



CBRM Council Presentation
CBRM Regional Enterprise Network
July 9, 2019





Cape Breton Partnership



Promote

our island as a great place
to live and invest.



Grow

a culture that values and celebrates creativity, innovation and entrepreneurship.

A photograph of a meeting or workshop in progress. A woman in a red blazer stands at the front of the room, presenting to a group of people seated at round tables. The room has a light blue wall and a whiteboard. The image is overlaid with a semi-transparent blue filter and a large, faint '@' symbol. The text 'Connect' is written in a bold, white font, followed by a line of text in a lighter white font.

Connect

entrepreneurs and companies
to the resources they need
to succeed.



Promote
our island as
a great place
to live and
invest.

Promote

- **INVESTMENT READINESS**
- **INDUSTRIAL PARK DEVELOPMENT**
- **ELEVATE MAGAZINE**
- **TALENT ATTRACTION**





Grow
a culture that
celebrates
creativity,
innovation, and
entrepreneurship.

Grow

- **YOUTH RECOGNITION**
- **INVESTOR SUMMIT**
- **EXCELLENCE RECOGNITION**
- **CREATIVE ISLAND**
- **INTERNATIONAL DEVELOPMENT**





Connect
entrepreneurs
and companies
to the resources
they need to
succeed.

- **EXPORT GROWTH**
- **WELCOMING NEWCOMERS**
- **GROWING NETWORKS**
- **ATLANTIC IMMIGRATION PILOT**
- **INCLUSIVE ENTREPRENEURSHIP**
- **SAFETY FIRST**
- **YOUTH RETENTION**
- **SKILLS TRAINING**
- **START-UP SUPPORT**
- **RURAL CONNECTIVITY**
- **HOUSING**
- **WORKFORCE TRAINING**

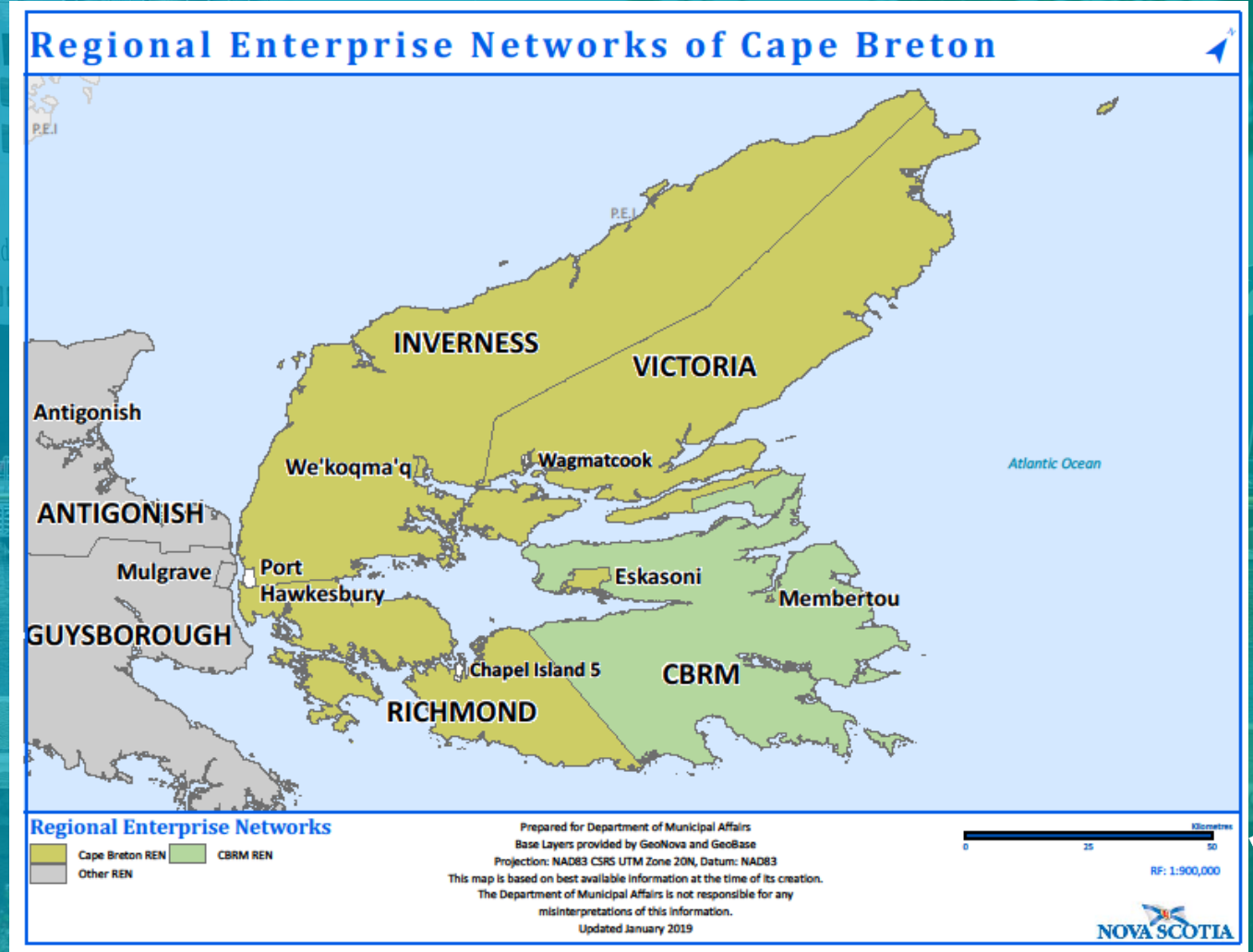


**Regional Enterprise Network Program:
A renewed relationship between
Cape Breton Regional Municipality &
Cape Breton Partnership.**



Regional Enterprise Networks (REN)

- Cape Breton Regional Enterprise Network
- Cape Breton Regional Municipality Regional Enterprise Network



REN STAFF

- **President & CEO** – Carla Arsenault
- **Economic Development Officer** – Tyler Mattheis
- **Communications Coordinator** – Megan Tonet
- **Creative Economy Development Officer** – Erin Flynn
- **Business Planning Advisor** – Shannon McNeil
- **Labour Market Development & Immigration** – TBD



ECONOMIC DEVELOPMENT

- **Investment Attraction Support**
 - Inventory of land, buildings for sale or lease
 - FlannelJax
- **Collaboration with CBRM Planning Department**
- **CBRM Tech Community support**
- **Collaboration with CBU, including new Innovation & Entrepreneurship Hub**



TOURISM INDUSTRY ASSOCIATION OF NS

SEASONALITY LABOUR PROJECT



BUSINESS PLANNING

- **Number of CBRM clients: 33**
 - Business Plans: 18
 - Advisory Services: 3
- **Future metrics:**
 - Number of start-up businesses assisted (and registered into Joint Stocks)
 - Number of expansion assisted
 - Projected value of new investment
 - Projected number of new employment positions created
 - Number of businesses with export potential

CREATIVE ECONOMY



- Meeting with creative sector organizations and artists
- Working with the CBRM Creative Economy Growth Plan to identify priority projects

COMMUNICATIONS

- **Working on a communications strategy for the Downtown Revitalization & Economic Development Tax Incentive**
 - Collateral, promotion, roundtable discussions
- **Communications support:**
 - FlannelJax Job fair – June 24, 2019
 - Working with FlannelJax's and CBRM to host grand opening event in July
 - Roger Brooks downtown development session with Sydney Downtown Development Association
 - Cape Breton University Innovation & Entrepreneurship Centre
- **Communications Plan**



IMMIGRATION

- **Labour force development - talent attraction**
 - Immigration
 - Youth retention
 - Ex-patriates
- **Currently supporting Atlantic Immigration Pilot**
- **Global Skills Strategy referral partner**
- **Mobilite Francophone**



IMMIGRATION

- **CBRM AIP Designations** – 25 to 89, 256% increase since September 2017
- **CBRM Endorsements** – Supported and directly facilitated 61 Endorsement Applications under AIP for Principal Applicants & their families
- **Temporary Resident Study Permit Holders** - 155% increase in from 2015 to Q3 2018
- **Permanent Residents** - 64% increase from 2015 to 2018

IMMIGRATION - EVENTS

- **Over 27 Immigration related events with a total reach of 1,325 individuals**
 - 373 decision makers,
 - 952 International Students / Graduates
- **The summer job expo in coordination with CBU, NS Works and NSCC to uncover**
 - Almost 260 summer positions available for international students across the island,
 - Point to point charter service between Sydney and Baddeck, which had more than 88 positions available

GOING FORWARD

- Finalizing the business plan
- Hiring of Labour force & Immigration Role
- FlannelJax Grand Opening next week
- Creative Island Innovation District space at CBU
- One Cape Breton·Unama'ki Growth Plan
 - New island-wide economic development strategy



UPCOMING EVENTS

10
OCT



**Cape Breton Partnership
Investor Summit**



24
SEPT

**Export
Conference**



08
NOV

**Vital
Awards**



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