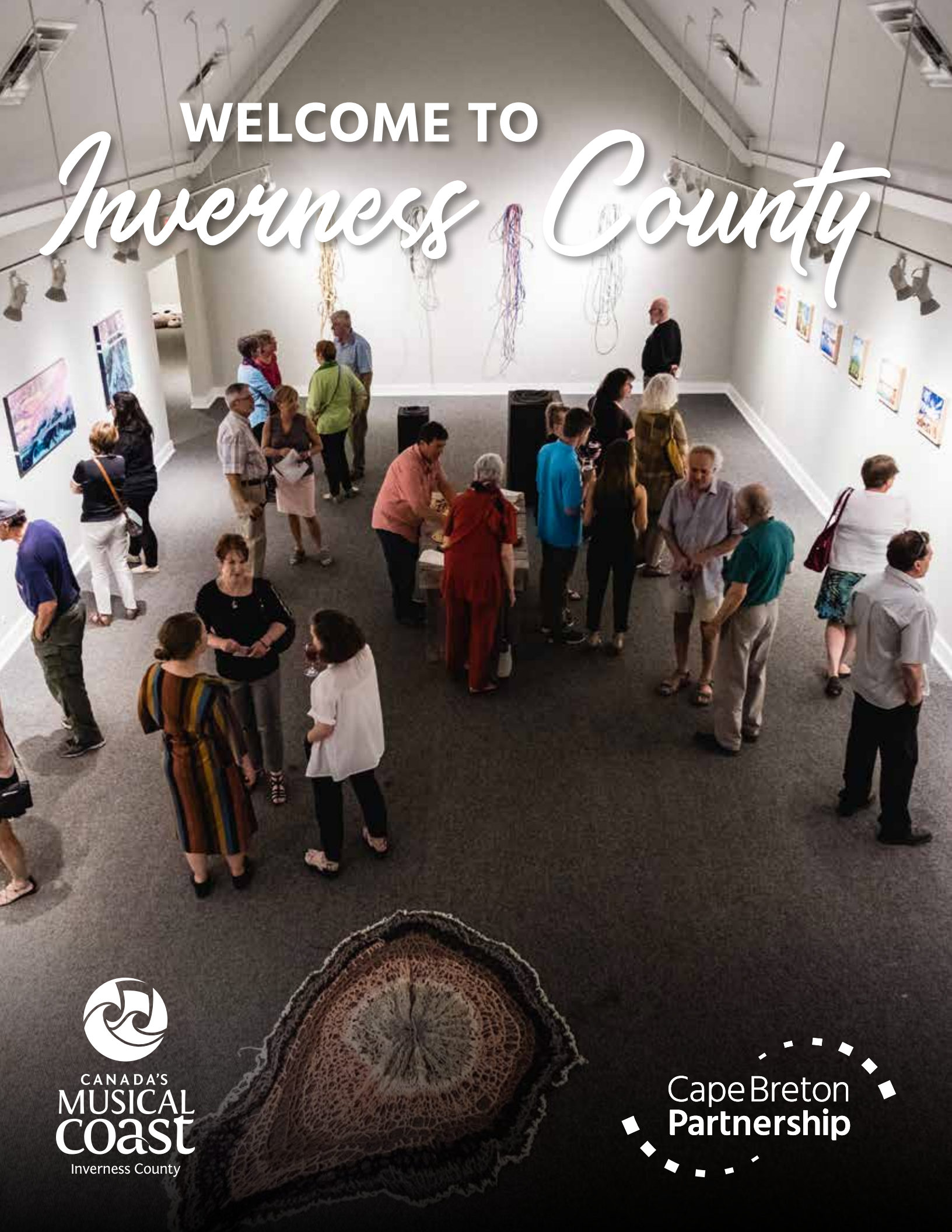


# WELCOME TO *Inverness County*



CANADA'S  
**MUSICAL  
COAST**  
Inverness County

Cape Breton  
**Partnership**



# WELCOME TO *Inverness County*

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# County Profile

Inverness County encompasses over 1,500 square kilometers along the western coast of Cape Breton Island. Known as Canada's Musical Coast, Inverness County combines majestic beauty, down home hospitality and a rich cultural mosaic. It is also home to the First Nation community of We'koqma'q, nestled along the Bras d'Or Lakes. The world famous Cabot Trail weaves through part of Inverness County, as does the Ceilidh Trail. The County is also home to the Celtic Shores Coastal Trail, a walking, hiking and biking trail that stretches 92 km from Port Hastings to Inverness. The County has become a haven for golfers, with two of Golf Digest's top 100 golf courses within its boundaries. So whether you're interested in whale watching, golfing, hiking, biking or enjoying one of the many beautiful beaches, Inverness County has it all for outdoor adventure enthusiasts.

The people of Inverness County welcome you and invite you to learn more about this unique area and the many opportunities for investment that await you.





## Just the Facts

Inverness County is a mix of unspoiled beauty, unique cultures, and warm welcoming communities. The economy is driven by agriculture, fisheries, forestry, culture, and tourism. Inverness County hosts a range of festivals and events throughout the year that provide an opportunity to experience the people and the place first hand.

Part of the history of Inverness County is rooted in the mining industry, which has helped to shape the people and has molded their strong work ethic and pride of place. Today, Inverness County welcomes visitors from around the world to its many attractions and experiences. The Cabot Links and Cabot Cliffs golf courses are proving to be a mecca for golfers world-wide. Gold Digest's World's 100 Greatest Courses rate Cabot Cliffs as number nine, and Cabot Links as number 43, while Score Golf rates Cabot Cliffs as number one and Cabot Links as number four. The private-sector investment in sports tourism has generated over 300 jobs, and has helped to spur even more local business development in recent years.

Inverness County has a strong entrepreneurial spirit. With a population of over 17,000, and an average age of 44 years old, more than 900 businesses have less than 50 employees, while seven businesses have more than 100 employees. A range of business associations are part of the commercial community, including the Inverness South Fishermen's Association, providing the most up-to-date information and education on the health and sustainability of fish stocks. The Council of the Municipality of Inverness is focused on developing an environment of growth—conducive to supporting creativity, entrepreneurship, investment, and business.



## A Great Place to Live

Rolling farmlands, rugged coastlines and quaint fishing villages all provide the backdrop that is Inverness County. The County truly has something for everyone. Whether you're looking to start a new business or for a new place to call home, you'll find it here. Scottish, Irish, Acadian and Mi'kmaw cultures are all part of the fabric of this County. Both the Ceilidh Trail and the Cabot Trail weave across the County, connecting the communities of Creignish, Judique, Port Hood, Mabou, Inverness, Margaree Harbour, Cheticamp and Pleasant Bay. Nestled next to the beauty of the Bras d'Or Lakes - Canada's only inland sea - are several Inverness County Communities.



Inverness County offers residents the beauty of small town living, with the opportunity to live and raise a family with the supports of strong communities, rich culture and opportunities to volunteer and contribute your talents to the place you live.

In a community where nature is such a vital part of the economy, sustainability is critical. The County of Inverness understands this and is focused on building economic capacity through small business incubation and a strong local support system. Along with a great place to start and grow a business, Inverness is also a healthy and vibrant place to live.

Inverness County's location gives local business easy access to the Strait of Canso Superport, which is the deepest ice-free harbour on the North American east coast. The Superport is 20 km long, 1.5 km wide, with a depth of 27 metres. The Canso Superport serves Atlantic Canada's offshore oil and gas industry as well as a range of marine construction projects.

The Université Sainte-Anne, a french-language institution, has two campuses on Cape Breton Island, with one located in Saint-Joseph-du-Moine that serves the communities of Chéticamp, Saint-Joseph-du-Moine, Terre-Noire, Belle Côte, and East Margaree. The Nova Scotia Community College Strait Area Campus is also located nearby.





# Canada's Musical Coast

The County's key economic drivers include tourism and culture. The County's natural environment is protected and respected. It also offers a myriad of opportunities to grow the tourism industry, by enhancing existing assets and improving tourism products and experiences. Agri-tourism offers new avenues for growth, including craft brewers, distillers, and farmers markets. A visit to Inverness County can include whale watching, swimming in any of the area's pristine beaches, learning how to step dance in Mabou or experiencing the lively culture of the French speaking Acadians. Those who enjoy recreational fishing can have a one-of-a-kind experience fishing salmon in the Margaree River.

We'koqma'q First Nation Community provides an opportunity to get to know the Mi'kmaq of Unama'ki (Cape Breton Island) and their rich culture. This community is located along the shores of the Bras d'Or Lakes and offers a vibrant seafood/aquaculture industry and state-of-the-art health centre. The trout farm in this community is a true success story, generating more than \$2 million in revenues and providing employment for close to 50 band members.

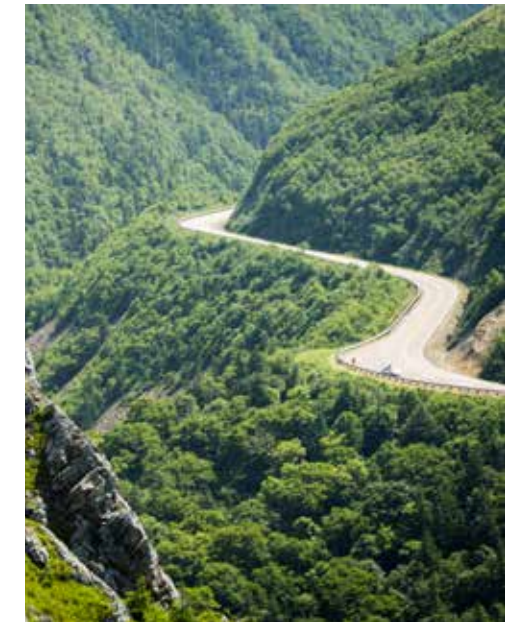


**A myriad of opportunities to grow the tourism industry.**



## The Cabot Trail

The Cabot Trail is one of the world's most scenic destinations. It is 298 kilometers in length looping around the northern tip of the Island through both Inverness and Victoria Counties. It was built in the 1930s, and weaves its way along rugged coastlines, ocean vistas, small fishing hamlets and must be seen to be believed. There are endless opportunities for outdoor adventures throughout the year, with kayaking, whale watching, swimming, hiking, snowshoeing, skating, and skiing all available to visitors and residents alike. Of course, the many restaurants along the way offer the freshest seafood and some of the warmest hospitality on the planet. The Cabot Trail is best enjoyed as a three to five-day trip to ensure ample opportunity for exploration.



## The Ceilidh Trail

While nature may have had a hand in shaping the coast, it's really the music that has given this area its character. Here the music is authentic, genuine, and comes straight from the heart. Live music venues, kitchen ceilidhs, theatres, and local pubs all showcase the tremendous talent that thrives here. A range of festivals and events run throughout the year, offering visitors a chance to experience first-hand the music that will make lasting memories. The Roots to Boots Festival provides participants with the opportunity to try hiking, listen to local storytellers, experience a songwriters' circle and late-night square dances! And for those who wish to kick up their heels, visit the Celtic Music Interpretive Centre and take the musical walking tour. All things Acadian are celebrated during the Festival de l'Escaouette, and the Celtic Colours Festival is an Island-wide celebration featuring the best musicians of the Celtic world.





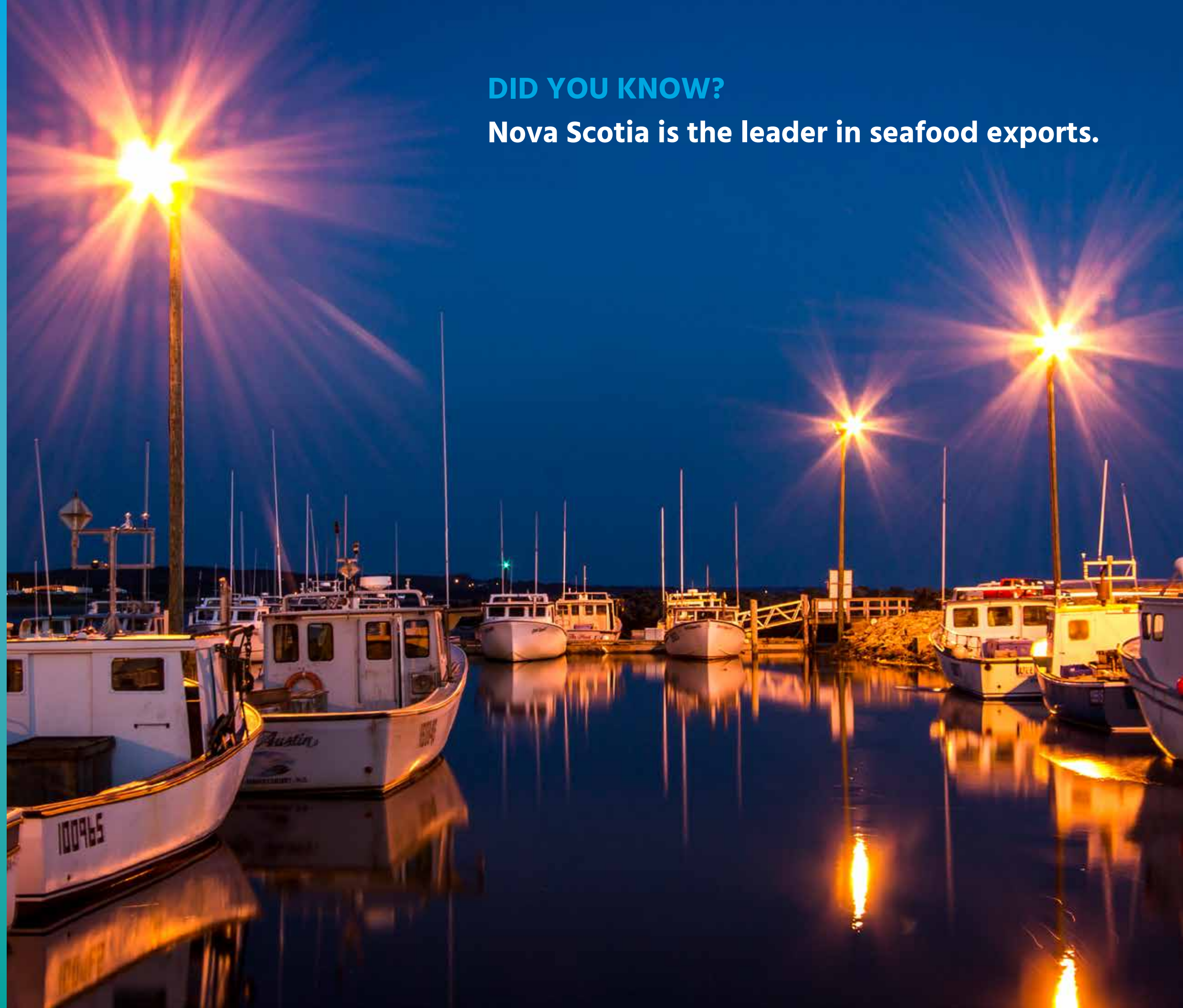
# Seafood and Aquaculture

Lobster and crab are two of Cape Breton's strongest seafood exports. Nova Scotia has a strong brand in the marketplace for being safe, clean and well managed. Hardshell lobster is fished from May until June with product available year-round at large, state-of-the-art lobster pounds. It is a significant contributor to the economy of Inverness and to the overall provincial economy. In fact, Nova Scotia is the leader in seafood exports, at more than \$2 billion, comprising more than 29 per cent of total national exports. The seafood processing industry employs over 10,000 province wide, and totals over \$900 million in exports—demonstrating yet again there is a world of opportunity on our doorstep!



**DID YOU KNOW?**

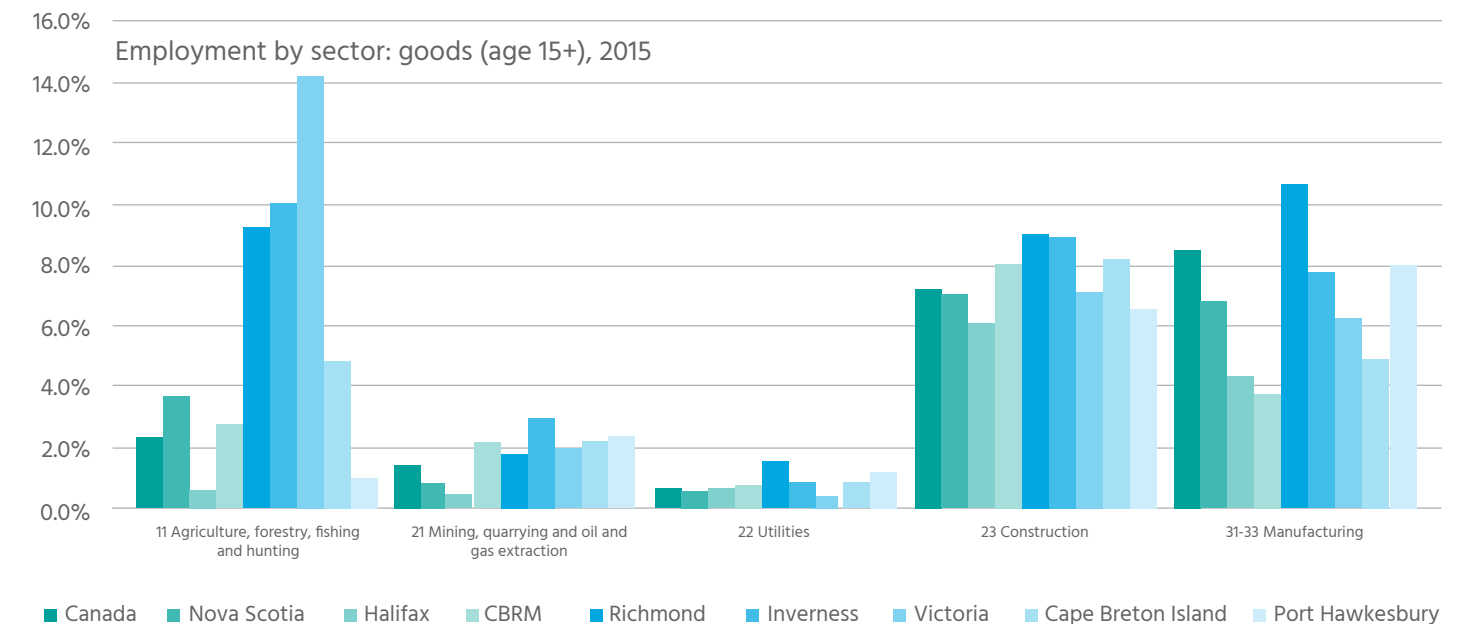
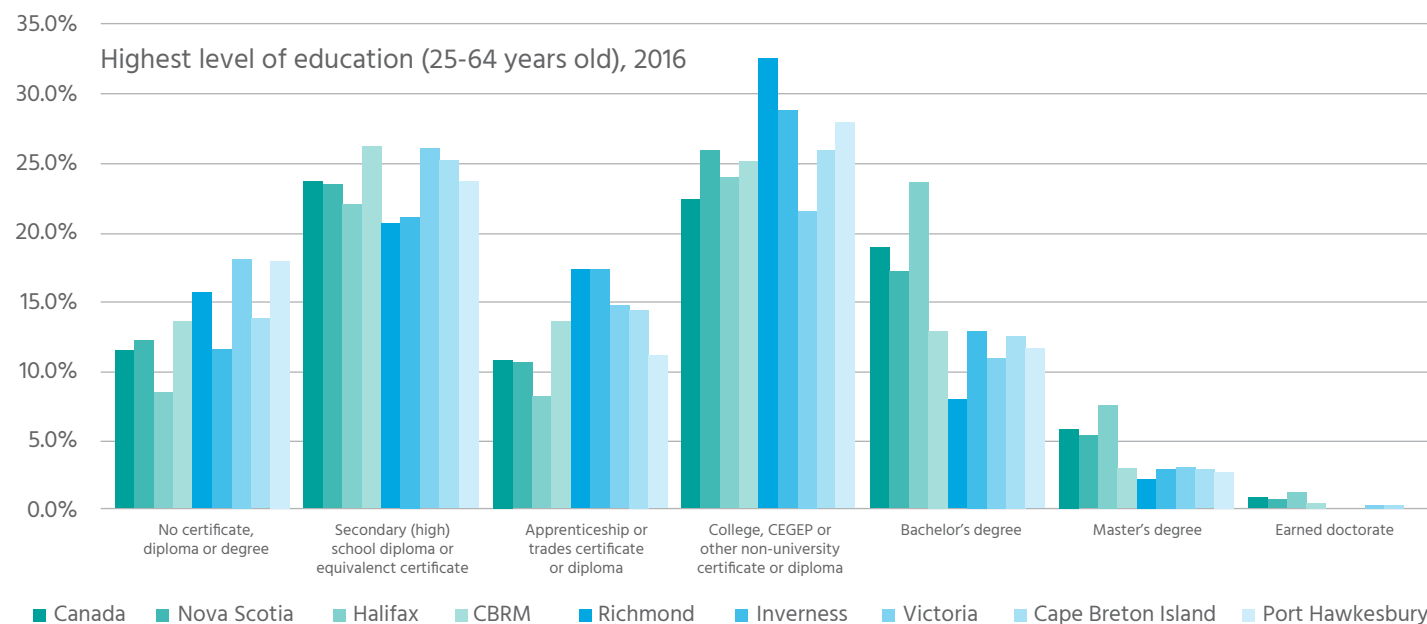
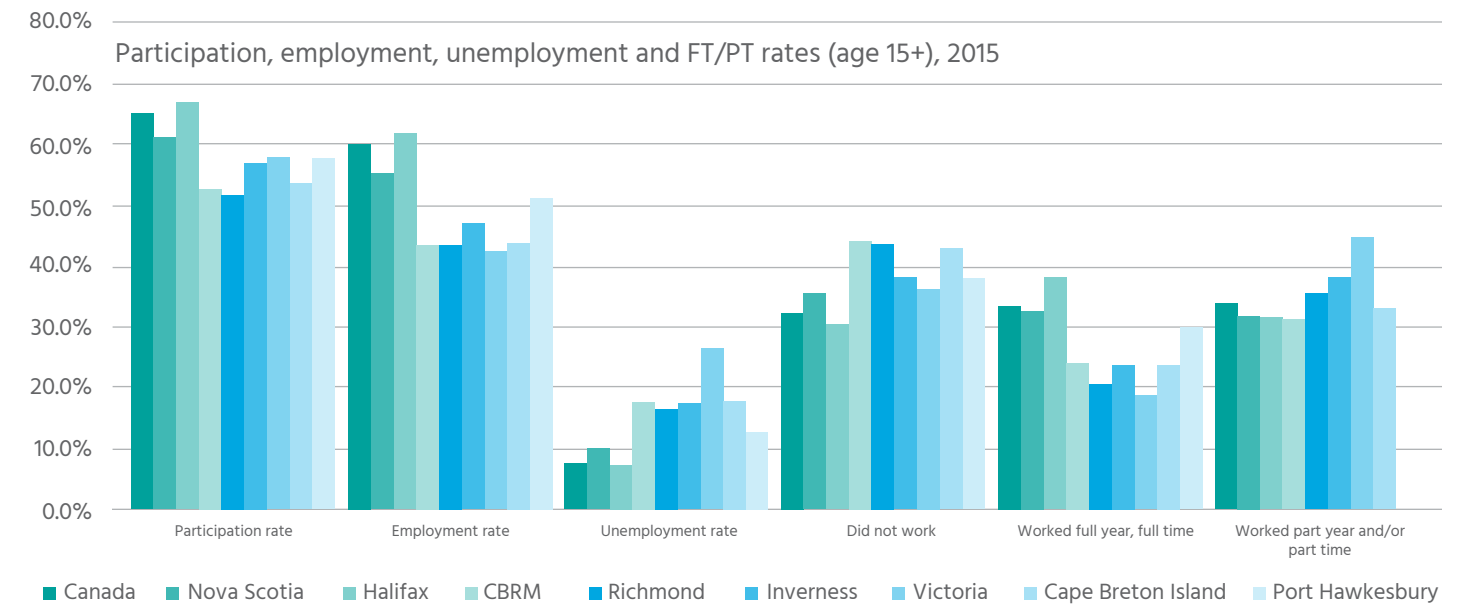
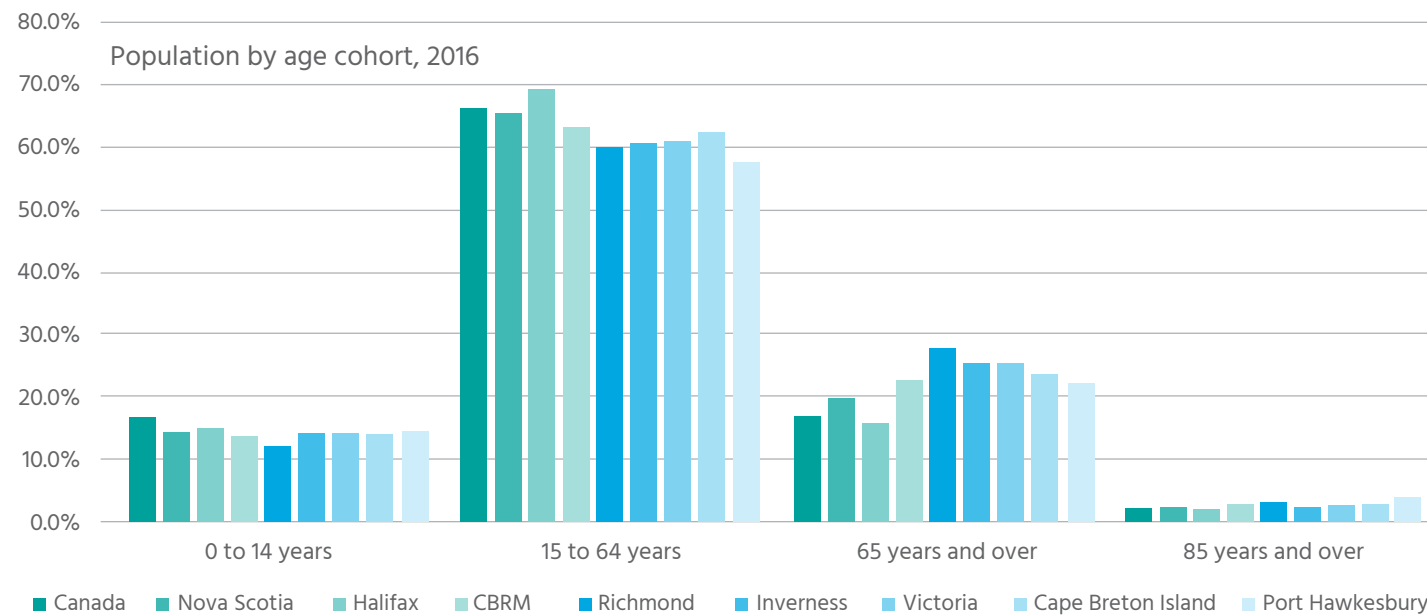
**Nova Scotia is the leader in seafood exports.**



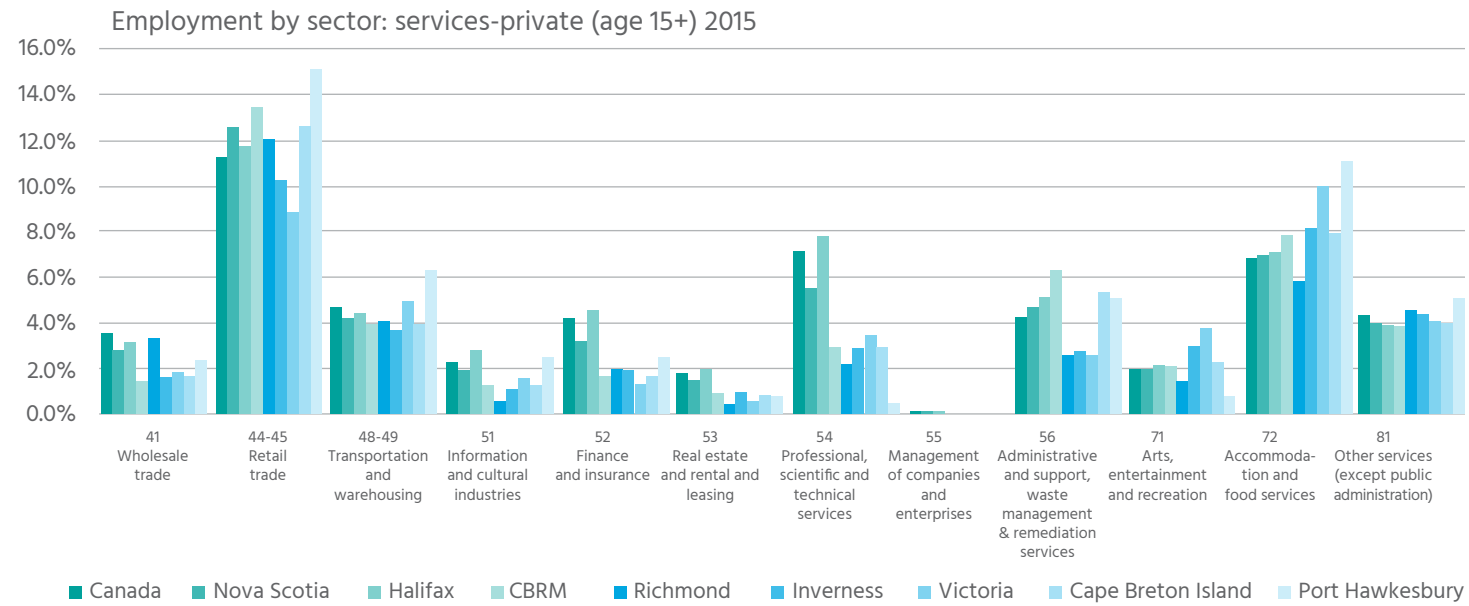


# By the Numbers

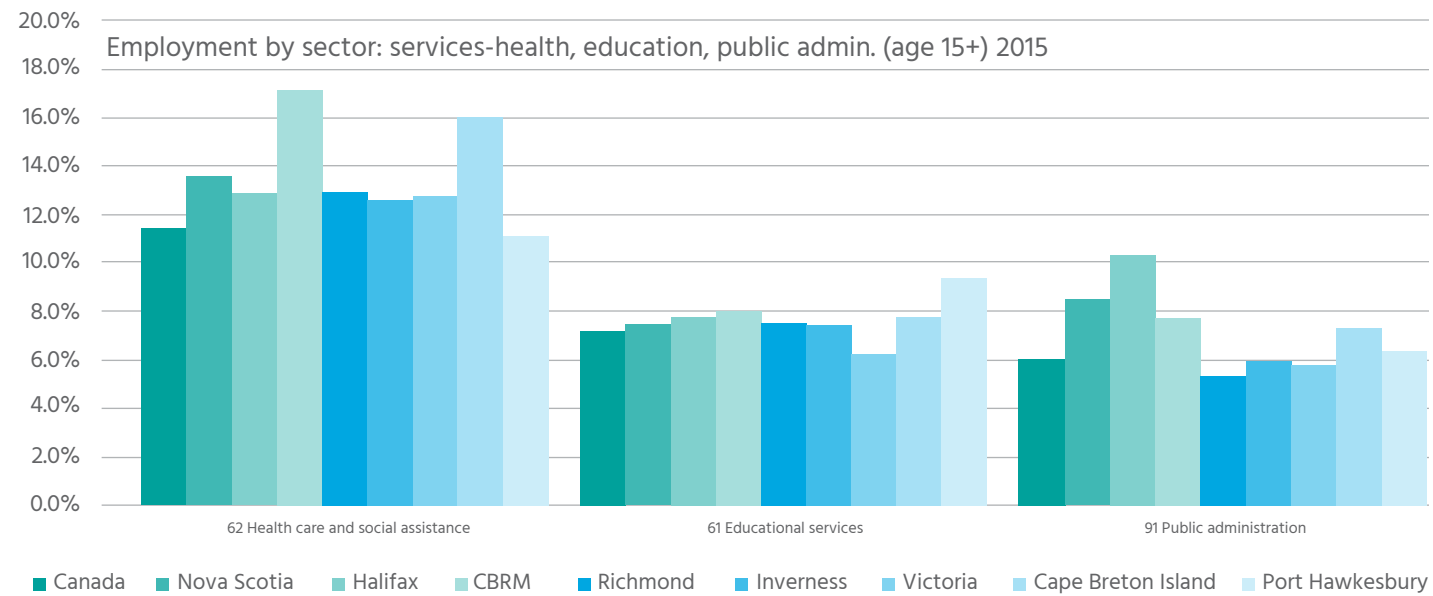
Inverness County has the people you need in a place you'll love. With a population of 17,235, over 27 per cent of the population is under the age of 25, with almost 20 per cent between the ages of 25 and 44, and a labour force of just over 9,000. More than 1,000 businesses operate in Inverness County and there's always room for more—most of which with less than 50 employees. The County's unique geography makes it the perfect location for agriculture or fisheries-based industries. A skilled and available workforce makes Inverness the ideal choice for any business looking for a new location or a place to grow. The residential tax rate is \$1.05 per \$100 assessment, the commercial rate is \$1.91 per \$100 assessment and the resource rate is \$1.02 per \$100 assessment.



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.

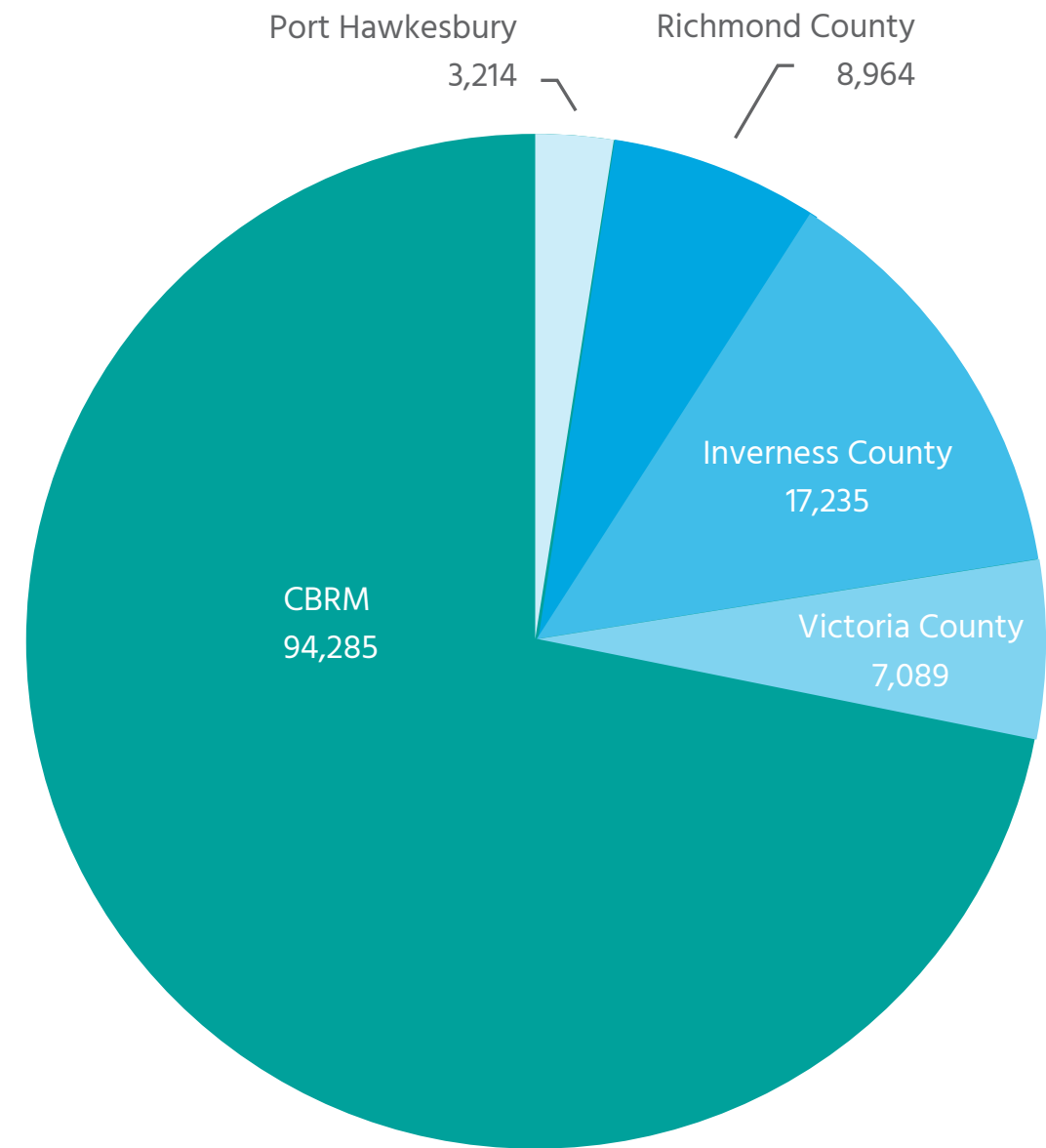


Retail trade makes up a bigger portion of employment in Cape Breton County. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical



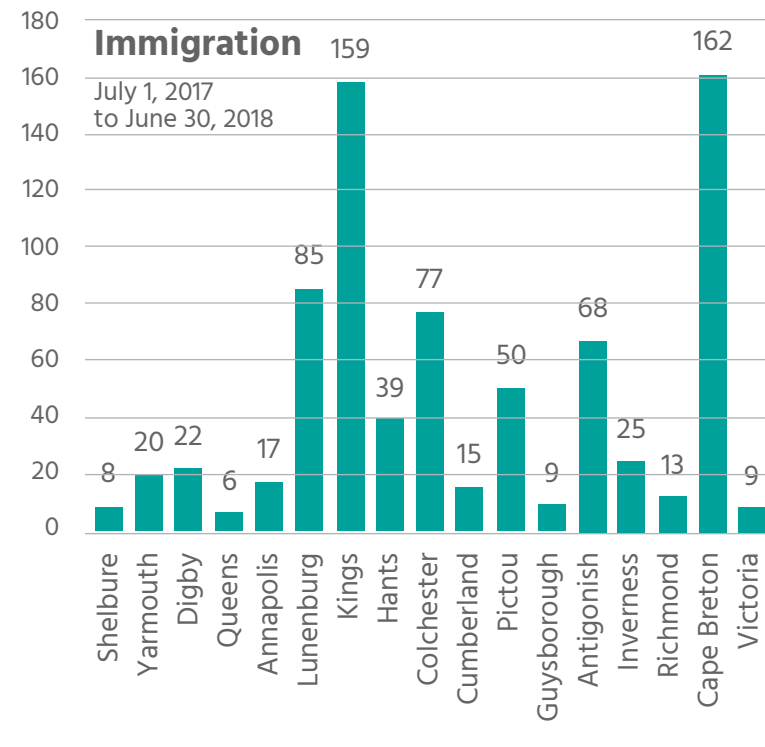
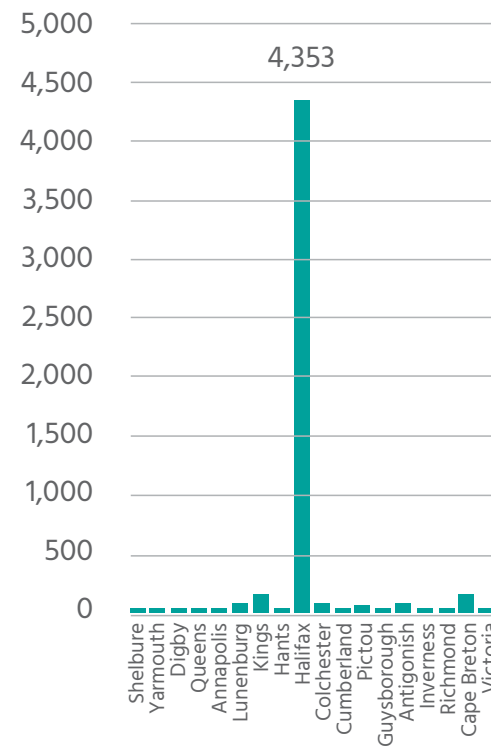
Public service employment as a share of total is higher in Cape Breton County, particularly for health care.

## Cape Breton Population as of July 1, 2018

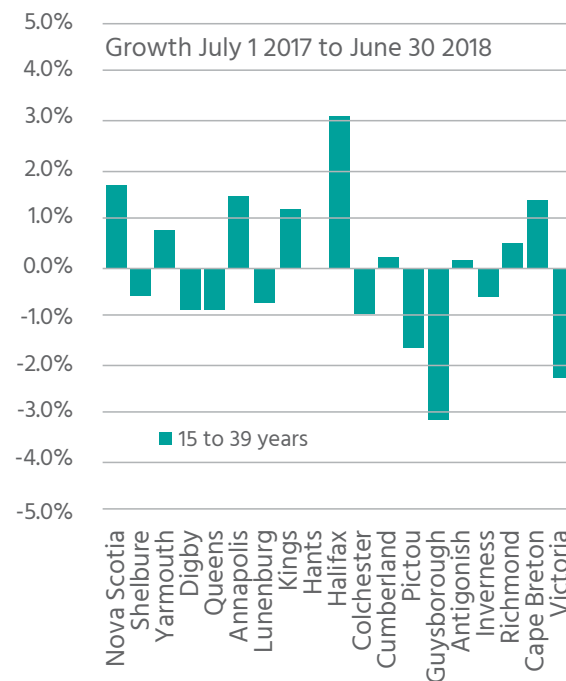
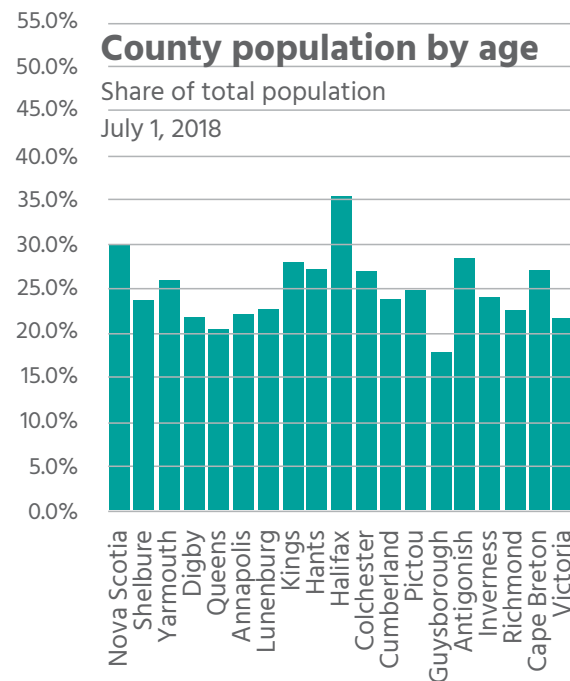




Immigration has contributed to the recent acceleration of Nova Scotia's population growth. Immigration was concentrated in Halifax with 4,353 immigrants added to the population. The next highest numbers of immigrants added were in Cape Breton and Kings counties.



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.



## Business Costs

Corporate tax rates--\$1.85 per \$100 assessment // Residential Tax rates--\$1.02 per \$100 assessment

## 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](http://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](http://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](http://www.straitareachamber.ca).







## We can't wait for you to get here!

For more information, contact the Cape Breton Partnership

**Email:** [info@capebretonpartnership.com](mailto:info@capebretonpartnership.com) | **Phone:** 1-844-868-0967

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