

WELCOME TO
Cape Breton
Regional Municipality



CAPE BRETON
REGIONAL MUNICIPALITY



Cape Breton
Partnership



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A publication of the



Community Profile

The Cape Breton Regional Municipality (CBRM) is a great place for entrepreneurs and businesses of all sizes, and an ideal place to grow your business. The area is home to a significant concentration of government services, social enterprises and private sector companies. CBRM is home to the Canadian Coast Guard College, Cape Breton University, the NSCC Marconi Campus and New Dawn Enterprises. The rural areas of the CBRM host resource industries such as agriculture, fishing, mining and forestry.

Sydney is the second largest city in the province, and the largest urban area on Cape Breton Island. There are two Indigenous Communities within the CBRM—Membertou and Eskasoni. Here you'll find a downtown in the midst of transformation, infrastructure that offers any business a competitive edge and a warm and welcoming community ready to embrace you and your family.

The people of the Cape Breton Regional Municipality invite you to learn more about the many assets this area has to offer.



Just the Facts

The CBRM offers one of the lowest business cost locations among G8 countries. Along with enviable infrastructure, its strength lies in the diversity of its people—who hold deep roots to the area and are fiercely proud of their home. Diversity is evident throughout the area, particularly in Whitney Pier (an area within Sydney) where there are 15 different ethnic and religious groups.

For generations, coal miners, fishers and steelmakers shaped this area. Their influence is still evident today, as the area continues to adapt to changing circumstances and embraces innovation. Today's business community is comprised of manufacturing, digital media, professional service firms, medical, agricultural, arts, culture and tourism. Real estate costs are very competitive.

Among others, cultural industries are finding room to grow here. In Nova Scotia, the cultural sector accounted for over 13,000 jobs, with a value of almost \$929 million. The Cape Breton Music Industry Cooperative (CBMIC) administers the music export program, providing support and financial assistance. The Cape Breton Centre for Craft and Design develops programs that preserve and enhance the creation of crafts by local artisans.



Shaping Future Growth

With the newly constructed 2nd berth, the Port of Sydney can accommodate the larger vessels of the future which are expected to be greater than 1,000 feet in length within 20 years. The berth is also home to a helipad, making Sydney the only port of call in the Atlantic region with such an asset.

Understanding how important it is to engage the next generation, NextGen is an initiative to engage young professionals in dialogue and inspire them to become more active in all aspects of the future of the community. It is built on four pillars: connect; create; engage and inform.



Community Assets

Created in 2014, the Highland Arts Theatre (HAT) offers a range of stage productions in a repurposed church. The organization was recognized in 2016 with an Excellence in Business award, and received the Youth Entrepreneur of the Year award.

The Savoy Theatre in Glace Bay is commonly known as Cape Breton's entertainment and cultural showplace. Established in 1927 as live performance venue, it still continues to play a pivotal role in the community. While most of the performers are local, many national and international artists have appeared onstage as well.

The New Dawn Centre for Social Innovation is a \$12 million project which offers affordable, clean, inspiring and creative spaces for artists of all types. Located in the heart of the downtown core, this renovated space will provide up to 25 artists studios, multi-use gallery and meeting space, a new kitchen for the local charity Meals on Wheels (an organization delivering hot, nutritious meals to individuals at home), the Better Bite Community Kitchen and a small café serving the tenants of the area. The Centre is a testament to the fact that this area relishes its abundance of artists and their creativity. The Centre will be a mecca for the creative community, and it will serve an important social purpose as well.

The Cape Breton Centre for Craft and Design is a non-profit charitable organization that plays an integral and leading role in the promotion and development of the craft sector in Cape Breton. Its mission is to build a brighter future for the craft sector by creating and facilitating opportunities to showcase and sell the fine crafts produced here. The Centre has five state-of-the-art studios where courses in clay, metal, glass, weaving, and printmaking are run in the spring, fall and winter.



Another company that continues to flourish is Protocase. With three locations within CBRM, the company started with just five employees and now employs more than 190. They are the supplier of choice for more than 12,000 engineers and designers, particularly in the aerospace and defence industries, providing custom made designs in a compressed delivery time. They are also experts in the field of high-density massive data storage, counting NASA, Hydro Quebec and GE as clients.

Destination CBRM

Tourism is a significant industry for the CBRM. Whether you're looking to experience local culture, food or any outdoor adventure, the CBRM can accommodate. The Port of Sydney is a major hub for tourism traffic thanks to the cruise ship industry. Since 2016, the number of visitors coming through the Port has doubled—with even more growth potential on the horizon.

Whether you're interested in hiking or history, there are many options within the CBRM. Several walking trails offer unique spaces to explore nature and the unique topography of the area. The Coxheath Hills Wilderness Trail, Devil Hills Falls and Cape Perce are just a few of the options available for the nature lover. As well, beaches like Kennington Cove and Dominion Beach offer an opportunity to enjoy sun, surf and sand.

The Joan Harriss Cruise Pavillion offers versatile space to accommodate any event, and houses local vendors and artisans during cruise ship visits. It is also home to FIDHEAL MHOR A' CEILIDH, or the world's largest fiddle. Its marina has dock space for up to 30 pleasure craft, and its infrastructure was recently upgraded with composite materials for increased durability and longevity of the piers.

The Fortress of Louisbourg is a living history museum operated by Parks Canada. It is the largest reconstruction project in North America, and is the partial reconstruction of an 18th Century French fortress. The reconstruction began in the 1960s, using some of the original stonework and provided jobs for then unemployed coal miners.

The Glace Bay Miners Museum pays tribute to the rich history of the area's coal mines. It offers the visitor a unique opportunity to learn about some of the stories of the miners and their families. It is also home to one of the most famous miners choirs — the Men of the Deeps.

The Marconi National Historic Site offers visitors a glimpse into the life of the innovative Guglielmo Marconi. Marconi changed the world forever with the first official transatlantic exchange of radio messages at Glace Bay. Visitors are able to find information on how Marconi triumphed at his first permanent transatlantic wireless station at Table Head, and how his work would usher in the age of global communications.



Celtic Colours International Festival

Since 1997, musicians from all over the Celtic world come together for an Island-wide celebration of Celtic music and culture. Against the backdrop of the magnificent autumn colours, the Island comes alive with the music, energy and excitement of this diverse and dynamic festival. Venues big and small hold community suppers, workshops, dances, concerts and stories are told well into the night—and sometimes the morning! Musicians have come from as far away as Mali, New Zealand, Germany and the United Kingdom. The Festival continues to grow in both stature and popularity.

Location, location, location

CBRM offers infrastructure that works with easy access to national and international markets. The J.A. Douglas McCurdy airport is located just a 15 minute drive away from downtown Sydney. It is equipped with two Instrument Landing System (ILS) runways allowing the airport to handle most commercial jet traffic.

The Port of Sydney is the first port of call on mainland North America for vessels transiting the Suez Canal. The 16.5-metre deep channel, and sheltered inner harbour is also a gateway to the Great Lakes. With sea, road and air links, the Port offers flexible and affordable shipping and receiving opportunities.

The Port of Sydney welcomes the world's largest cruise ships and commercial vessels with direct routes to the USA, Europe, Asia, and South America. It resides close to the mouth of the St. Lawrence Seaway, European and North American trade zones.

Just a 15-minute drive away, North Sydney is the gateway to all trucked cargo to and from Newfoundland through Marine Atlantic.

The Port of Sydney's 16.5 metre deep channel and sheltered inner harbour are the foundation for growing vessel traffic and marine services sector opportunities. This includes fuel services, waste oil disposal, international waste disposal, tug and barge services, homeport opportunities, watersports & harbour events, chandler and warehousing services and all marine services related business. The Port of Sydney is also the location of the proposed NOVAPORTE Project, a deep-water multi-modal terminal.

Cape Breton is connected by three 100-series highways. Businesses can access a full range of trucking services to provide full intermodal access to markets across North America.

The Harbourside Commercial Park, located in downtown Sydney, offers 300 acres for commercial, industrial and office accommodations. The park is on the site of the former Sydney Steel Plant, where \$1 billion in remediation work was completed to create this multi-use site. The park has extensive infrastructure, and is adjacent to the Atlantic Canada Bulk Terminal, so trans-Atlantic shipping is readily available.

Destination Membertou

The Membertou Trade and Convention Centre offers 20,000 square feet of modern meeting and event space. Located in Membertou, in the heart of Sydney, it is a perfect venue for conventions, entertainment events and weddings. Its developers, the Membertou Development Corporation, was named one of the best managed companies in Canada. It is the first Mi'kmaq owned and led corporation to receive this honour.

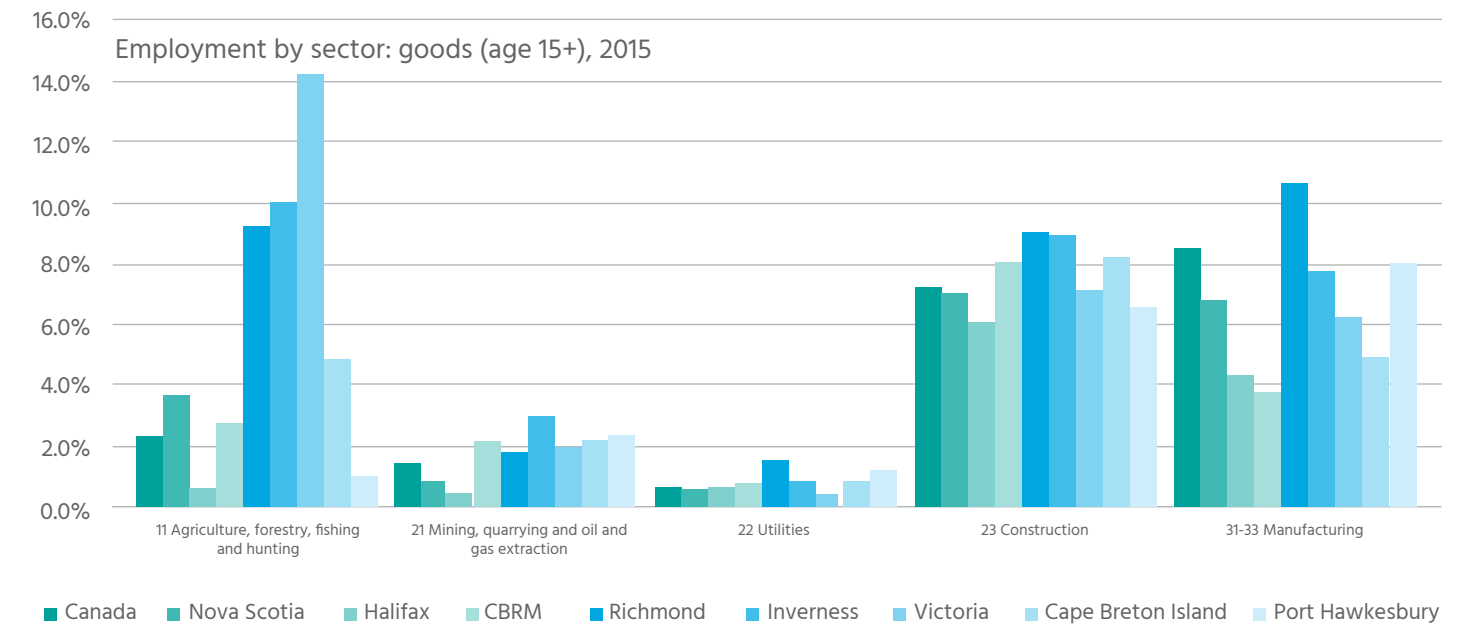
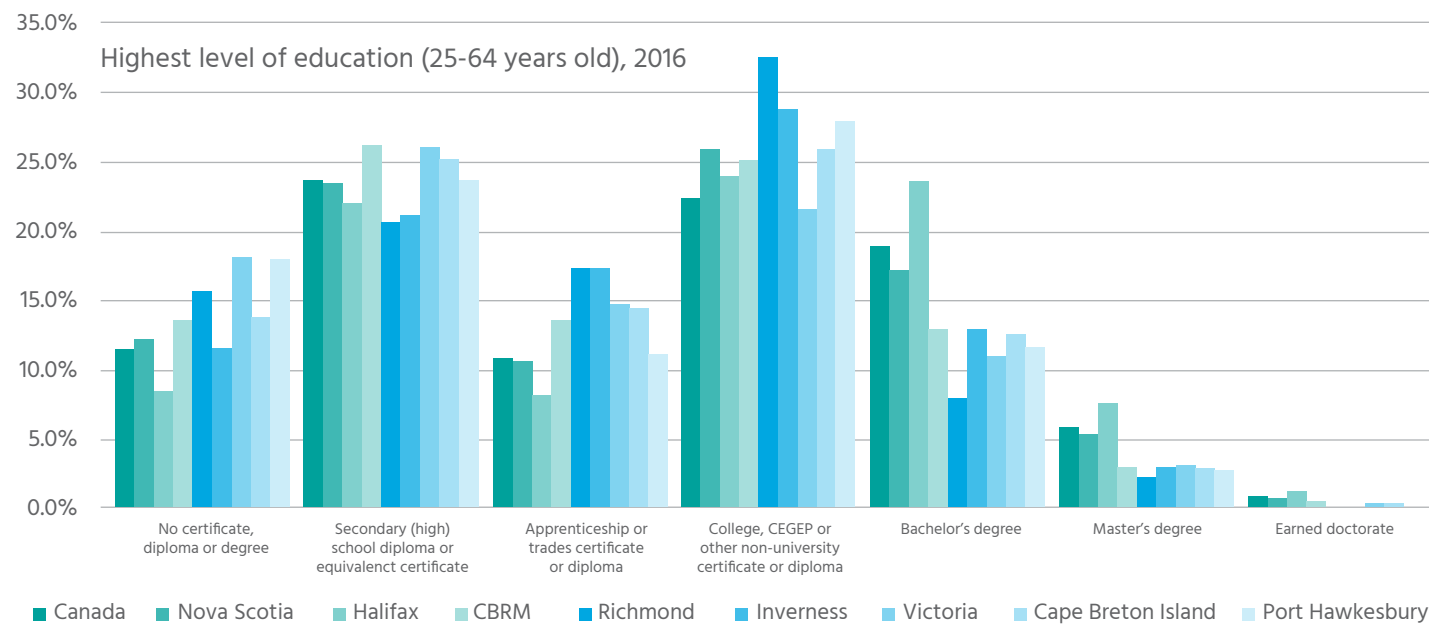
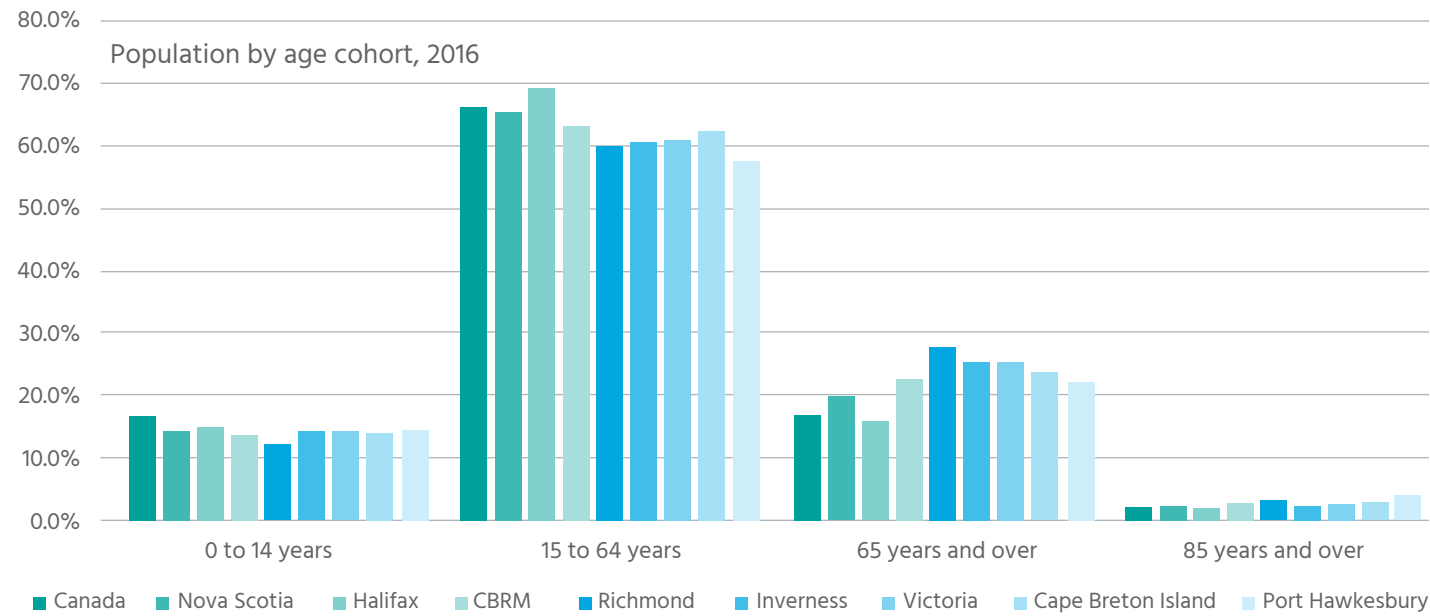
Membertou is also home to one of the largest sporting venues on the Island. With two NHL regulation sized surfaces operating year-round, an indoor walking track, YMCA gym, and a multi purpose meeting and event room—this state-of-the-art facility promotes healthy, active living.

One of Cape Breton's newest entertainment hubs is also located in Membertou featuring 16 lanes of candlepin bowling, two private event spaces, three multi-sport simulators and a full-service restaurant and bar.

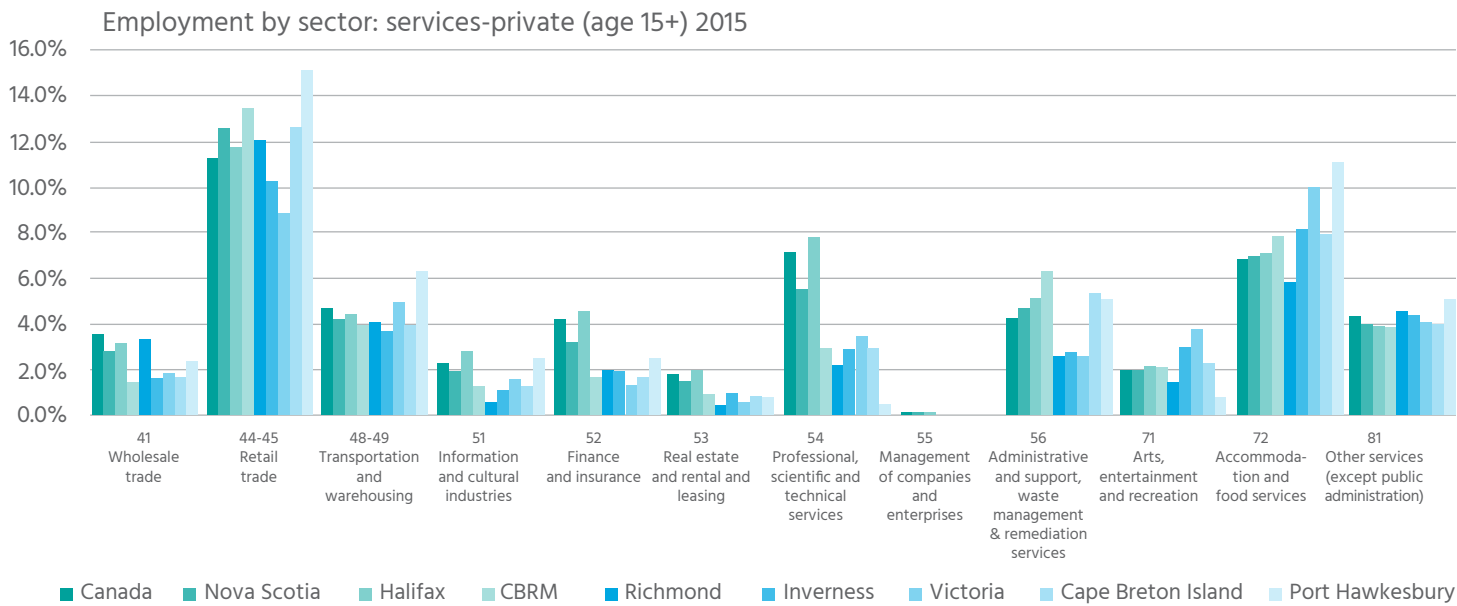


By the Numbers

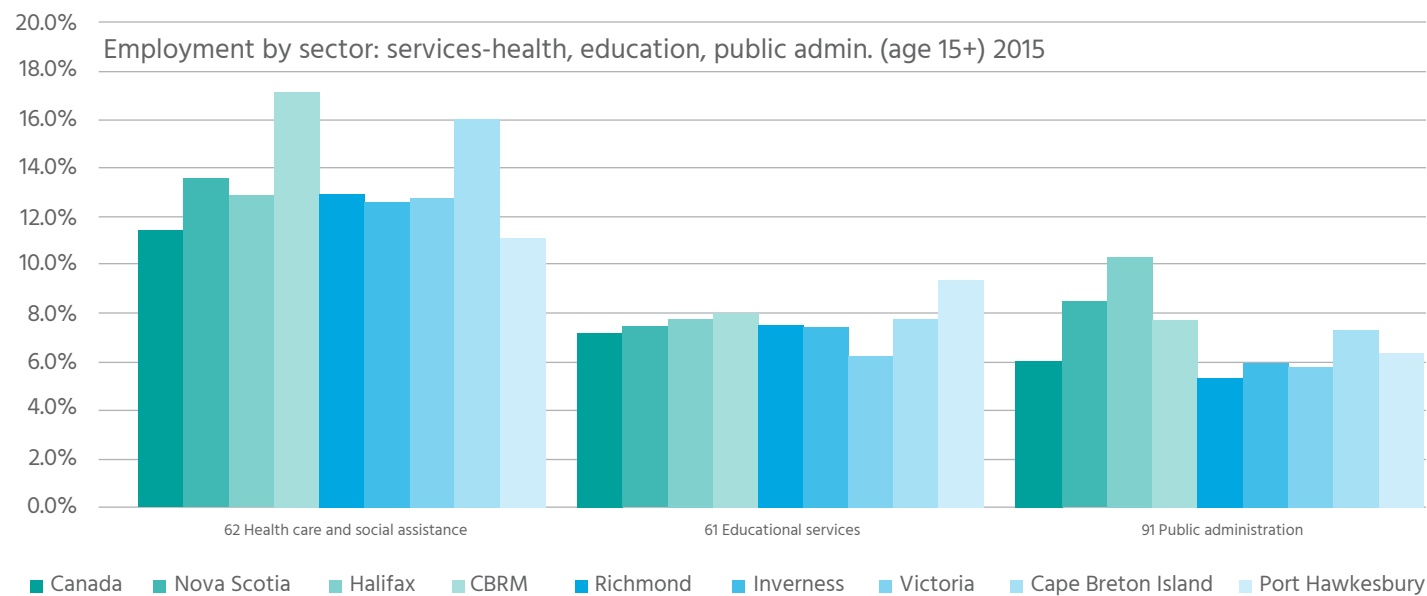
The CBRM has a population of 94,285.



In Cape Breton, 58 per cent of establishments had fewer than five employees, and 98 per cent of establishments had fewer than 100 employees. The region had seven large establishments (500 or more employees). Five were in the public services sector (education, health/social services and public administration) with the remaining two in administrative, support, waste management and/or remediation services. The average wage offered was \$15.70 per hour, which is influenced by the types of jobs available.

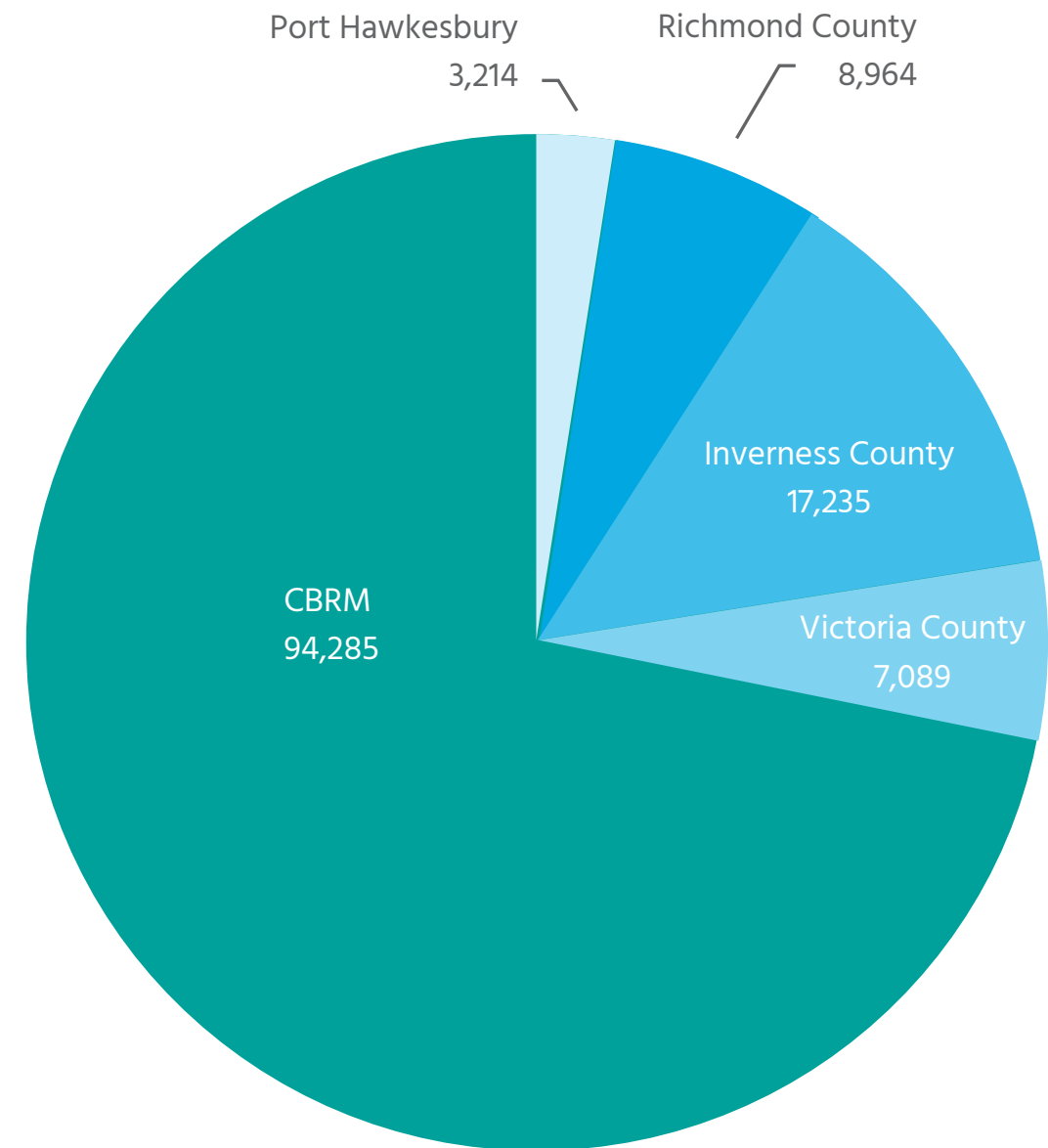


Retail trade makes up a bigger portion of employment in CBRM. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical.

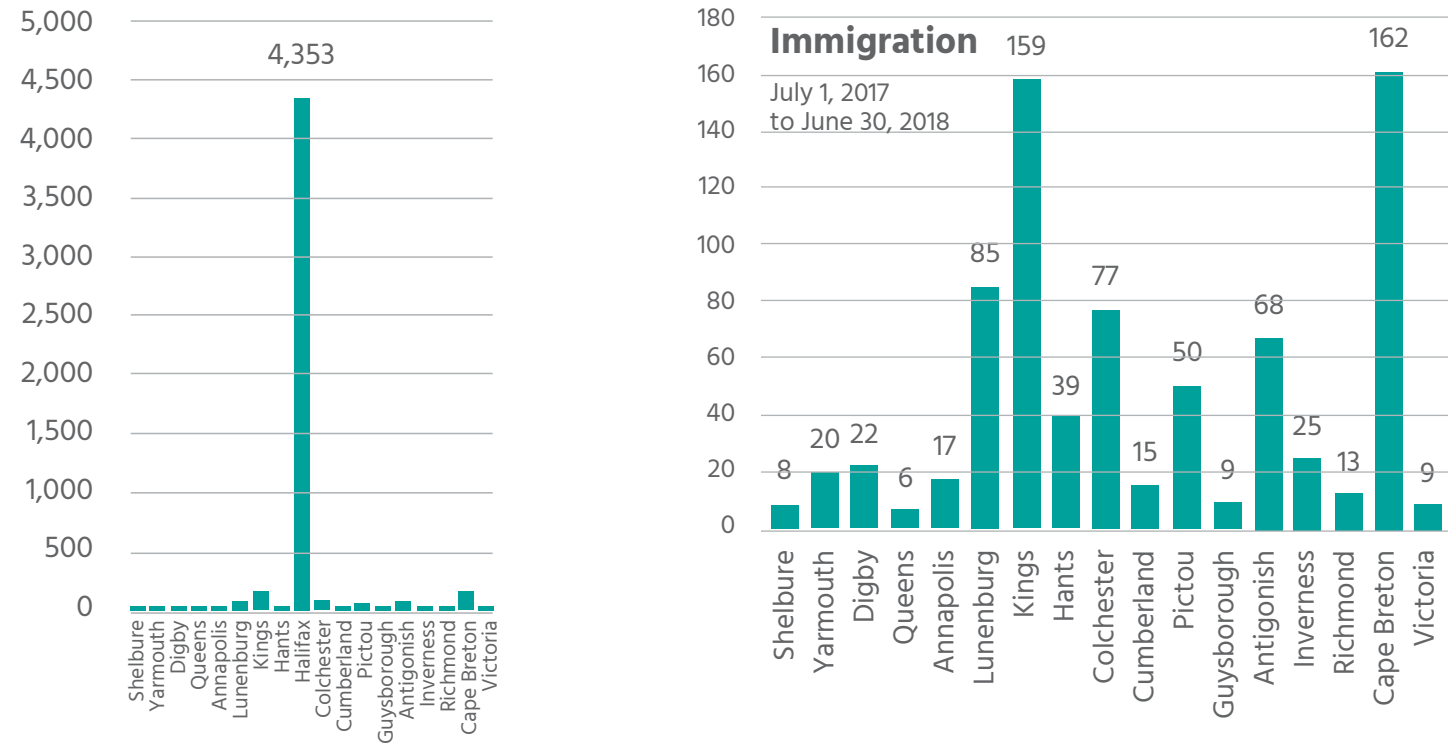


Public service employment as a share of total is higher in CBRM, particularly for health care.

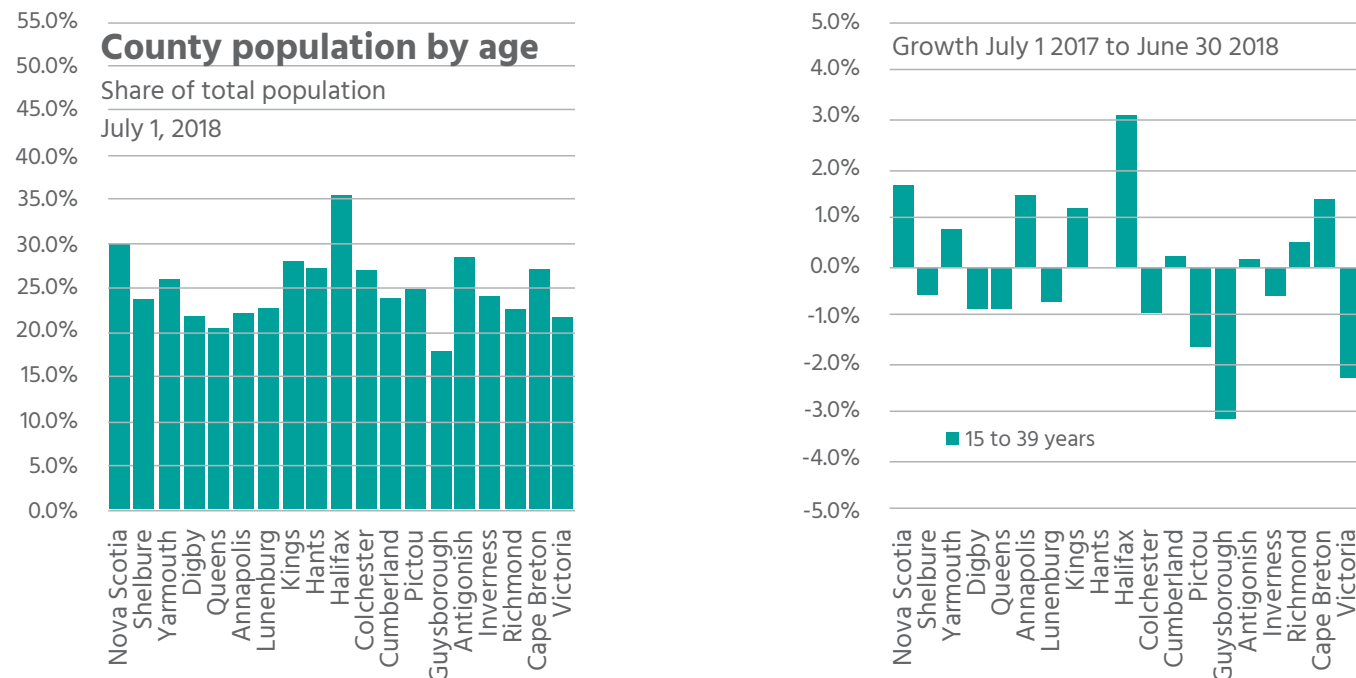
Cape Breton Population as of July 1, 2018



Immigration has contributed to the recent acceleration of Nova Scotia's population growth. Immigration was concentrated in Halifax with 4,353 immigrants added to the population. The next highest numbers of immigrants added were in Cape Breton and Kings counties.



Populations aged 15 to 39 are also declining in many counties. However, growth of this age cohort in Cape Breton, Halifax, Annapolis and Kings counties has kept the size of this cohort growing for the province as a whole. The steepest declines in this population were reported in Guysborough, Victoria, and Pictou counties. The counties with the highest share of the population aged between 15 and 39 were Halifax and Antigonish.



Business Costs

Tax rates vary from community to community across the CBRM. The Commercial Tax Rate ranges from 4.647% to 5.557% (per \$100 assessment). and the Residential Tax Rate ranges from 1.404% to 2.266% (per \$100 assessment). For the full list of applicable tax rates in CBRM, visit www.cbrm.ns.ca/images/Tax_Rate_Table_2020.pdf.

Business Resources & Partners

The Cape Breton Partnership

The Cape Breton Partnership is Cape Breton-Unama'ki's private sector-led economic development organization that supports companies and entrepreneurs by promoting our Island as a great place to live and invest; growing a culture that values and celebrates creativity, innovation and entrepreneurship; and connecting entrepreneurs and companies to the resources they need to succeed. For more information, visit www.capebretonpartnership.com.

Atlantic Canada Opportunities Agency

Federal Government Agency, works to create opportunities for economic growth in Atlantic Canada by helping businesses become more competitive, innovative, and productive.

The Cape Breton Regional Chamber of Commerce

The Cape Breton Regional Chamber of Commerce is a catalyst for business growth by listening and advocating for members' needs. Its vision is to create a strong business community through collaboration, networking, advocacy and education. More information can be found through the Membership coordinator at www.cbregionalchamber.ca

CBDC InRich

Since 1981, this organization has been providing valuable business development services, assisting more than 1,400 businesses with start-ups and expansions.

Community Economic Development Investment Fund (CEDIF)

Individuals can make investments in order to help them raise the capital needed to open or operate a business

Develop Nova Scotia

Develop Nova Scotia is responsible for strategic economic infrastructure and prosperity across the province. It works closely with partners, stakeholders, and industries that contribute to the economic growth of the province.

Innovacorp

Innovacorp is an early stage venture capital organization designed to meet the needs of promising companies specializing in technology.

Nova Scotia Cooperative Council

The Nova Scotia Cooperative Council offers the small business loan guarantee program and the immigrant small business loan program.

Nova Scotia Business Inc.

Provincial Government business development agency, helping businesses grow with a focus on developing new exporters and attracting innovative, globally competitive companies to Nova Scotia.

Strait Area Chamber of Commerce

The Strait Area Chamber of Commerce is a business development organization that promotes, improves and protects trade and commerce. Its vision is to make the Strait area one of the best regions to live, invest, work and conduct business. More information can be found at www.straitareachamber.ca.

We can't wait for you to get here!

For more information, contact the Cape Breton Partnership

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