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CAPE BRETON PARTNERSHIP

# Year *in Review*

2020–2021

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The Cape Breton Partnership is Cape Breton – Unama’ki’s private sector-led economic development organization. The Partnership is a one-stop shop to connect entrepreneurs and companies across all sectors to the resources they need to succeed. We are independent, non-partisan and work collaboratively to promote Cape Breton - Unama’ki as a great place to live, work, and invest; growing a culture that values and celebrates creativity, innovation and entrepreneurship. By working with clients and businesses all over Cape Breton – Unama’ki, we have a unique advantage – an island-wide perspective about economic development. We bring this perspective into everything we do.

**Our Vision**

A thriving Cape Breton – Unama’ki.

**Our Mission**

Transform Cape Breton – Unama’ki into the most creative and prosperous place on earth.

**Our Mandate**

- 1
- PROMOTE Cape Breton - Unama’ki as a great place to live, work, and invest;
- 2
- GROW a culture that values and celebrates creativity, innovation, and entrepreneurship; and
- 3
- CONNECT entrepreneurs and businesses to the resources they need to succeed.

Letter from President & CEO and Board Chair

On behalf of the Board and staff of the Cape Breton Partnership, we are pleased to share with you our 2020-2021 Year in Review. This past year has been like no other for the Cape Breton Partnership. Much like the rest of the world, we have had to adjust and adapt the way that we work with our clients and the events that we typically host.

Despite the changes and challenges COVID-19 has presented, it has also provided opportunity. It has prompted the realization for many of our partners and clients that economic development and recovery is more important now than it ever has been, not only for Cape Breton – Unama’ki, but for our province as a whole.

By adapting our normal in-person offerings to virtual events and webinars, we’ve been able to provide our partners and clients with the same quality, level of service and access to resources to help the local business community best navigate their way through this unprecedented time.

Our team of Economic Development Officers and Program/Project Leads have been working hard to support every business owner that seeks our support from all edges of the Island.

Our work has been recognized province-wide for our collaborative leadership approach to economic development, and for providing essential resources, programs, and expertise to entrepreneurs across the Island. Our initiatives include the Atlantic Immigration Program, the Local Innovation District, Cape Breton Connector Program, Cape Breton Local Immigration Partnership, Cape Breton Job Board, Cape Breton Welcome Network, the Building Tomorrow campaign, both of the Island’s Regional Enterprise Networks, and more. Our programs are successful because we work with various partners in the private sector, local First Nation communities, and every level of government, instilling a sense of pride, while building a more prosperous Cape Breton – Unama’ki.

In this Year in Review for 2020-2021, you will see updates and introductions on the programs we offer and the work that has been done to support the local economy during the global pandemic. On behalf of the Board of Directors, and staff we thank you for your continued support throughout this year and we look forward to continue working with you positioning Cape Breton - Unamak'i for a bright future of economic growth and prosperity.

Sincerely,

Carla Arsenault

Sandra Kanchuk

Carla Arsenault  
President & CEO

Sandra Kanchuk  
Board Chair



Carla Arsenault



Sandra Kanchuk

# Our Investors (April 1, 2020 - March 31, 2021)

101.5 FM The Hawk  
2020 Consulting Inc.  
7 by 7 Restaurant and The Parlour Sweet House  
Anchored Ideas Ltd.  
Atlantic Canada Opportunities Agency Cape Breton  
Atlantic Lottery Corporation  
Big Spruce Brewing  
Boston Pizza  
Breton Ability Centre  
Breton Law Group  
Business Development Bank of Canada  
Cabot Links  
Canmac Economics Ltd.  
Cape Breton Centre for Craft & Design  
Cape Breton China Corporation  
Cape Breton Highlanders Military Garison  
Cape Breton Island Building and Construction  
Trades Council  
Cape Breton Pest Control  
Cape Breton Regional Chamber of Commerce  
Cape Breton University  
Cape Smokey Holdings Inc.  
Casino Nova Scotia  
CBBC Career College  
CBCL Ltd.  
CBRE Ltd.  
CEED – Centre for Entrepreneurship Education  
and Development  
Celtic Colours International Festival  
Centre for Distance Education  
City Print +  
Coastal Business CBDC  
Colaisde na Gàidhlig / The Gaelic College  
Colbourne Auto Group  
Colindale Consultants Inc.  
Connors Basics  
Copol International Ltd.  
Crown Extra Lighting Co., Ltd.  
Destination Cape Breton Association  
Develop Nova Scotia  
Dora Construction  
East Coast Credit Union  
East Coast Metal Fabrication  
Eastlink Inc.  
Enterprise Rent-A-Car  
Eskasoni Corporate Division  
Eskasoni Kitpu Security Ltd.  
Ethical Swag  
Export Development Canada

Flavor by Creative Catering  
Fortress of Louisbourg Association  
Friends United  
Grant Thornton LLP  
Group ATN Consulting Inc.  
Harbour Royale Development Ltd.  
Hardwire IT Solutions Inc.  
Health Outcomes Worldwide  
Highland Village Museum  
Home Instead Senior Care Sydney  
Hunston Kachafanas CPA  
ICEAP  
innovacorp  
Island Sauce Company  
J. Francis Investments Ltd.  
J.A. Douglas McCurdy Sydney Airport  
JBW Consulting Inc.  
Keltic Lodge Resort & Spa  
Kim Long & Associates  
Lindsay Construction  
Lobsters ‘R’ Us Seafood  
Louisbourg Seafoods  
Mabou River Inn  
MacLeod Lorway Insurance  
Marine Atlantic  
Maritime Environmental Training Institute  
Mayflower Mall  
MBS Radio Sydney  
Membertou First Nation  
Membertou Trade and Convention Centre  
Mercer Fuels Ltd.  
Mi’kmaw Economic Benefits Office of Nova Scotia  
Mulgrave Machine Works Ltd.  
Navigate Canada Immigration Legal Services  
Northside Employment & Resource Centre  
New Dawn Enterprises  
Nova Scotia Association of Realtors  
Nova Scotia Community College: Marconi Campus  
Nova Scotia Community College: Strait Area Campus  
Nova Scotia Construction Sector Countil  
Nova Scotia Lands Inc.  
Nova Scotia Power Inc.  
NovaStream  
Offshore Energy Research Association (OERA) of  
Nova Scotia  
Parkland, Cape Breton  
Parks Canada  
Polysteel Atlantic Ltd. / East Coast Rope Ltd.  
Port Hawkesbury Paper LP

Port of Sydney Development Corporation  
Portside Law LLP  
Protocase Inc.  
Quincy Street Market  
Ramsay’s Honda  
RedTail POS  
Safety Check Inspections  
Schwartz & Company  
SCOTIA LOGIC IT & Development  
Seaboard Industrial  
Seaside Wireless Communications Inc.  
Stantec  
Strait Area Chamber of Commerce  
Strait Area Safety Services  
SuperPort Marine Services  
SW East International Trading and Consulting Limited  
Sydney Credit Union  
TD Canada Trust  
The Chronicle Herald  
The Factory  
The Farmer’s Daughter Country Market  
The Lakes at Ben Eoin Golf Club & Resort  
The Municipality of the County of Inverness  
The Municipality of the County of Richmond  
The Municipality of the County of Victoria  
The Sandbar Restaurant and Lounge  
The Town of Port Hawkesbury  
Tourism Industry Association of Nova Scotia  
Trans Atlantic Preforms  
Trifos Design Consultants  
Verschuren Centre  
Vibe Creative Group  
Victoria Co-operative Fisheries Ltd.  
ViewPoint Realty Services Inc.  
VMP Group  
WCB Nova Scotia  
We’koqma’q First Nation  
WestJet  
Wood Wyant

# Our Board of Directors

The Cape Breton Partnership was formed with the idea of uniting businesses and communities across Cape Breton - Unama’ki to drive the economy forward. The Partnership is governed by a Board of Directors comprised of community leaders from the public and private sectors. The following is the list of the Cape Breton Partnership Board of Directors as of March 31, 2021.

## ■ Chair

Sandra Kanchuk  
Seaside Wireless Communications Inc.

## ■ Vice-Chair

Brian Purchase  
Schwartz Furniture

## ■ Secretary

Jennifer MacLeod  
MacLeod Lorway Insurance

## ■ Treasurer

Rob Wadden  
Grant Thornton LLP

## ■ Director

Dan MacDonald  
CBCL Ltd.

## ■ Board Members

Allan Eddy, Port Hawkesbury Paper LP  
Beth Mason, Verschuren Centre  
Brad Jacobs, Colbourne Auto Group  
Damien Barry, Louisbourg Seafoods  
Fred Tilley, Nova Scotia Community College  
Howie Doiron, Lindsay Construction  
Jillian Janega-Connell, Cabot Links  
Jim Wooder, JBW Consulting Inc.  
Jennifer Martin, Membertou First Nation  
Jen Ryan, Quincy Street Market  
Monica McCarthy, East Coast Credit Union  
Nagy Abdou, 7 By 7  
Osborne Burke, Victoria Co-op Fisheries Ltd.  
Paul Breski, Nova Scotia Power Inc.  
Shaowei Xu, SW East International Trading & Consulting  
Tracey Boutilier, Vibe Creative Group

*The following Board Members also concluded their terms this past year:*

Alex Paul, Mi’kmaw Economic Benefits Office  
Amanda Mombourquette, Strait Area Chamber of Commerce  
Blaire Martell, Lobsters R Us  
Steve Parsons, Eskasoni Corporate

2021





## Promote Cape Breton – Unama’ki

### ■ Cape Breton – Unama’ki Economic & Population Growth Strategy

In 2019, the Cape Breton Partnership began the development of an island-wide Economic & Population Growth Strategy to serve as a roadmap for economic growth on the Island. As part of this process, several public consultations took place to inform and develop the strategy. The strategy will build upon the work that has been done across the Island and the province over the past several years to help create a stronger and more resilient Cape Breton - Unama’ki economy, built on a foundation of collaboration, economic diversification, inclusive innovation-driven entrepreneurship, and talent attraction and retention.

Due to COVID-19, the development process has evolved to address the current economic realities related to COVID-19. This redevelopment is underway and our team looks forward to sharing the Cape Breton - Unama’ki Economic & Population Growth Strategy with our investors and partners across the Island.



### ■ WelcomeToCapeBreton.ca

In 2019, the Cape Breton Partnership launched the first version of WelcomeToCapeBreton.ca, a one-stop shop for those looking to live, work, study or invest in Cape Breton - Unama’ki. Recognizing the importance in further growing Cape Breton – Unama’ki’s welcoming nature, we have redeveloped the website and look forward to its re-launch in Fall 2021 as a key information-sharing and marketing tool that shares Cape Breton Island’s story with people from around the world.

### ■ ELEVATE Business Magazine

Elevate Business Magazine is Cape Breton Island’s go-to publication for all things business on the Island. This quarterly print publication is created by the Cape Breton Partnership in collaboration with Saltwire Network, and highlights business success stories and exciting updates from around the island. With more than 3,000 copies circulated, each edition’s theme celebrates the best our business community has to offer. You can find all ELEVATE editions on the Cape Breton Partnership website at [CapeBretonPartnership.com](http://CapeBretonPartnership.com).

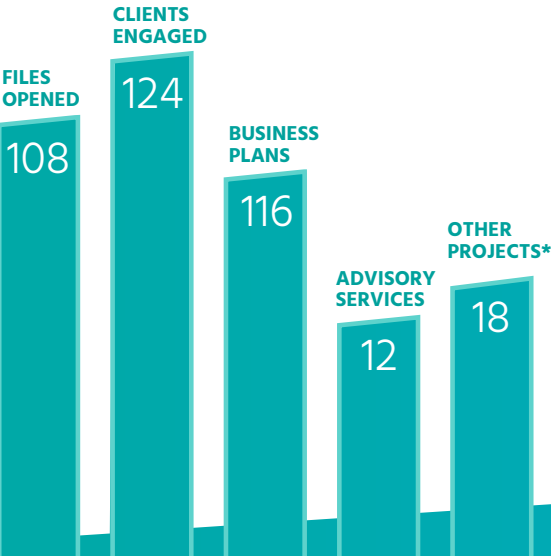




# Grow Your Business

### ■ Business Advisory Services

The Cape Breton Partnership provides essential business advisory and planning services through our in-house Business Planning Advisor. We support Cape Breton - Unama'ki entrepreneurs and companies by working with them to develop start-up plans, and by helping businesses plan for growth and succession opportunities. As one of our core services, we continue to offer these valuable services to businesses across the Island.



\*Other Projects: e.g. Virtual Advisor, Succession Planning, TIANS, Investment Package

### ■ Dream Business Program

The Cape Breton Partnership partnered with Mashup Lab, a Bridgewater-based organization that supports rural entrepreneurs, to bring the Mashup Lab Dream Business Program to the Island. The program took people from Cape Breton - Unama'ki communities through a six-month boot camp and provided participants with a start-up kit (valued at \$5,000 worth of services) that helped them develop their idea into a viable business. The program ran eight cohorts with 86 participants, resulting in 42 active and growing businesses. The Program was completed in the month of May 2020.

86 participants resulting in 42 active and growing businesses

### ■ EntrepreneurCB.com

Launched in 2019, the EntrepreneurCB website is an online tool that helps entrepreneurs find the supports and resources they need, no matter which stage of entrepreneurship their business is in. The site is continuously updated to ensure programs, resources, and contacts are easily accessible and up-to-date.



### ■ ShopHERE Program

The Cape Breton Partnership collaborated with Digital Mainstreet to launch the ShopHERE Program powered by Google. ShopHERE paired eligible small businesses with a student e-commerce Coordinator to work one-on-one to develop and/or optimize their online store. The Cape Breton Partnership adapted this program for Cape Breton-based businesses to help them swiftly create their online presence by working with post-secondary students who provided support, training, and consultation that businesses required. The Partnership also connected participating businesses with local Information Technology, website and marketing providers who continue to provide further upgrades and ongoing maintenance once the program was completed.

In total, 24 Cape Breton businesses have received hands-on assistance as well as training and tools to build, launch and manage their online store at no cost to them.



### ■ Micro-Lending Program

In January 2020, the Cape Breton Partnership and the Sydney Credit Union joined together to launch a pilot Micro-Lending Program. Under this program, female entrepreneurs from across Cape Breton - Unama'ki were eligible to apply for a loan of up to \$10,000. The purpose of the loans were to create new employment opportunities and additional economic benefits across the Island. The pilot ran until the program funds of \$100,000 provided by the Sydney Credit Union were allocated. A total of nine entrepreneurs received funding through this pilot program.





# Regional Enterprise Networks

The Cape Breton Partnership provides economic development support to all five municipal units and four First Nation communities under Nova Scotia's Regional Enterprise Network (REN) model, administering both the Cape Breton Regional Enterprise Network (CBREN) and the Cape Breton Regional Municipality Regional Enterprise Network (CBRM REN).

The CBREN is made up of the Municipalities of the Counties of Inverness, Victoria, Richmond; the Town of Port Hawkesbury; and the First Nation communities of We'koqma'q, Eskasoni, Membertou, and Wagmatcook.

Additionally, the CBRM REN also provides service to the CBRM. Both RENs are part of Nova Scotia's Regional Enterprise Networks, of which there are seven across the province.

Each REN is led by a Board of Directors which is overseen by a Liaison Oversight Committee, representing the Province of Nova Scotia as well as Municipal and First Nations representatives.

Our Economic Development Officers are located across the Island and support investment attraction by working with other agencies including Nova Scotia Business Inc., Invest in Canada, Develop Nova Scotia, and the Atlantic Canada Opportunities Agency (ACOA) to bring new opportunities to our region. Our staff work with all levels of government and the business community to ensure we are able to respond to opportunities and showcase the programs and expertise that we have to offer to potential investors and businesses across the Island.



This past year, in addition to the following efforts, our Regional Enterprise Networks also helped facilitate municipal surveys focused on housing, healthcare recruitment activities, community consultation events, and led the participation of all RENS in the Creative Destruction Lab (CDL) Rapid Screening Consortium. This initiative enabled businesses who wanted to participate, by supplying COVID-19 screening kits and training to conduct rapid screening for their employees in their workplaces to keep their customers and employees safe.



Approximately **555** individual business files were opened to support businesses and entrepreneurs to plan, start, grow, locate or improve their businesses in Cape Breton - Unama'ki through the work of REN staff in 2020/21.

## Virtual Adviser Program

The Virtual Adviser Program is powered by BoomersPlus.com which specializes in matching organizations with seasoned talent to fill project or term roles. Their network includes thousands of professionals, managers and executives ready to share their experience and expertise. As of March 2021, 12 Cape Breton entrepreneurs participated in the Virtual Adviser Program.

## CBRM Forward

The Cape Breton Regional Municipality and the Cape Breton Partnership are undertaking an important and inclusive engagement process to create an Economic Development Strategy, update the Municipal Planning Strategy, and the Land Use By-law of the CBRM. Through the campaign, the goal is to provide an aspirational vision for the community rooted in the reality of the CBRM's strengths and opportunities. This process is a phased approach, with extensive community consultation activities to take place in the months to come to inform these strategies.



# Attracting & Retaining Talent

## ■ Global Skills Strategy

The Cape Breton Partnership signed a Memorandum of Understanding (MOU) with both Immigration, Refugees and Citizenship Canada (IRCC) and Employment and Social Development Canada (ESDC) to become a referral partner on both the Global Skills Strategy and the Global Talent Stream. These programs are for employers who want to attract top talent to work for their company with a fast and predictable process. The strategy features faster application processing times, work permit exemptions, and enhanced customer service. Though the COVID-19 global pandemic resulted in no references being made this past year, the Cape Breton Partnership remains committed to these partnerships and continuing this important work in the future.

## ■ Mobilité Francophone

Recognizing the need to sustain our French speaking communities across the Island, the Cape Breton Partnership partnered with ANAPEC, the Moroccan government’s international labour mobility division, to support employers in attracting bilingual French speaking talent to fill skilled labour shortages across the Island.

## ■ Youth Recognition & Retention

The Cape Breton Partnership, in collaboration with NextGen Cape Breton – Unama’ki, was proud to continue co-hosting the annual Vital Cape Breton – Unama’ki Excellence Awards, recognizing outstanding Cape Bretoners under 40, as well as employers who create meaningful employment for young professionals. The 2020 event was held virtually and recognized 16 award-winning employers and young professionals.



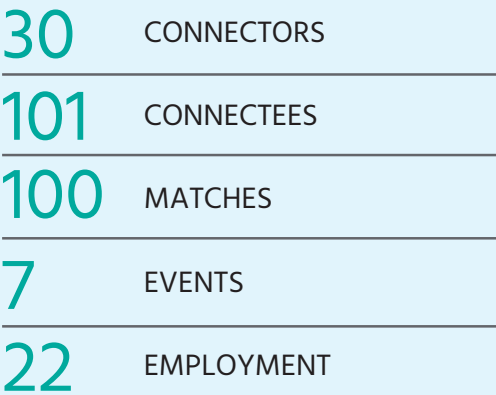
## ■ Skills & Workforce Training

Works for You: The Cape Breton Partnership has a long history of delivering skills and workforce training for Cape Bretoners experiencing barriers to employment. In 2020, we partnered with Employment Nova Scotia, the Nova Scotia Department of Community Services and Service Canada to deliver paid training and skill development for more than 170 Cape Bretoners.



## ■ Cape Breton Connector Program

The Cape Breton Connector Program connects top talent to industry professionals (Connectors) by introducing new graduates, relocated or returned Canadians, and newcomers (Connectees), to local professionals to grow their networks and find employment in their field of Study, or expertise on Cape Breton Island. In 2020-2021, various virtual events were coordinated and carried out in response to the global pandemic to allow current and future connectors/connectees to network and participate in events that ranged from informational to social. These virtual events attracted hundreds of attendees throughout the year.



## ■ Youth Employment Skills Strategy (YESS) Program for Indigenous Youth

In June of 2020, the Cape Breton partnership engaged Unama’ki College and MashUp Lab to conduct research and develop an Entrepreneurship Skills Program specific to Indigenous Youth in Cape Breton-Unama’ki. Since its development, the Cape Breton Partnership, between September 2020 and March 2021, delivered two successful cohorts of this training program. During this time period we employed 16 Indigenous Youth across the Island. The participants take part in an Essential Entrepreneurship Skills training program for four weeks, and then complete an eight-week work placement/mentorship program with a local business or organization.



## ■ Hire Me Cape Breton

Hire Me Cape Breton is an online pitch competition that highlights the Island’s top talent through exposure to Cape Breton employers. Students approaching graduation, new graduates, newcomers, and jobseekers submit 60-second video pitches to tell Cape Breton - Unama’ki employers why they should be their next hire. The top pitches are then chosen by a committee of professionals, with the public invited to vote for their top choice pitch. The top three pitches from the voting receive cash prizes and other career-exploration services.

Hire Me Cape Breton’s first round occurred in the fall of 2020 with 18 entries submitted and 1,000+ votes cast for the finalists. The second round of Hire Me Cape Breton was held in the Spring of 2021.



## CAPE BRETON JOB BOARD

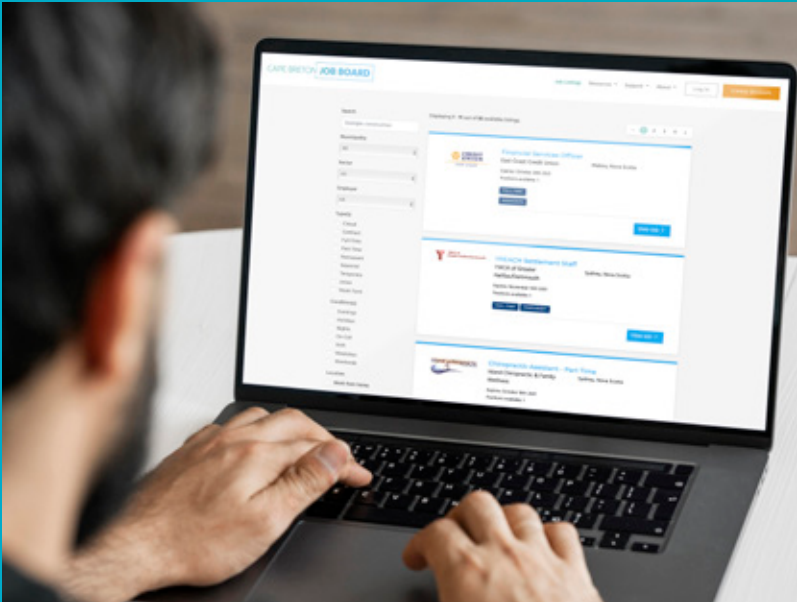
## ■ Cape Breton Job Board

The Cape Breton Partnership has created [www.capebretonjobboard.com](http://www.capebretonjobboard.com), Cape Breton’s first online job board for Cape Breton employers and jobseekers locally, nationally and internationally. Employers from across the Island are encouraged to promote any vacant jobs and jobseekers are encouraged to visit the site frequently as new job opportunities are advertised.

Shortly after the COVID-19 global pandemic outbreak, job fairs were no longer a viable option for employers and jobseekers. As a result, the Cape Breton Partnership began working with local Cape Breton-based digital agency NovaStream to create an online job board platform. A number of additional advancements and features have been rolled out since the site launched, including enhanced functionality and a unique job posting notification system based on the Canadian National Occupational Classification (NOC) system.



Since the website launched in August 2020, more than 400 employment opportunities have been posted.





## Support Immigration & Newcomers

### ■ Labour Market Development & Immigration Officer

The Labour Market Development & Immigration Officer is a regional resource that provides client-centred, inclusive, and innovative support to employers in addressing their labour market challenges. This role brings a unique approach that combines expertise in both human resources and Immigration to support employers in attraction/retention and remaining competitive in today's labour market. As a Regulated Canadian Immigration Consultant (RCIC), they are also the point of contact in resolving complex immigration related affairs for private and public stakeholders such as the Nova Scotia Health Authority, MLAs, MPs, provincial and municipal governments as well as educational institutions. They monitor labour market trends, advise, and raise awareness on policy changes that affect the region in sustaining and growing its labour force to meet demands.

### ■ Atlantic Immigration Pilot Program

An innovative employer-driven immigration program by the Atlantic provinces and the federal government to help address labour shortages in Atlantic Canada. As a regional partner to the Nova Scotia Office of Immigration, the Cape Breton Partnership raises awareness and supports employers throughout its provincial procedures.



Two events focused on the Atlantic Immigration Pilot Program, in partnership with the Nova Scotia Department of Labour, Skills and Immigration (formerly NSOI) and Immigration, Refugees and Citizenship Canada (IRCC), were held this past year. These sessions outlined the Cape Breton Partnership's support for employers, as well as the application process at both the provincial and federal levels. 432 users attended these webinars.

STATS (Apr 1, 2020, to Mar 31, 2021):

**Endorsements** are submitted for employees or prospective employees of local businesses.

■ **Endorsements: 132**

■ **Spouses: 26**

■ **Children: 13**

Local employers submit **designations** to register with the province to be eligible to support employees or prospective employees.

■ **Designations: 25**

### Permanent Residents to Cape Breton 2020

■ **Cape Breton: 125**

■ **Inverness** \*Includes Port Hawkesbury: **30**

■ **Richmond: 5**

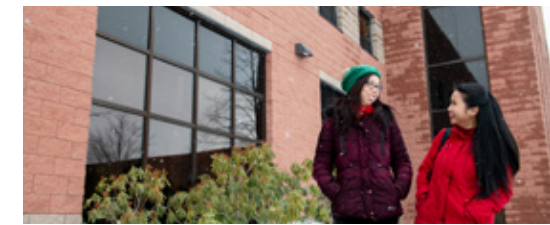
■ **Victoria: 0**

### ■ Cape Breton Local Immigration Partnership

The Cape Breton Local Immigration Partnership (CBLIP)

is a collaborative community initiative funded by Immigration, Refugees, and Citizenship Canada (IRCC) and administered by the Cape Breton Partnership.

Launched in 2017, the CBLIP is a partnership between more than 30 local organizations who come together to coordinate actions that foster more welcoming, inclusive communities for newcomers. In October 2020, the CBLIP held its first annual partner update event, The Ways We Welcome, bringing together a broad range of stakeholders to build awareness and uncover opportunities for collaboration. In the winter of 2020-2021, the CBLIP engaged in its biennial community consultation on newcomer settlement, hearing from more than 300 newcomers and other community members about what we can do as an Island to make the settlement experience better. The results of this consultation are presented in a comprehensive report, available at [www.newtocapebreton.com](http://www.newtocapebreton.com). Through these initiatives and more, the CBLIP is furthering the priorities of its Strategic Plan (2019-2022): raising public awareness, improving coordination among service providers, supporting local research and planning, and fostering welcoming communities.



### ■ Pathways to Permanent Residency

The Cape Breton Partnership held three Pathways to Permanent Residency virtual events for international students, international graduates, and newcomers in partnership with the Nova Scotia Department of Labour, Skills and Immigration (formerly NSOI) and Immigration, Refugees and Citizenship Canada (IRCC). A number of pathways to permanent residency focusing on those best suited for international graduates and local workers were discussed. 674 users attended these three virtual events.



### ■ Cape Breton Welcome Network

Launched in 2020, the Cape Breton Welcome Network is designed to support Cape Breton - Unama'ki communities in doing one of the things they do best: welcome. The Network is comprised of a growing number of Welcome Groups, spread all around the Island and led by enthusiastic community volunteers. These volunteer Welcomers are people who are well-connected and very familiar with their communities – their histories, their great local activities and their hidden gems.

As of March 2021, there were six Welcome Groups signed onto the Welcome Network, with more expressions of interest to form other groups in the following year.





## Support Industry

### ■ Creative Economy

The Partnership's Creative Economy Development Officer is responsible for working directly with the creative sector, advocating on their behalf, connecting them with existing resources and services, and identifying and implementing projects that provide value to the sector.

As one of the hardest hit sectors during the COVID-19 global pandemic, it was recognized that special attention and focus would be needed for the sector. In collaboration with leaders from Cape Breton – Unama'ki's creative sector, the Partnership led the development of two project opportunities to create jobs for artists. The goal of the projects were to support up to 20 artists working in any creative discipline, from craft, design, and visual arts to film, literary arts, and performing arts like music and theatre.

The Creative Economy Development Officer also led the development of the Cape Breton Special Events Task Force, which brings together regulators from various government departments to consult with special event organizers. This allows the task force to provide organizers with guidance on policies, permits, and other regulations. It also means that event organizers can learn about requirements in a broad range of areas without needing to meet with each department individually.

### ■ Cape Breton First

In the fall of 2020, the Cape Breton Partnership launched the latest iteration of the longstanding Think Cape Breton First campaign. The campaign had been refreshed and retooled a number of times over the years, always with the aim of supporting local: eat local, stay local, buy local. Ahead of the 2020 holiday season, the #CapeBretonFirst campaign launched and was immediately embraced and promoted by the local business community. Now, businesses across the Island show off their #CapeBretonFirst window decals, t-shirts, hats, stickers, bags, and more. A popular social media campaign has also followed, with photos, hashtags, and posts still being shared regularly across the Island.



### ■ Creative Island – Innovation District Project

The Cape Breton Partnership has been working with municipal partners, First Nation communities and community groups to develop co-working and innovation spaces as part of the Creative Island Network. Substantial work has been completed this past year on the Town of Port Hawkesbury's waterfront, with the opening of the new Marine Innovation Centre. The building itself is located on the site of the former Creamery building and is already being utilized as a training school for Nova Scotia Community College (NSCC) Strait Area Campuses Nautical Institute.

The redevelopment of the Creamery Building came after a feasibility study that helped inform decision-making, and provided information needed to create opportunities for the town's waterfront infrastructure to continue to grow.

### ■ Industry Support for Tourism Operators

The Cape Breton Partnership partnered with the Tourism Industry Association of Nova Scotia (TIANS) once again to connect tourism-based businesses to training opportunities, tools and wage subsidies provided by TIANS and the Nova Scotia Tourism Human Resource Council (NSTHRC), with support from the Nova Scotia Department of Labour, Skills and Immigration (LSI).

### ■ Building Tomorrow

Historic investments in Cape Breton's infrastructure are paving a new way forward for Cape Breton - Unama'ki. Five major projects are underway to revitalize the Island and put more people to work. Through these projects, and the significant investment behind them, Cape Breton - Unama'ki will not only see improved healthcare and education infrastructure, but also hundreds of jobs, opportunities for workforce training, and direct benefits to local businesses, communities and the economy. The Cape Breton Partnership developed [www.Building-Tomorrow.ca](http://www.Building-Tomorrow.ca) (which launched in July of 2021) to help share information with the local business community, workforce, and various communities on these projects and the benefits of the local construction sector. As part of these efforts, webinar series were held for both the business community and interested jobseekers to share information from government departments and local contractors attracting over 500 users collectively.



### ■ Safety First

The Safety First in Cape Breton Network continued its work this year, aiming to help make Cape Breton - Unama'ki the safest place to work and do business. The 2020 Safety First Symposium was unfortunately cancelled due to the global pandemic. In 2021, the Safety First Symposium went ahead using a virtual format, due to ongoing public health restrictions. The theme focused on resiliency and the presentation of the 2021 Safety First in Cape Breton Awards. Through virtual networking opportunities and experienced speakers, participants gained a more well-rounded understanding of the training and safety planning needs of our local workforce. In addition, it shone a light on what is required to make Cape Breton - Unama'ki the safest and most efficient place to do business.







## Corporate

### ■ Investors

There are more than 130 companies and organizations who invest in the Cape Breton Partnership. They share our proactive, progressive attitude towards partnerships, collaboration and growing Cape Breton – Unama'ki's population and economy. We believe that investing in the Cape Breton Partnership is an investment in our Island's future. We always look forward to expanding our circle of investors around the Island and this past year we had a number of companies come on board as investors.

### ■ Our Team

The Cape Breton Partnership team is known for its energy, enthusiasm and one-on-one, tailored approach when working with clients. As an organization, we are committed to empowering and developing our staff to enhance the programs and services we provide. To do this, we are always striving to build a culture of appreciation, awareness, trust, and professionalism. We are creating opportunities for cultural awareness and professional development training, enhancing mentorship and career/succession planning discussions, and encouraging employees to act as ambassadors for the organization and Cape Breton Island.



Photographs were taken prior to the COVID-19 global pandemic and/or in environments that allowed for social distancing and removal of masks.

## Support in response to COVID-19

The impact of COVID-19 around the world has been unprecedented, and with its arrival to Cape Breton Island, the Partnership's main priority continues to be the health and wellness of our clients, community and staff.

We continued to provide support to our clients and investors during the most challenging time many of them had ever faced. In addition, the Partnership brought together local leaders of all levels of government from across the Island to participate in a video that encouraged Cape Bretoners to stay home and stay safe in response to the pandemic. The video featured Cape Breton – Unama'ki wardens, mayors, chiefs, MLAs, and MPs, while answering one important question: who were they staying home for?

While the pandemic is not yet behind us, our organization is committed to continually providing support to the local business community now and into the future.



### ■ COVID-19 Supports/Resources Updates

Throughout 2020-2021, it was clear that businesses were experiencing challenges in response to the global pandemic, and as supports and resources were explored and rolled out, one of those challenges included researching and finding these supports. To aid the business community, the Cape Breton Partnership team developed a COVID-19 Resources section on CapeBretonPartnership.com. This section has been a key component of sharing resources and supports as they were made available from the province.

### ■ CB Reopening Guide

In an effort to support the Cape Breton business community during the initial reopening phase, the Cape Breton Regional Chamber of Commerce, Cape Breton Partnership, Cape Breton Regional Municipality, and the Sydney Downtown Development Association collaboratively developed Reopening Cape Breton's Economy: A Guide for Businesses & Organizations in June 2020. The document includes a clearly defined and detailed approach for businesses and organizations to safely reopen, checklists, resources and relevant contact information to assist with each phase of reopening.

### ■ Webinars

As the economy reopens as a result of COVID-19, the Cape Breton Partnership is reinvigorating *Think Cape Breton First*. A brand created more than 20 years ago, the message is more relevant than ever. The #CapeBretonFirst campaign is about educating Cape Bretoners about the impact buying, eating and staying local has on our local economy. The campaign includes videos, promotional materials and a social media blitz. To be more inclusive and reflective of 2020, the brand has been translated into French, Mi'kmaw and Gaelic.

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More than 50 webinars and virtual sessions were held in this time, attracting more than 4,500 registrants.

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-  cbpartnership
-  cbpartnership
-  cbpartnership
-  cape-breton-partnership
-  info@capebretonpartnership.com
-  Cape Breton Partnership

#### **Cape Breton Partnership (Sydney)**

285 Alexandra Street  
Sydney, NS  
B1S 2E8  
Telephone **902-562-0122**

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#### **Cape Breton Partnership (Port Hawkesbury)**

609 Church Street, Suite 101  
Port Hawkesbury, NS  
B9A2X4

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**CapeBretonPartnership.com**  
**WelcomeToCapeBreton.ca**  
**EntrepreneurCB.com**

