



CAPE BRETON
REGIONAL MUNICIPALITY



CBRM REN Economic Development Update Spring 2022

CBRM's Economic Development Team



Lan Zheng
Business Growth Advisor



Kelly MacKinnon
Labour Market & Immigration Advisor



Jeremy Martell
Director of Communications



Jessica MacDonald
Human Resources Advisor



Carly Appleton
Communications Coordinator



Tyler Mattheis
President and CEO

Kate Collinet
Digital Marketing Specialist



(vacant)
Economic Development Officer



(vacant)
Business Development Officer



Bill Culp
Creative Economy Development Officer



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Cape Breton Partnership

Vision:

A thriving Cape Breton – Unama'ki



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Partnership

Promote:

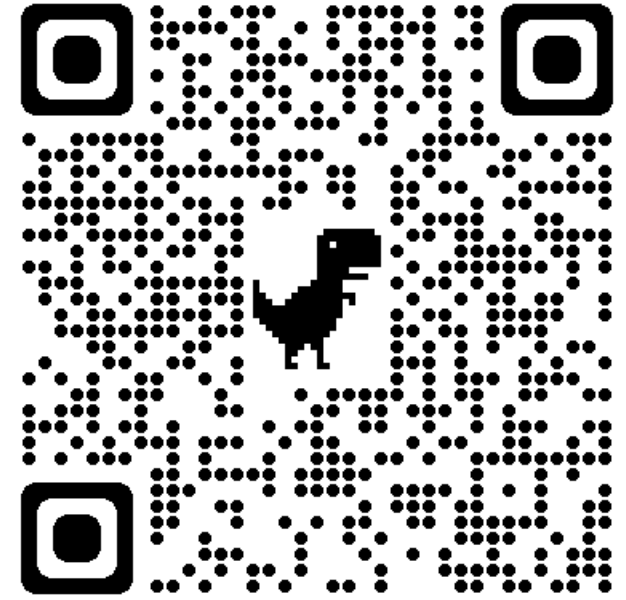
Our Island as a great place to live and invest.

Grow:

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

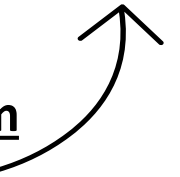
Connect:

Entrepreneurs and companies to the resources they need to succeed.



CapeBretonPartnership.com

>> [investors](#)



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Regional Enterprise Networks



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Regional Enterprise Networks

Regional Enterprise Networks (RENs) are business-led and business-facing organizations

The REN model was launched in Nova Scotia in 2013 and the first RENs were established in 2014.

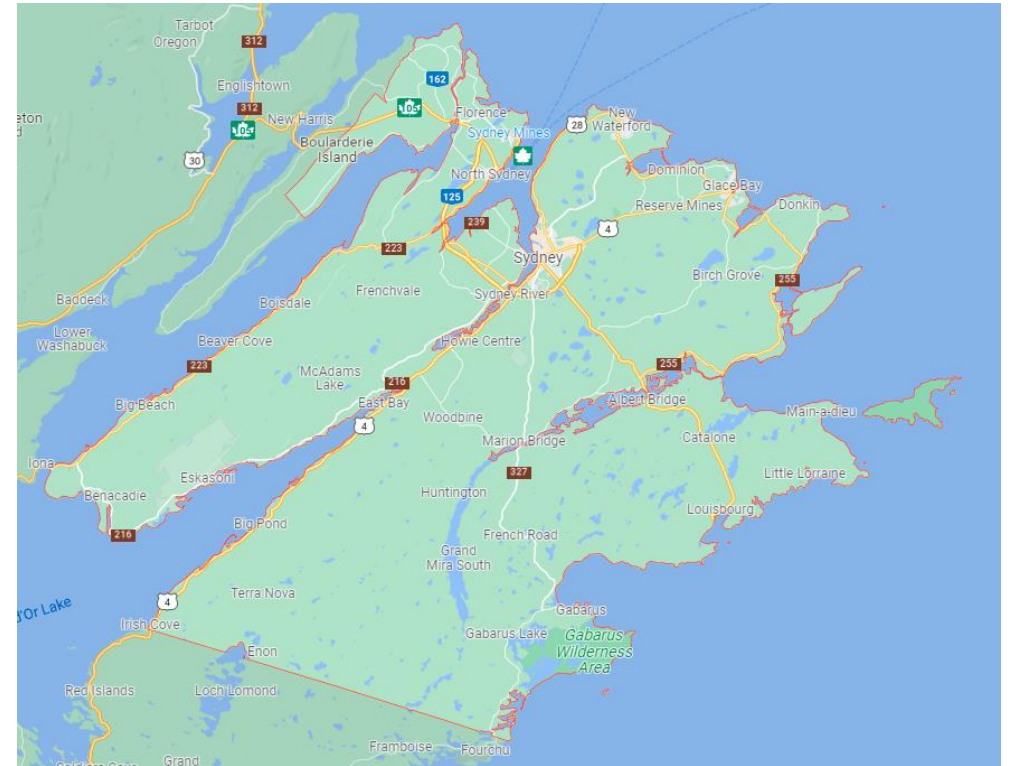
As the CBRM is already a regional municipality, an inter-municipal services corporation is not required as it is in other RENs, and therefore the CBRM REN is a more simple agreement between the Province of Nova Scotia, the CBRM and the Cape Breton Partnership.

Each REN, including the CBRM REN, is governed by a board of directors, which represents the regional business community and develops the strategic plan. A local Liaison and Oversight Committee, representing the CBRM and the Province of Nova Scotia (the funding partners), approves the strategic plan and provides oversight of Regional Enterprise Network Program activities.



CBRM REN Board of Directors

- Tracey Boutilier, Vibe Creative Group (interim chair)
- Brad Jacobs, Colbourne Auto Group
- Damien Barry, Louisbourg Seafoods
- Howie Doiron, Lindsay Construction
- James Wooder, JBW Consulting



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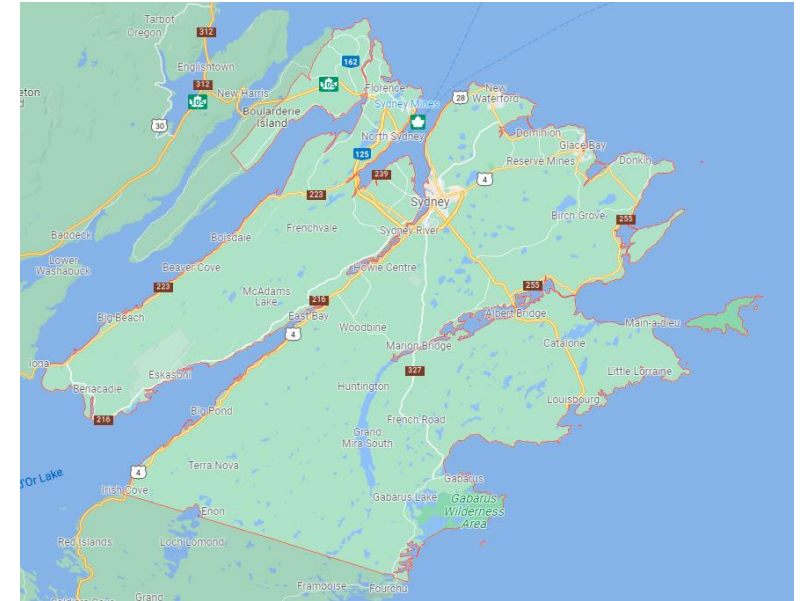


CBRM REN Liaison Oversight Committee

The Liaison and Oversight Committee (LOC) is made up of representatives from the respective funding organizations, and include:

- 2 CBRM Council Representatives
- 2 CBRM Staff Representatives
- 2 Province of Nova Scotia Representatives

The LOC is mandated to meet at least twice per year to ensure oversight of Regional Enterprise Network Program activities.



LOC Meetings

- Last Meeting: November 17th, 2021
- Next Meeting: Will be scheduled once the CBRM Economic Development Strategy (the strategic plan) has been adopted by CBRM Council, and the CBRM REN business plan is adopted by the CBRM REN Board.
- LOC Meetings are scheduled and hosted by the Cape Breton Partnership in consultation with CBRM and Province of Nova Scotia representatives, in accordance with the REN agreement.



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2022 Cape Breton Partnership Board of Directors

Executive

- Chair - Sandra Kanchuk
Seaside Wireless
Communications Inc.
- Vice-Chair - Brian Purchase
Schwartz & Company
- Treasurer - Rob Wadden
Grant Thornton
- Member - Dan MacDonald
CBCL

Board Members

- Paul Breski, Nova Scotia Power
- Jennifer Martin, Membertou First Nation
- James Wooder, JBW Consulting
- Osborne Burke, Victoria Co-op Fisheries
- Allan Eddy, Port Hawkesbury Paper
- Tracey Boutilier, Vibe Creative Group
- Howie Doiron, Lindsay Construction
- Damien Barry, Louisbourg Seafoods
- Jen Ryan, Quincy Street Market
- Brad Jacobs, Colbourne Auto Group
- Shaowei Xu, SW East International Trading & Consulting
- Vivek Saxena, NSCC Strait Area Campus
- Ron Blinkhorn, Casino Nova Scotia (Sydney)
- Alyssia Jeddore, Eskasoni Corporate Division
- Adam Bateman, Business Development Bank of Canada



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Cape Breton
Partnership

Promoting, Growing and Connecting Business



1) Support Local Business

- Business Advisory Services
- Human Resources and Immigration Support
- Support businesses with red tape and regulatory challenges
- Connect businesses to opportunities to grow



2) Attract New Business and Investment

- Investment Attraction Collaboration and Support
- Immigration Support for Foreign Investors
- Site selection assistance
- Marketing and promotion



3) Coordinate Economic Development Projects

- Commercial Land and Buildings Inventory
- Cape Breton Job Board
- Studies, research and strategic plans
- Municipal priority projects



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Leveraging, Partnering and Collaborating to Maximize Value

CBRM REN

- CBRM Dedicated Core Staff and Services
- CBRM Specific Business Plan

Cape Breton Partnership

- Economies of Scale (shared administration and overhead)
- Shared Services and Positions between RENs
- Private Sector Engagement and Support

Regional Partnerships & Leveraging

- ACOA Supported Projects with multiple partners
- Regional and Provincial Program Delivery (Connector, AIP, and more)



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Supporting CBRM Businesses in 2021/22



265+ New Files Started

Including services to:

- **33** Businesses Expanding in CBRM
- **98+** Startups and Exploring Entrepreneurs

Types of Services Provided

The 265+ new files started in 2021 have included:

- **22** Investment Attraction Files
- **116** Business Advisory Files
- **41+** Immigration and Labour Market Consults

Industries / Sectors Served

The 265+ new files started have included:

- **37** Accommodation and Food Services
- **5** Agriculture/Forestry/Fishing/Hunting
- **20** Manufacturing
- **27** Retail Trade
- **4** Construction
- **10** Transportation & Warehousing

213 Current open and Pending Files Across all Services *(As of May 2nd, 2022)*



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Supporting CBRM Businesses



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Supporting CBRM Businesses



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Partnership

Supporting CBRM's Creative Economy



Bill Culp

Creative Economy Development Officer

(902) 562-0122

bill@capebretonpartnership.com



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Supporting CBRM's Creative Economy



Choose to Support Arts & Culture:
Cape Breton's Creative Sector



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Supporting CBRM's Employers and Job Seekers

Workplace Inclusion Charter and Recognition Program



Ayha El-Darahali

Workplace Inclusion Charter (WIC) Program Manager

(902) 562-0122

ayha@capebretonpartnership.com



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Supporting CBRM's Employers and Job Seekers

Workplace Inclusion Charter and Recognition Program

Purpose:

- **To support local employers** to make changes that foster more **welcoming and inclusive workplaces** that will in turn help **attract, integrate and retain** our labour force in Cape Breton- Unama'ki.
- **Recognize and celebrate employers' achievements** towards more inclusive workplaces.

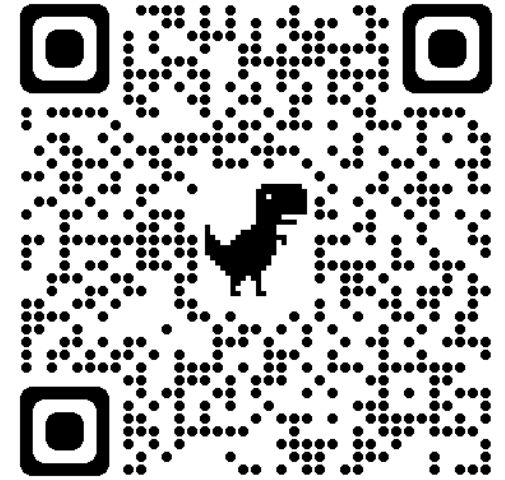


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Cape Breton
Partnership

Supporting CBRM's Employers and Job Seekers



<p>Call for Board Members</p> <ul style="list-style-type: none"> Community Engagement Web Development Secretary Fundraising Social Media Public Relations <p>Deadline to apply: May 31, 2022</p> <p>nextgen</p>	<p>CAPE BRETON JOB BOARD</p> <p>CABOT CAPE BRETON</p> <ul style="list-style-type: none"> Night Manager Bell Person Kitchen Steward Houseperson Resort Custodian Supervisor Housekeeping Housekeeping Attendants <p>HIRING NOW!</p>	<p>CAPE BRETON JOB BOARD</p> <p>NOVA SCOTIA</p> <p>Employment Development Strategist</p> <p>HIRING NOW!</p>	<p>WE ARE HIRING Join our Team!</p> <p>Watershed Management Coordinator</p> <p>We are seeking to hire a motivated, environmentally conscious individual with environmental training/experience to coordinate day-to-day operations.</p> <p>2 year term, 26.50/hr</p> <p>For more information visit margaretsalmon.ca or email us at margaretsalmon@gmail.com</p>
<p>CAPE BRETON JOB BOARD</p> <p>Cape Breton University</p> <p>World Tourism Institute</p> <ul style="list-style-type: none"> Research Lead Training Lead Technical Lead Industry Liaison Administrative Assistant <p>HIRING NOW!</p>	<p>CAPE BRETON JOB BOARD</p> <p>Marine Atlantic Marine Atlantique</p> <p>Carex</p> <ul style="list-style-type: none"> Journey person Cooks Bilingual Assistant Stewards Bilingual Student Assistant Stewards <p>HIRING NOW!</p>	<p>CAPE BRETON JOB BOARD</p> <p>Memberton WELCOMING THE WORLD!</p> <ul style="list-style-type: none"> Bartender Food & Beverage Server <p>HIRING NOW!</p>	<p>CAPE BRETON JOB BOARD</p> <p>Watershed Management</p> <ul style="list-style-type: none"> Sous-Chef Line Cook Dishwasher Housekeeper Server Bartender <p>HIRING NOW!</p>
<p>CAPE BRETON JOB BOARD</p> <p>DOUCETTE'S MARKET & EATERY</p> <p>Shift Supervisor Kitchen Helper</p>	<p>CAPE BRETON JOB BOARD</p> <p>NAVIGATE STARTUP HOUSE</p> <p>Business Development Team Member Videographer</p>	<p>CAPE BRETON JOB BOARD</p> <p>YMCA of Cape Breton</p> <p>Opportunity Fund Coordinators</p> <p>Sydney Port Hawkesbury</p>	<p>CAPE BRETON JOB BOARD</p> <p>Marine Atlantic Marine Atlantique</p> <ul style="list-style-type: none"> Marine Electricians Chief Electrical Engineer (Journey person Electrician) Electrical Electronics Superintendent

CAPE BRETON JOB BOARD

CAPE BRETON REGIONAL MUNICIPALITY

HIRING NOW!



CAPE BRETON
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Attracting New Business and Investment



Up to Date Information & Tools



Specialized and Targeted Initiatives



Partners in Promotion and Projects



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Attracting New Business and Investment

ICSC@WHISTLER – March 27 – 29, 2022



COME VISIT US AT
BOOTH #600



Retail Investment Opportunity in the Cape Breton Regional Municipality

Sydney Retail Spending:

\$449 million
Grocery & Specialty Foods

\$111 million
Fashion & Accessories

\$119 million
Personal Services

\$155 million
Food & Beverage

\$149 million
Auto/RV/Motorsports Dealers



INVEST IN DOWNTOWN SYDNEY

TOP SPENDING SEGMENTS FOR THE SYDNEY TRADE AREA (2019)



ICSC By the Numbers

- 1500+ registrants
- 98 exhibitors
- 35 development/retail follow-ups

Who did we talk to?

- BC, Alberta, Ontario and Nova Scotia based Developers
- Potential Franchisees
- Potential Franchisors
- Former and Future residents of Cape Breton



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Cape Breton
Partnership

Economic Development Projects

Check It Out: Belonging is for Everyone



Choose Move Live Study Work Invest Q

Invest
In Cape Breton



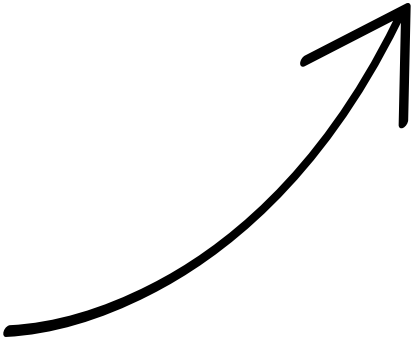
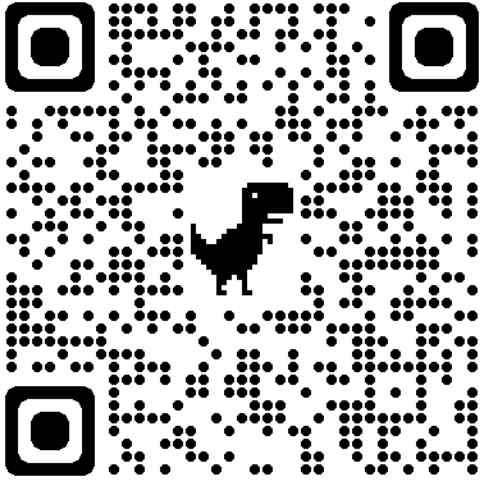
INVEST IN CAPE BRETON – UNAMA’KI

- Community Profiles
- Local Economic Data
- CBRM Tax Incentives for Downtowns & Business Parks

RETAIL INVESTMENT OPPORTUNITIES

- Retail: Urban Cape Breton – Unama’ki
- Retail: Canada’s #1 Island

Invest in Cape Breton – Unama’ki

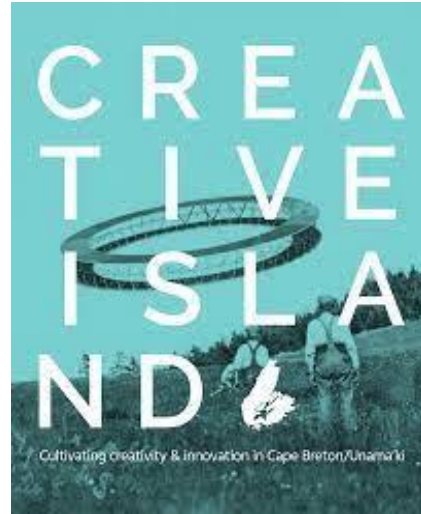


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Attracting New Business and Investment

Collaboration with NSBI in 2021/22

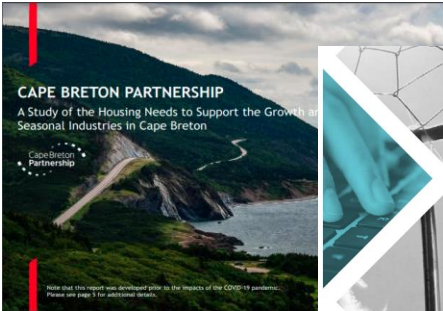


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Economic Development Projects

Market Data and Studies



Retail Market Analysis
Cape Breton Regional Municipality

Originally issued July 2020
Updated March 2021



Strait of Canso Gateway Project



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CBRM Collaborative Community Planning FORWARD



[CBRMforward.ca](https://www.cbrmforward.ca)



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Economic Development Plan

Going forward, the CBRM REN's work and annual business plans will be directed by the **CBRM's Economic Development Strategy** which is on track to be fully completed before July.



- Phase 1: Findings and Issues Report (Complete)
- Phase 2: Economic Development Strategy (Nearing Completion - Final Edits)
- **Phase 3 (Final): Implementation Plan (Next Step)**

The final phase of the Economic Development Strategy is the **Implementation Plan**. A recommended timeline, partners, priorities, actions, and performance measures will all be specific parts of this final phase.



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Economic Development Update - CBRM REN



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Thank you – Questions?