferson County Office of Community and Economic Development
- 58 INC. and the Greater Shelby Chamber of Commerce
- Regional Planning Commission of Greater Birmingham
- St. Clair County Economic Development Council
- Spire
- Walker County Economic and Industrial Development Authority

### RESOURCE PARTNERS:

- AIDT
- Alabama-Germany Partnership
- Alabama India Business Partnership
- Alabama International Trade Center
- Alabama Technology Network
- Alabama Power Co.'s Technical Applications Center
- Alabama Productivity Center
- Alabama Small Business Development Center Network
- Alabama Workforce Training Center
- AlabamaWorks! Central Six Workforce Development Council
- Export Alabama Alliance
- Japan-America Society of Alabama
- Jefferson State Community College
- Lawson State Community College
- Manufacture Alabama
- SCORE
- UAB Materials Processing and Applications Development Center
- U.S. Department of Commerce, U.S. Commercial Service, Alabama District Office

