



INVEST
— IN CAPE BRETON —

COMMUNITY
PROFILE
—
Victoria county





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INTRODUCTION

GROW YOUR BUSINESS IN CAPE BRETON

Victoria County is located in the heart of Cape Breton Island and the start and end of the world famous Cabot Trail. Scenic coastal drives and tight-knit communities make Victoria County a welcoming place to live and work. With more businesses per capita than any other municipality in Nova Scotia, Victoria County is open for business with opportunities in resource-based businesses, tourism, and innovation.

On behalf of the business community, you are invited to learn more about what Victoria County has to offer.



BADDECK BAY

Photo by Corey Katz



VICTORIA COUNTY IS PROACTIVE IN IT'S SUPPORT OF BUSINESS

Victoria County has hired an Economic Development Officer to further enhance its competitiveness in attracting new investment to the region. Victoria County is also part of the economic development group Cape Breton Regional Enterprise Network (REN) which provides regional economic leadership and assists with the development of regional economic strategies, while supporting small, local businesses.

READY FOR NEW INVESTMENT

Victoria County is home to 7,187 residents and is committed to supporting local, small businesses and finding new opportunities for business attraction and expansion. There are 1,123 businesses operating in the county with 84% of all businesses being comprised of entrepreneurs or small business operations. Big or small new businesses and new investment are welcome in the community with Council taking a hands-on approach to ensuring that the needs of every business are met.

LOCATION

THE BEGINNING AND END OF THE WORLD FAMOUS CABOT TRAIL

The Village of Baddeck is located in the centre of Cape Breton Island and considered as both the beginning and the end of the Cabot Trail. The Trail stretches along the shore of the Bras d'Or Lake, a UNESCO Biosphere Reserve, and makes a loop around Cape Breton Island, cutting across the top of the island and following its western and eastern coastlines. It is widely considered one of the top travel destinations in the world.

Victoria County is also connected to mainland Nova Scotia by Highway 105 (Trans-Canada Highway) enabling businesses to access Cape Breton's Sydney and Canso Ports. With access to a multimodal transportation network businesses in Victoria can reach customers across the continent.

Tourism is a key driver of the County's local economy. The world renowned Cabot Trail runs through northern Victoria County and brings visitors every year to the Island. The Tourism season in Cape Breton begins every summer with Kitchen Fest and ends with the Celtic Colours Festival in the fall. The success of the sector can be seen with the recent \$2 million investment being made at the Keltic Lodge at the Highlands.

**KELTIC LODGE AT THE
HIGHLANDS**

Photo by Corey Katz

NOVA SCOTIA'S 'TOURISM DESTINATION'

With direct flights from Toronto to Sydney and Halifax, Cape Breton is one of Nova Scotia's premier tourism destinations. Overnight visitors account for 400,000 hotel stays on the island and the region's historic and scenic destinations such as the Cape Breton Highlands National Park, the Cabot Trail, and Bras d'Or Lake, has attracted visitors from around the globe.

HOME TO NORTH AMERICA'S GAELIC COLLEGE

The Gaelic College, Colaisde na Gàidhlig, is the only institution of its kind in North America, where students of all ages and skill levels attend the College every year to study with some of the greatest instructors in Nova Scotia Gaelic culture. With an international reputation for its contribution to the preservation and promotion of Gaelic culture, the College offers a truly one-of-a-kind learning experience.

IT'S STRATEGIC LOCATION SUPPORTS GROWTH OF MANUFACTURING

With sea, road, and air transportation options, Cape Breton's multimodal transportation options allow for shipping and receiving flexibility. The ports at the Strait of Canso and nearby Sydney are deep-water, ice-free ports that can accommodate the largest post-Panamax vessels. A full range of trucking services provides an alternative to rail and ship transport. Manufacturing and processing companies have succeeded in the global marketplace as a result of our strategic location and available services to manufactures and processors.



A COMPETITIVE BUSINESS ENVIRONMENT

Victoria County is committed to being a competitive business location. To retain and attract new business investment, the County is actively working to ensure that the necessary infrastructure is in place to meet the needs of today's economy.

A BROADBAND INFRASTRUCTURE PROGRAM

In 2009 Victoria County completed a three-phase broadband infrastructure program that made it the most connected rural county in North America. Through separate initiatives with Aliant, Eastlink Cable, and Seaside Cable the County was able to build the digital infrastructure necessary to provide high-speed internet to every community in the county.



KELTIC LODGE AT THE HIGHLANDS

Photo by Corey Katz

BADDECK: THE COUNTY'S COMMERCIAL HUB

The central business district in the village of Baddeck is the commercial centre for the county. With the creation of a commercial corridor in the village, the County is confident this will create and foster economic activity in the region. This includes a commercial waterfront zone to maximize the economic potential of the Baddeck Harbour.

BADDECK HARBOUR

Photo by Corey Katz

The picturesque village of Baddeck is the largest settlement on the Bras d'Or Lake and is the main boating centre on Cape Breton Island. The village is also home to the Bras d'Or Yacht Club and the Baddeck Harbour Authority.

The Baddeck Harbour Authority regulates the 111 mooring spots of which 22 are commercial spots available for rent.

ATTRACTING AND RETAINING OUR YOUTH

Cape Breton's future includes empowering and motivating young talent through the deployment of its Young Talent Attraction Strategy for Cape Breton Island. The Strategy is focused on enabling youth and young professionals to participate in decisions and actions that will advance their socio-economic prosperity and equality of opportunity, and communicating the perspectives and needs of the next generation to business and education.

“Our centralized location in Victoria County provides us the ability to easily access nearby large urban centres without affecting our business.”

Jill Franklin, Owner, Jill's Chocolates



JILL'S CHOCOLATES

Photo by Corey Katz

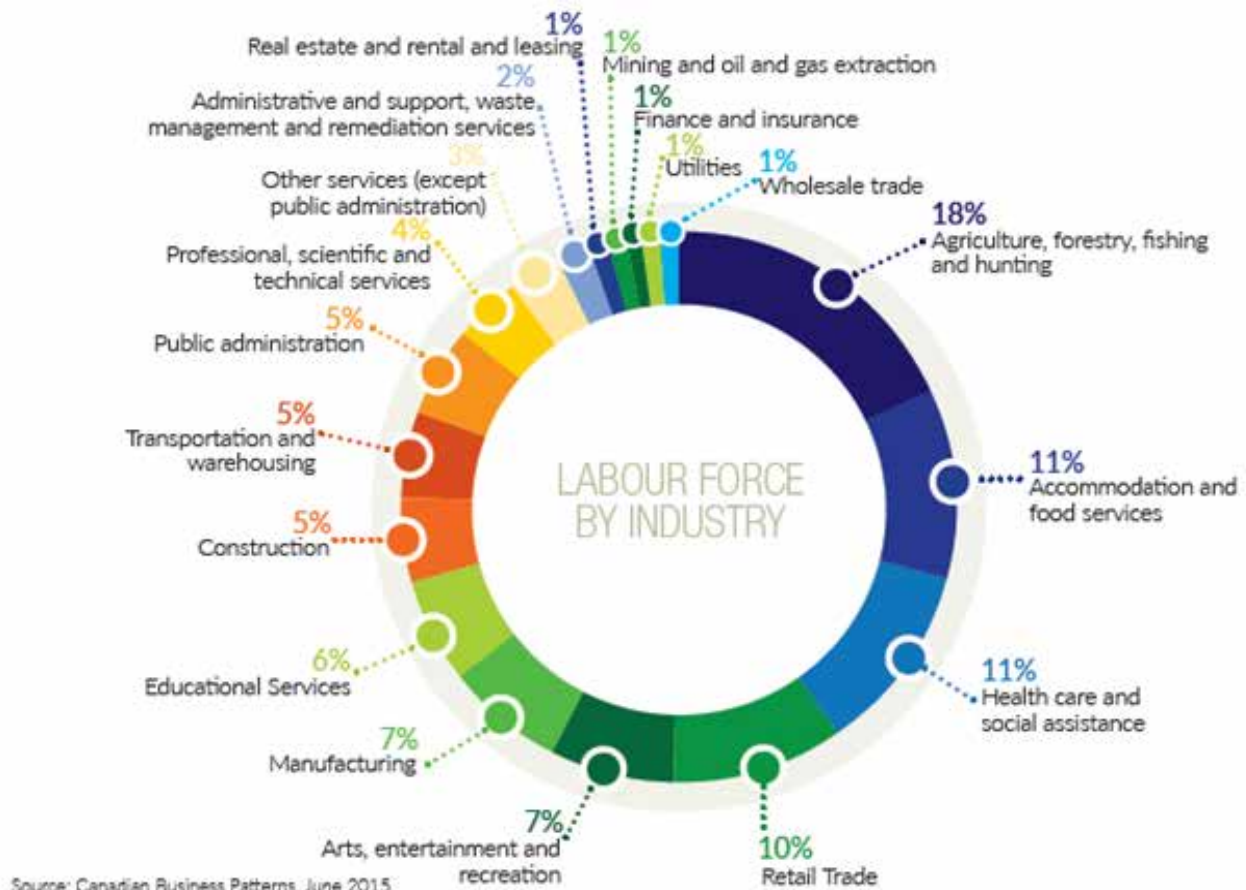
LABOUR FORCE

VICTORIA COUNTY HAS THE PEOPLE YOU NEED

Victoria County has a population of 7,187 with the average age of residents being 43.2 years. With nearly 22% of the population under the age of 20 and another 18% between the ages of 20 and 39, Victoria County has a talent pool to support nearly any business looking to locate or expand in the area.

A DIVERSE ECONOMY ENSURES A SKILLED LOCAL LABOUR FORCE

Victoria County is home to a workforce of 3,720 people comprising a range of skills and occupations. Victoria County has a clear advantage when it comes to hiring skilled workers with backgrounds in agriculture and fishing, accommodation and food services, and health care. Over a third of the County's workforce has completed either a university or college education.



A STRONG FISHING AND RURAL ECONOMY

The majority of Victoria County is rural and encompasses the Cape Breton Highlands National Park. While the strength of the local economy thrives off of the fishing and fish processing that takes place at Victoria Co-operative Fisheries in Neils Harbour, start-ups or businesses looking to locate in Victoria will have a unique opportunity to shape the growth of the local economy.

KEY FIELDS OF STUDY

22%

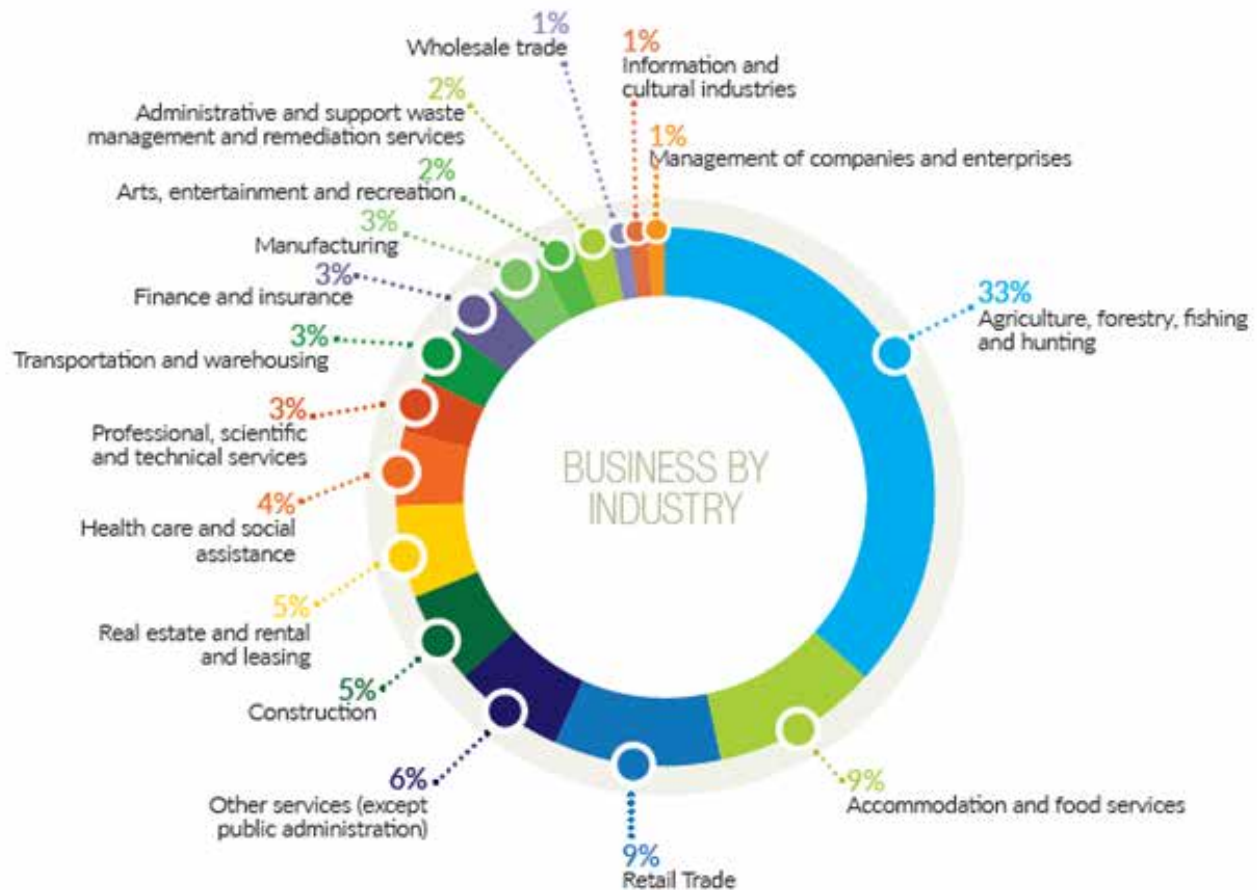
Architecture, engineering and related technologies.

17%

Business, management and public administration.

8%

Agriculture, natural resources and conservation



SEAFOOD PROCESSING AND MANUFACTURING

Victoria County is home to a significant number of seafood processing and manufacturing operations that include:

- Aspy Bay Fisheries
- Bounty Bay Shellfish Inc.
- Timmins Fisheries Ltd.
- Victoria Co-op Fisheries Ltd.

Over 350 fishing companies are supported by established seafood processing manufacturing and aquaculture supply chains in the community. With more than \$1.6 billion in seafood exports in Nova Scotia for 2015, Victoria County is vital component of the fishing industry in the province.

Aquaculture and fisheries in Victoria County include fish hatcheries, marine finfish and marine shellfish aquaculture. With issued and proposed fisheries and aquaculture sites increasing Nova Scotia, there are opportunities for seafood processing and manufacturing in Victoria County.

Labour demand in 2015 for seafood processing and manufacturing highlights the growing demand for the following occupations:

- Fish and seafood plant workers
- Labourers in fish and seafood processing
- Conservation and fishery officers
- Managers in aquaculture



VICTORIA CO-OP FISHERIES LTD.

Photo by Corey Katz

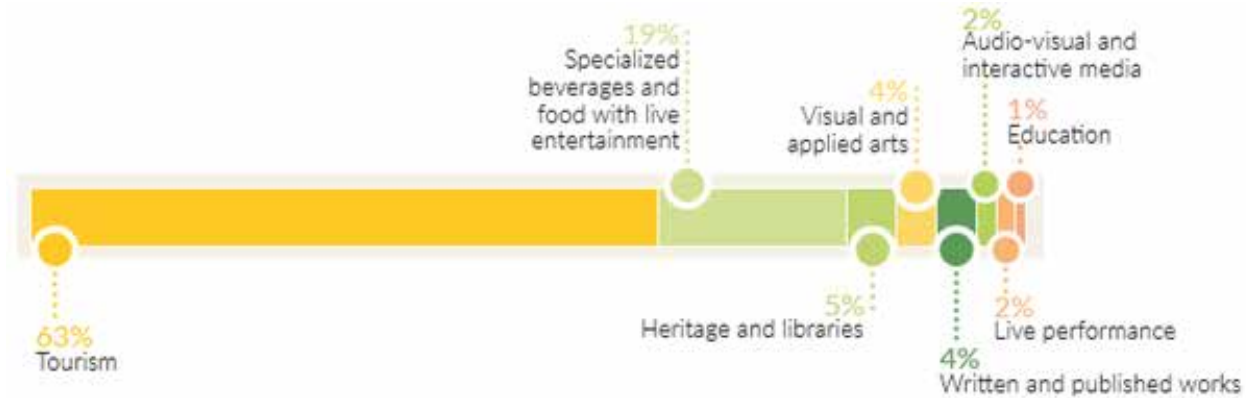
VICTORIA CO-OP FISHERIES LTD

Photo by Corey Katz



ARTS, CULTURE, AND TOURISM

Located on the northern coast of Cape Breton, Victoria County boasts one of the most attractive and beautiful tourist destinations in the Maritimes. Rich in arts and culture, Victoria County has six unique tourism regions: Baddeck & Area, St. Ann's Bay Area, Ingonish & Area, the Highlands, Central Cape Breton, and Boularderie.



Source: Canadian Business Patterns, June 2015

The world famous Cabot Trail is located in Victoria County and is widely considered one of the world's most scenic destinations. The region boasts one of the world's best cycling routes, with stunning ocean vistas, old-growth forests, rock scarred by glaciers, and the breathtaking highlands. Other attractions include the Alexander Graham Bell National Historic Site and Cape Breton Highlands National Park, as well two of Canada's top ranked golf courses - Highlands Links and Bell Bay.

Combined with outdoor activities like hiking, sea kayaking, whale watching, and other activities, many businesses have taken advantage of the economic possibilities of the abundance of arts, culture and tourism in Victoria County.

Labour demand in 2015 for Cape Breton Island for arts, culture, and tourism highlights the growing demand for the following occupations:

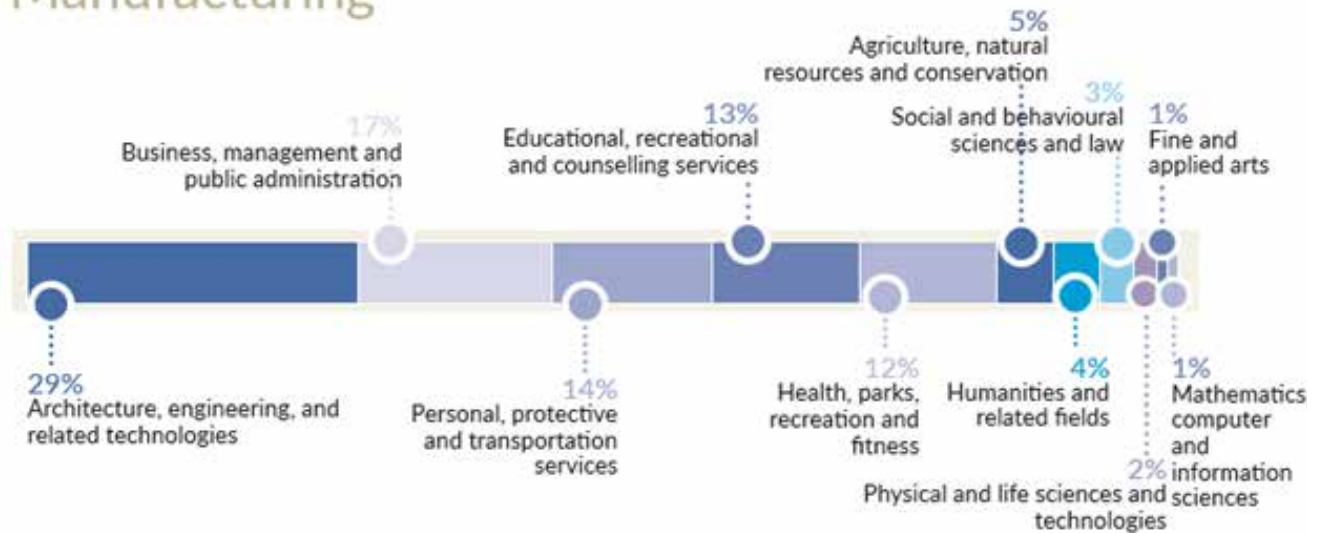
- Hotel front desk clerks
- Accommodation service managers
- Travel counsellors
- Theatre, fashion, exhibit and other creative designers
- Conservators and curators
- Technical occupations related to museums and art galleries
- Artisans and craft persons
- Tour and travel guides

Source: Vicinity Regional Hiring Demand for the Cape Breton Region, Jan-Dec. 2015

MANUFACTURING

Cape Breton Island has proven to be an excellent location for firms that manufacture niche, high-value products. Manufacturers with products such as medical imaging technology, high tensile synthetic rope, and large cloud-based storage servers have selected Cape Breton as their base of operations due to its accessibility to markets, the availability of a skilled and loyal workforces, low turnover rates, and quick production turnaround.

Manufacturing



Source: Canadian Business Patterns, June 2015

Manufacturing in the region is championed by food and beverage manufacturers, specifically seafood and seafood related product manufacturing. With an abundance of seafood resources, quality agricultural land, aquaculture leases, and infrastructure available, the region offers a strong supply chain for local business. Unique partnerships have emerged between seafood processing companies and First Nations communities enabling the development of more value-added products and harvesting of underutilized species.

Labour demand in 2015 for the manufacturing sector in Cape Breton highlights the growing demand for the following occupations:

- Fish and seafood plant workers
- Labourers in fish and seafood processing
- Other metal products machine operators
- Textile fibre and yarn, hide and pelt processing machine operators and workers
- Process control and machine operators, food, beverage and associated products processing
- Power engineers and power systems operators

Source: Vicinity Regional Hiring Demand for the Cape Breton Region, Jan-Dec. 2015

“Being located right on the Trans-Canada highway in Victoria County, has provided us a significant advantage in transportation and logistics. Getting our product to market has never been easier.”

**Reid Campbell, Regional Sales,
Polytech Products**

POLYTECH PRODUCTS

Photo by Corey Katz

**POLYTECH PRODUCTS**

Photo by Corey Katz

For over 25 years, Polytech's Products has been a manufacturer of high quality and high standard European Design products. PolyTech has two sales offices located in Nova Scotia to serve your needs. Originally making vinyl windows in Europe since 1966, PolyTech expanded to Canada in 1988 with the opening of the manufacturing facility/sales office in Baddeck, Nova Scotia. Due to demand, a second sales office has since opened in centrally located Dartmouth, Nova Scotia.

OVER 1/3RD OF THE POPULATION HAS A COLLEGE EDUCATION OR AN APPRENTICESHIP/SKILLED TRADE CERTIFICATE:

19%

College level certificate or diploma

20%

Apprenticeship or trades certificate or diploma.

13%

University certificate, diploma or degree.

Source: Manifold Data, 2013

Business Costs

CORPORATE TAX RATES 2014

Corporate Tax Rates Fed. & Prov. Combined	2014
Small Business Income up to \$425,000	14.0%/27.0%
Small Business Income between \$425,000 - \$500,000	27%
General; Active Business Income	31%
Investment Income	50.7%

Source: Manifold Data, 2013

GENERAL PROPERTY TAXES 2014-2015

Jurisdiction	County Rate	Village of Baddeck
Commercial Rates	\$2.10	\$2.315
Residential Rates	\$1.20	\$1.395

Source: Manifold Data, 2013

PERSONAL TAX RATES 2014

2014 Marginal Personal Tax Rates (Fed.)	
Taxable Income (\$CDN)	Marginal Rate
first \$43,561	15.00%
over \$43,562 up to \$87,123	22.00%
over \$87,124 up to \$135,054	26.00%
over \$135,055	29.00%

Source: Manifold Data, 2013

2014 Marginal Personal Tax Rates (Prov.)	
Taxable Income (\$CDN)	Marginal Rate
first \$29,590	8.79%
over \$29,591 up to \$59,180	14.95%
over \$59,181 up to \$93,000	16.67%
over \$93,001 up to \$150,000	17.50%
over \$150,001	21.00%

Source: Manifold Data, 2013

Water Utility - Base Charge (Metered) (2011)	Rate (Qtrly)
Consumption (m3): \$2.19	
Size of Meter	
5/8"	\$108.23
3/4"	\$160.08
1"	\$263.76
1.5"	\$522.98
2"	\$834.04
3"	\$1,663.54
4"	\$2,596.72
6"	\$5,188.89
8"	\$9,336.37

Source: Manifold Data, 2013

Labour Force

Total Labour Force by Occupation	
Management occupations	8%
Business, finance and administration occupations	11%
Natural and applied sciences and related occupations	4%
Health occupations	6%
Occupations in social science, education, government service and religion	5%
Occupations in art, culture, recreation and sport	3%
Sales and service occupations	25%
Trades, transport and equipment operators and related occupations	13%
Occupations unique to primary industry	20%
Occupations unique to processing, manufacturing and utilities	3%

Source: Manifold Data, 2013

Total Labour Force by Education	
No certificate, diploma or degree	26%
High school certificate or equivalent	23%
Apprenticeship or trades certificate or diploma	18%
College certificate or diploma	13%
University certificate, diploma or degree	21%

Source: Manifold Data, 2013

Total Labour Force by Industry	
Agriculture, forestry, fishing and hunting	18%
Accommodation and food services	11%
Health care and social assistance	11%
Retail trade	10%
Arts, entertainment and recreation	7%
Manufacturing	7%
Educational services	6%
Construction	5%
Transportation and warehousing	5%
Public administration	5%
Professional, scientific and technical services	4%
Other services (except public administration)	3%
Administrative and support, waste management and remediation services	2%
Real estate and rental and leasing	1%
Mining and oil and gas extraction	1%
Finance and insurance	1%
Utilities	1%
Wholesale trade	1%

Source: Manifold Data, 2013

Total population, 2013	
0 to 4 years	5%
5 to 9 years	5%
10 to 14 years	6%
15 to 19 years	6%
20 to 24 years	5%
25 to 29 years	4%
30 to 34 years	4%
35 to 39 years	5%
40 to 44 years	6%
45 to 49 years	8%
50 to 54 years	9%
55 to 59 years	9%
60 to 64 years	10%
65 to 69 years	7%
70 to 74 years	5%
75 to 79 years	3%
80 to 84 years	3%
85 years and over	2%

Source: Manifold Data, 2013

Business by Industry and Employee Size

Business by Industry by Size	Total	Ind.	1-4	5-9	10-19	20-49	50-99	100+
Total	1,123	474	465	86	48	39	4	7
Unclassified	94	53	38	2	0	1	0	0
11 - Agriculture, forestry, fishing and hunting	372	162	203	5	2	0	0	0
21 - Mining and oil and gas extraction	3	1	1	0	0	0	1	0
22 - Utilities	0	0	0	0	0	0	0	0
23 - Construction	60	24	20	11	4	1	0	0
31-33 - Manufacturing	32	10	14	4	2	1	0	1
41 - Wholesale trade	15	3	6	4	1	1	0	0
44-45 - Retail trade	99	33	36	14	10	6	0	0
48-49 - Transportation and warehousing	34	12	17	4	1	0	0	0
51 - Information and cultural industries	8	4	3	1	0	0	0	0
52 - Finance and insurance	34	24	5	1	2	2	0	0
53 - Real estate and rental and leasing	51	41	8	1	1	0	0	0
54 - Professional, scientific and technical services	36	21	10	2	1	1	0	1
55 - Management of companies and enterprises	6	5	1	0	0	0	0	0
56 - Administrative and support, waste management and remediation services	19	8	7	3	1	0	0	0
61 - Educational services	4	1	2	0	0	1	0	0
62 - Health care and social assistance	48	13	16	3	7	6	1	2
71 - Arts, entertainment and recreation	26	8	9	4	2	2	1	0
72 - Accommodation and food services	106	21	37	17	13	16	0	2
81 - Other services (except public administration)	72	29	31	10	1	1	0	0
91 - Public administration	4	1	1	0	0	0	1	1

Source: Statistics Canada, Canadian Business Patterns, June 2015.

BUSINESS RESOURCES

Businesses and companies looking to either locate or start up in Victoria County will have access to a suite of resources and programs that will provide them with the competitive advantage they need to succeed.

INNOVACORP

Innovacorp is an early stage venture capital organization based in Halifax and is looking to change the face of business in Nova Scotia. By providing early-stage funding and hands-on business advisory services, tailored to meet the unique – and evolving – needs of each of the promising technology companies.

CAPE BRETON REGIONAL ENTERPRISE NETWORK

The recently announced Cape Breton Regional Enterprise Network unites private and public sector partners, municipal and community stakeholders in order to drive economic development and growth. With a business first attitude Victoria County will be positioned to work collaboratively and overcome the barriers new and existing businesses face.

PROVINCIAL RESOURCES

Here are just a few of the tax credits and incentives that are available to businesses that call Nova Scotia home.

- **Investment Tax Credit (ITC):** Can provide an addition to the 10% Federal tax credit. Corporations making qualified capital investments in Nova Scotia are eligible for an additional 5% investment tax credit.
- **Payroll Rebate:** Is a performance-based incentive offered to eligible companies expanding in or locating to Nova Scotia. The rebate is a return (usually between 5%-10%) on your eligible gross payroll and is generally paid out annually over a term not exceeding five years.
- **Nova Scotia Co-operative Council:** The Nova Scotia Co-operative Council offers the small business loan guarantee program and the immigrant small business loan program.
- **Capital Investment Incentive:** This incentive can contribute up to 20% toward the cost of technologically-advanced machinery, clean technology, equipment, software and hardware with preference given to exporters in qualified industries.
- **Community Economic Development Investment Fund:** Local business owners can make investments in order to help them raise the capital needed to open or operate a business.

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