



# Business Retention & Expansion (BR+E) Study

## We Want to Hear From You!

The Town of Hanover invites local businesses to take part in our 2025 Business Retention and Expansion (BR+E) study. This initiative helps us understand your needs, challenges, and opportunities so we can develop action plans that support business growth and a vibrant local economy.

## Why Participate?

Your feedback will directly shape future programs and policies. All responses are strictly confidential and reported only as community-wide trends—never identifying individual businesses.



## Flexible Participation Options

We encourage in-person participation, either virtually or at your business location, to foster meaningful dialogue. To schedule your interview, please book a time with April Marshall, Economic Development Manager, using this link: 📌

<https://calendly.com/townofhanover/hanover-br-e-interviews>

An online version of the survey is also available for your convenience, using this link: 📌

[https://omafra.qualtrics.com/jfe/form/SV\\_0JqfiOG4Hnf1Ad8](https://omafra.qualtrics.com/jfe/form/SV_0JqfiOG4Hnf1Ad8)

In addition, volunteers from our Economic, Tourism and Cultural Development Advisory Committee will also be reaching out to businesses directly to assist with interviews.

Visit [hanover.ca/businessretentionandexpansion](https://hanover.ca/businessretentionandexpansion) for more information and easy access to above links.