
Cape Breton Partnership

Year in Review 2021-2022

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The Cape Breton Partnership is Cape Breton – Unama’ki’s private sector-led economic development organization.

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.

Letter from Board Chair and President & CEO

On behalf of the Board and Staff of the Cape Breton Partnership, we are pleased to share with you our 2021-2022 Year in Review. Just as was true for the past few years, this year has been unique, as the pandemic continued to change the course of how we interact with our clients and the events we host. Despite challenges, our team has been hard at work delivering excellent supports, programming, and events for our partners, investors, and business communities across the Island.

During the course of this past year, the Partnership's leadership evolved as Tyler Mattheis, formerly Director of Economic Development, was selected as President & CEO, a role he was and remains excited to take on as he works to build the capacity of the team and chart a path for the future of the organization.

We are grateful for the impactful contributions across Cape Breton – Unama'ki of former President & CEO Carla Arsenault, and for her years of dedication and commitment to the success and growth of our Island. We wish Carla well in her endeavour as Principal of Nova Scotia Community College's Marconi Campus, and look forward to a continued strong relationship with the campus and its leadership.

Sincerely,



Sandra Kanchuk
Board Chair

The Investors of the Partnership, all of whom not only believe in and support the work of the Partnership, but who feel a sense of pride in continuing to create a thriving Cape Breton – Unama'ki, are critical to our continued success. Their private sector investment and leadership enables us to successfully operate the two Regional Enterprise Networks on our Island with the financial and staff support of Unama'ki First Nation Communities, the Municipalities of Cape Breton, and the Province of Nova Scotia. The Government of Canada is also critical to our impact, particularly as we grow our ability to attract and retain newcomers to our region, and successfully embark upon regional projects to grow our economic base.

Included in the following 2021 – 2022 Year in Review are updates and highlights on a number of initiatives, programs, and services the Partnership has led and carried out over the 2021 – 2022 year.

On behalf of the Board of Directors and team, we thank you for your continued support, and we look forward to continue working with you in the future.



Tyler Mattheis
President & CEO



Sandra Kanchuk



Tyler Mattheis

Strategic Goals

The Cape Breton Partnership brings together people who believe in the power of working together to increase economic opportunities, and aims to create a thriving Cape Breton – Unama’ki.

The Partnership supports companies and entrepreneurs through our projects and initiatives by:

Promoting our Island as a great place to live, work, and invest.

Growing a culture that values and celebrates creativity, innovation, and entrepreneurship.

Connecting entrepreneurs and companies to the resources they need to succeed.

Board of Directors

The Cape Breton Partnership is governed by a Board of Directors comprised of community leaders from the public and private sectors who are dedicated to the economic growth of Cape Breton – Unama’ki.

Thank you to the 2021-2022 Board of Directors for their outstanding leadership over the past year.

The Cape Breton Partnership 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, the Partnership is committed to empowering and developing our employees 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 of Cape Breton Island.

2021–2022 Board of Directors

As of March 31, 2022

■ Board Chair

Sandra Kanchuk
Seaside Wireless Communications

■ Vice-Chair

Brian Purchase
Schwartz Furniture

■ Executive Member

Dan MacDonald
CBCL Ltd.

■ Treasurer

Rob Wadden
Grant Thornton

■ Board Members

Adam Bateman	BDC
Allan Eddy	Port Hawkesbury Paper LP
Alyssia Jeddore	Eskasoni Corporate
Brad Jacobs	Colbourne Auto Group
Damien Barry	Louisbourg Seafoods
Howie Doiron	Lindsay Construction
James Wooder	JBW Consulting Inc.
Jen Ryan	Quincy Street Market
Jennifer Martin	Membertou First Nation
Monica McCarthy	East Coast Credit Union
Nagy Abdou	7by7
Osborne Burke	Victoria Co-operative Fisheries Ltd.
Paul Breski	Nova Scotia Power
Ron Blinkhorn	Casino Nova Scotia – Sydney
Shaowei Xu	SW East International Trading & Consulting
Tracey Boutilier	Vibe Creative Group
Vivek Saxena	Strait Area Campus, Nova Scotia Community College

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Cape Breton Partnership Investors

There are more than 130 companies and organizations who invest in the Cape Breton Partnership. Our Investors share our proactive, progressive attitude toward partnerships, collaboration, and growing Cape Breton – Unama’ki’s population and economy. An investment in the Cape Breton Partnership is an investment in the future of Cape Breton – Unama’ki. The Partnership always looks forward to welcoming new investors.

Thank you to all of our investors, your continued support is greatly appreciated!

101.5 FM The Hawk	Hardwire IT Solutions Inc.	Port of Sydney Development Corporation
Anchored Ideas Ltd.	Highland Village Museum	Portside Law LLP
Atlantic Canada Opportunities Agency Cape Breton	Home Instead Senior Care Sydney	Protocase Inc.
Atlantic Lottery Corporation	Hunston Kachafanas CPA	Quincy Street Market
Big Spruce Brewing	ICEAP	Ramsay’s Honda
Boston Pizza	Impact Organizations of Nova Scotia	Safety Check Inspections
Breton Ability Centre	Innovacorp	Schwartz & Company
Business Development Bank of Canada	Island Sauce Company	Scotia Logic - IT & Development
Cabot Group	J. Francis Investments Ltd.	Maritect Solutions
Cabot Links	J.A. Douglas McCurdy Sydney Airport	Seaboard Industrial
Canmac Economics Ltd.	JBW Consulting Inc.	Seaside Wireless Communications Inc.
Cape Breton Centre for Craft and Design	Keltic Lodge at the Highlands	Shine Bright Advertising
Cape Breton China Corporation	Kim Long & Associates	Stantec
Cape Breton Island Building and Construction Trades Council	LearnAbility Nova Scotia	Stingray Group
Cape Breton Pest Control	Leijsa Wilton Limited Re/Max Park Place Inc.	Strait Area Chamber of Commerce
Cape Breton Regional Chamber of Commerce	Lindsay Construction	Strait Area Safety Services
Cape Breton Regional Municipality	Lobsters ‘R’ Us Seafood	Superport Marine Services
Cape Breton University	Louisbourg Seafoods	SW East International Trading and Consulting Limited
Cape Smokey Holdings Inc.	Mabou River Inn	Sydney Credit Union
Casino Nova Scotia	MacLeod Lorway	TD Canada Trust
CBBC Career College	Marine Atlantic	The Breton Law Group
CBCL Limited	Maritime Environmental Training Institute	The Chronicle Herald
Celtic Colours International Festival	Maskwiomin	The Farmer’s Daughter Country Market
City Print +	Massage Addict	The Lakes at Ben Eoin Golf Club & Resort
Coastal Business CBDC	Mayflower Mall	The Municipality of the County of Inverness
Colaisde na Gàidhlig / The Gaelic College	MBS Radio Sydney	The Municipality of the County of Richmond
Colbourne Auto Group	Membertou First Nation	The Municipality of the County of Victoria
Construction Association of Nova Scotia	Membertou Corporate Division	The Sandbar Restaurant & Lounge
Copol International Ltd.	Mercer Fuels Ltd.	The Savoy Theatre
Crown Extra Lighting Co., Ltd.	Mulgrave Machine Works Ltd.	The Town of Port Hawkesbury
Destination Cape Breton	NEDAC	Tourism Industry Association of Nova Scotia
Develop Nova Scotia	Net Zero Atlantic	Trans Atlantic Preforms
Dora Construction	New Dawn Enterprises	Trifos Design Consultants
East Coast Credit Union	Nova Scotia Association of Realtors	Verschuren Centre
East Coast Metal Fabrication	Nova Scotia Community College: Marconi Campus	Vibe Creative Group
Eskasoni Corporate Division	Nova Scotia Community College: Strait Area Campus	Victoria Co-operative Fisheries Ltd.
Eskasoni First Nation	Nova Scotia Construction Sector Council	ViewPoint Realty
Ethical Swag	Nova Scotia Lands Inc.	VMP Group
Export Development Canada	Nova Scotia Power	Wagmatcook First Nation
Flavor by Creative Catering	NovaStream	We’koqma’q First Nation
Fortress of Louisbourg Association	Origin Coast Inc.	Workers’ Compensation Board of Nova Scotia
Friends United	Parkland, Cape Breton	
Grant Thornton	Parks Canada	
Group ATN Consulting Inc.	Polysteel Atlantic Ltd. / East Coast Rope Ltd.	
Halifax Biomedical	Port Hawkesbury Paper LP	
Harbour Royale Development Limited		

Regional Enterprise Networks

The Cape Breton Partnership provides economic development support to four First Nations communities, and is the primary economic development service provider for all five Municipalities across the Island under the Regional Enterprise Network (REN) model, in partnership with the Province of Nova Scotia.

As part of this model, the Partnership administers two RENs: the Cape Breton Regional Enterprise Network (CBREN), and the Cape Breton Regional Municipality Regional Enterprise Network (CBRM REN). Both RENs are part of a network of seven RENs across the province of Nova Scotia.

CAPE BRETON REGIONAL ENTERPRISE NETWORK (CBREN)

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

■ Island-Wide Economic and Population & Growth Plan

The CBREN has continued to work with First Nations, Municipal, private sector businesses, and many other stakeholders to finalize a plan that will drive economic and population growth activities across the Island over the next five years. In 2020, the plan was temporarily put on hold, but work on it has resumed in the last fiscal with a final plan expected in spring 2023. By working with our partners Island-wide we are realizing our vision of building a thriving Cape Breton – Unama'ki.



CBRM REGIONAL ENTERPRISE NETWORK (CBRM REN)

The CBRM REN is represented by the Cape Breton Regional Municipality.

■ Supporting CBRM Forward

The CBRM REN assisted the Cape Breton Regional Municipality to launch CBRM Forward, an inclusive community engagement process that will lay the foundation for the CBRM's Economic Development Strategy, Municipal Planning Strategy, and the Land Use By-law. A number of community consultations both in-person and virtual were held in 2021 and 2022 to help inform this process.

In collaboration with CBRM staff, a streamlined policy, process, and marketing packages for sales of commercial land in the Northside Business Park were a highlight of this past year. This timely initiative ensures investors interested in taking advantage of the CBRM's many business opportunities have access to well-priced and ideally-located commercial land that complements private developments and opportunities in other commercial areas including Sydport and Harbourside Park.





■ MIT Regional Entrepreneurship Acceleration Program (REAP)

After the success of MIT REAP Team Nova Scotia, the MIT REAP experience was extended more broadly to regional leaders across the province by creating MIT Focus Nova Scotia. The goal of the 24-month academic and learning journey was to support acceleration strategies for economic growth and prosperity in the wake of the global pandemic. Of the five REAP teams that were formed across the province, team Cape Breton Strait was formed and facilitated by the Cape Breton Partnership. The Cape Breton Strait team includes 10 leaders drawn from local institutions, government, the private sector, and more. Over the course of the program, the team identified key actions to foster Innovation-Driven Entrepreneurship (IDEs) in the region, including developing programming and operations at Apaq't Place/ Ocean Innovation Centre in the Town of Port Hawkesbury to serve IDEs in the Offshore Wind industry, hosting an innovators retreat, and taking steps to develop a Rising tIDE fund that will help address the regional gap in venture capital for innovation.

■ Business and Breakfast Series

This past year the CBRM REN and CBREN launched the Business and Breakfast Series. This series will regularly offer timely learning opportunities from subject matter experts to communities across the Island and will include a meal, presentations, and networking opportunities. One session was held this past year, focusing on business financing and succession planning, bringing more than 30 participants together to hear from Futurpreneur and the Partnership's own Business Planning Advisor.

■ Strait of Canso Port Development

The CBREN continues to assist with efforts to further develop and promote the Strait of Canso as one of the best deep-water, ice-free ports on the east coast of North America.

The Cape Breton Partnership, Strait Area Chamber of Commerce, Atlantic Canada Opportunities Agency, and Nova Scotia Business Inc. have been working together on this project and have formed the Strait Area Working Group. The next steps will focus on the continued development of a unified brand for the region, including the launch of a regional website, prospectus documents, and more.

■ Adventure Tourism

Adventure tourism is the fastest growing tourism sector in the world. Over the past year, the CBREN and CBRM REN have provided support to partners, investors, and entrepreneurs to grow and develop opportunities throughout rural Cape Breton – Unama'ki in this dynamic industry, including those identified in the Mountain Bike Tourism Action Plan and Destination Cape Breton Association's Adventure Tourism Strategy.



■ Ocean Farming Web Series

In February 2022, the CBREN partnered with Nova Scotia Community College to launch a five-part Ocean Farming Web Series. The series focused on bringing the local Cape Breton – Unama'ki business community together to hear from industry experts on a range of topics important to the success and growth of the ocean farming sector on Cape Breton Island. Attracting approximately 300 participants, the series features 19 subject matter experts, facilitators, and moderators from across the sector.

The Strait / Cape Breton MIT REAP team with MIT Staff in Boston, Spring 2022.

Regional Enterprise Networks

■ Choose to support Arts & Culture Video Campaign

With the support of the CBREN and CBRM REN, 16 creative sector organizations have collaborated to create a video campaign to advocate for the importance of ongoing support for arts and culture during the COVID-19 pandemic and in its aftermath. The initiative is intended to encourage public and political action that will protect the creative sector, which is still in critical need of support in order to overcome the impacts of COVID-19. The video has been posted to the Partnership's YouTube channel.

■ International Council of Shopping Centres (ICSC) Conference in Whistler

In March of 2022, members of the CBREN and CBRM REN team travelled to British Columbia to participate in the 2022 ICSC Conference in Whistler with a booth and prepared information to showcase the numerous investment opportunities across Cape Breton – Unama'ki. By participating in the conference and tradeshow, the team was able to generate more than 25 leads for the Island in the spaces of development and retail.

■ Cape Breton – Unama'ki Creates Creative Works Project

In March 2022, a second round of the Job Creation Partnership (JCP) was launched by the CBREN and CBRM REN with funding and support provided by Employment Nova Scotia (ENS), focused on the Creative Sector. This round of the Creative Works Project saw the scope of the original round of projects broadened with a diverse mix of creative disciplines, including music, creative writing, etc.

Digital Storefront Program

The Digital Storefront Program was created to help Cape Breton-based business owners take their businesses online, exploring the potential for growth through connecting with a global online marketplace. Through support and guidance from the CBREN, CBRM REN, and Destination Cape Breton, the Digital Storefront Program will help connect up to 35 businesses with Scotia Logic's e-Shop Cape Breton, an online platform exclusively for Cape Breton-based businesses to sell to the world, thanks to funding support generously provided by the Atlantic Canada Opportunities Agency (ACOA). To learn more about eShop Cape Breton, visit www.CapeBreton.Shop.



■ Business Advisory Services

The Cape Breton Partnership's Business Planning Service enables entrepreneurs to take their ideas and turn them into professional and well-rounded documents for use in business startup activities, business expansions, loan applications, program applications, and many other uses.



APRIL 1, 2021, TO MARCH 31, 2022

Service Provided		New Files Created (YTD)	Files Completed (YTD)	Active Files
Succession Planning Client Files	CBRM	8	1	8
	CBREN	3	1	6
	Shared	0	0	0
	Total	11	2	14
Business Planning Service Client Files	CBRM	40	20	58
	CBREN	31	1	50
	Shared	1	1	1
	Total	72	22	109
Business Advisory Service Client Files	CBRM	116	81	33
	CBREN	144	3	57
	Shared	7	49	0
	Total	267	133	90
Business Growth Service Client Files	CBRM	8	6	6
	CBREN	0	0	1
	Shared	1	1	1
	Total	9	7	8



Promote Cape Breton – Unama’ki

■ Refreshed web properties

In October of 2021, the Partnership successfully launched a newly-designed WelcomeToCapeBreton.ca website. The new website continues to serve as a one-stop-shop for those looking to live, work, study, or invest in Cape Breton – Unama’ki.



The Cape Breton Partnership corporate website has also undergone a refresh this past year, which includes a simplified navigation and design, providing a more user-friendly experience for visitors.

■ Cape Breton First

As the economy continued to be impacted by COVID-19, the Partnership continued its refreshed #CapeBretonFirst campaign. The brand is a pillar of strength for the business community and a lasting impact on the Cape Breton – Unama’ki business community. Small Business Week 2021 also included a social media campaign encouraging residents to support their local small businesses and tag local businesses social media accounts for the opportunity to win one of two marketing packages from City Print + and Ethical Swag to two nominated businesses.

■ Introducing Elevate Online

Elevate is Cape Breton – Unama’ki’s business-focused publication brought to you by the Cape Breton Partnership. To evolve with our business audience, the publication has now moved from a print publication to fully online. Readers can find Elevate articles appearing on both our website and on Saltwire.com, and shared regularly through social media and e-blasts.

■ Vital Awards Recipients Honoured at 2021 Vital Awards

Since 2014, the Vital Cape Breton – Unama’ki Excellence Awards have celebrated young individuals, employees, and employers who have made significant contributions to their communities across the Island. After a virtual showing of the Awards ceremony in 2020 due to COVID-19, co-hosts NextGen Cape Breton – Unama’ki and the Cape Breton Partnership were thrilled to once again hold the 2021 Awards Ceremony in-person at the Port of Sydney on December 3. Award recipients were honoured for their talent, drive, and achievements in making Cape Breton – Unama’ki a better place to live, work, and invest for youth.



Grow Your Business



■ Indigenous Youth Entrepreneurship Program

In the middle of June of 2021, the Partnership launched a new cohort for the Indigenous Youth Entrepreneurship Program in Potlotek First Nation. This important program shows the value and importance of investing in the youth of today to help create the leaders and entrepreneurs of tomorrow.

Collaborative research between the Cape Breton Partnership and First Nations community partners

in 2019 identified that Indigenous communities wanted to offer local youth the unique experiences of building, growing, and developing their own

businesses with support programming offered in their own communities. In response to these findings and with support from Unama'ki College, Mashup Lab, and an Indigenous Women Advisory Committee, the Cape Breton Partnership launched the Indigenous Youth Entrepreneurship Program in 2021.

Over
60
Participants

■ ShopHERE Program

ShopHERE paired eligible small businesses with a student E-commerce Coordinator to work one-on-one to develop and optimize their online store. The Cape Breton Partnership adapted this program for Cape Breton businesses to help them swiftly create their online presence by working with post-

secondary students who can provide the support, training, and consultation businesses require. The program was funded through Atlantic Canada

Opportunities Agency (ACOA), in partnership with Digital Mainstreet.

27

Applications received

■ Micro-Loan Program for Cape Breton – Unama'ki Female Entrepreneurs

In December of 2021, the Partnership joined Investors and partners at the Sydney Credit Union to announce the second round of the Micro-Loan Program for

Female Entrepreneurs. The program has been revamped, setting aside 50 per cent of the loan funds available specifically for female entrepreneurs.

14

Number of participants
in the program
December 7 to March 31, 2021

For many female entrepreneurs, access to financing to build or grow a successful business is a barrier. The Micro-Loan Program helps to remove this barrier by providing access to financing that will empower women to reach their business goals. The last edition of the program ended in March of 2022, plans are underway to re-design the program in the fall.



Grow Your Business

■ Attracting and 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. This past year, the Partnership connected with four companies interested in these opportunities, and made two referrals.

Mobilité Francophone

Recognizing the need to sustain our francophone 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.

Referrals to this program were paused during COVID-19 as bringing in foreign workers was not a priority during the pandemic. Throughout the past year, the Partnership connected with eight employers on this opportunity, and made one referral.

Healthcare Attraction, Recruitment, and Retention

One of the identified top challenges to attracting new residents to the region is access to healthcare professionals. This is a growing concern for many residents across the Island, and in recognition of the importance of this issue to the local business community and the entire economy, the Cape Breton Partnership became actively engaged in supporting groups in both the southern part of the Island, and the CBRM in establishing locally-driven health care professional recruitment efforts. This has led to the establishment of both the Cape Breton South Recruiting for Health Group and CBRM Healthcare Attraction & Retention Committee.



Cape Breton Local Immigration Partnership

In November 2021, the Cape Breton Local Immigration Partnership (CBLIP) held its second annual partner event, Stories of Belonging, bringing together a wide-range of stakeholders to build awareness and identify opportunities for collaboration. In the winter of 2021-2022, the CBLIP also engaged in a new round of strategic planning with members, based on the results of the most recent CBLIP community consultation. The new CBLIP Strategic Plan (2022-2025) outlines five new areas of focus: housing, awareness, community belonging, employment, and demonstrating impact.

Cape Breton Welcome Network

The Cape Breton Welcome Network continued its important work of making Cape Breton Island a more welcoming and inclusive place in its second year. The network is a constellation of local, volunteer-led Welcome Groups made up of enthusiastic people eager to share their passion for Cape Breton – Unama'ki with newcomers. Since launching, 10 Welcome Groups have been formed in communities across the Island, holding regular activities and events to help connect newcomers to their communities.

Number of groups formed this fiscal:	4
Total number of Welcome Groups:	10
Total number of welcoming volunteers:	143





■ Supporting Immigration & Newcomers

Immigration Consultations

The Partnerships' Labour Market & Immigration Advisor is a Regulated Canadian Immigration Consultant (RCIC) and offers further immigration support to employers or individuals who are unsure of their immigration needs, or who don't fit the requirements of the Atlantic Immigration Program (AIP) or the Nova Scotia Nominee Program (NSNP). In the year 2021-2022, the Cape Breton Partnership has completed 28 immigration consultations. This

has ranged from prospective entrepreneurs, employers looking to fill labour gaps, healthcare professionals, or individuals who offer a significant economic benefit to the Cape Breton region.



Belonging is for Everyone

The Belonging is for Everyone Campaign was launched at the 2022 CBLIP Partner Update event. The campaign was developed to spark dialogue at the community level about creating communities and spaces where everyone feels they belong, no matter where they come from. Having a strong sense of belonging not only provides a better quality of life, but those who feel a sense of belonging are more likely to stay in a community.

Atlantic Immigration Program (AIP)

This past year, the Atlantic Immigration Pilot Program ended and became a permanent program. Since the new AIP launched in January 2022, the Cape Breton Partnership provided information on designation to 25 employers.

CAPE BRETON JOB BOARD

CapeBretonJobBoard.com

The Cape Breton Partnership launched the Cape Breton Job Board in an effort to virtually unite employers with job-seekers domestically and internationally during the challenges of COVID-19. This past year saw updates made to the Job Board website, including the inclusion of both Board of Directors and Volunteer opportunities.

	YTD		YTD
Total Registered Job-seekers	519	Employers	268
Foreign National (Outside Canada)	76	Jobs Posted	939
Temporary Resident (student, worker, etc.)	242		
Canadian Citizen	169		
Permanent Resident	32		

Nova Scotia Nominee Program (NSNP)

Seeing a growing need for employers to have varied immigration options, the Cape Breton Partnership began promoting the NSNP, alongside the AIP. Information on the NSNP has been provided to 25 employers in the 2021-2022 year.

	2021-2022	Program Total, 2017-2021
Designations (applications submitted by employers to register with the Province)	23	196
Endorsements (applications submitted for employees or prospective employees of local businesses)	174	528
Spouses	37	163
Children	17	166

■ Cape Breton Connector Program

CAPE BRETON CONNECTOR PROGRAM

The Cape Breton Connector Program matches community and business leaders

(Connectors) with local and international graduates, newcomers, and other qualified professionals (Connectees) in their industry of expertise. The Connector Program is a simple and effective networking program that connects driven individuals with industry leaders who can help facilitate the growth of their careers here in Cape Breton – Unama’ki. Throughout the past year the Connector Program has been active in offering virtual networking and learning opportunities due to COVID-19 concerns and restrictions. As restrictions lifted, the Program has also begun to offer in-person opportunities again.

35	Matches
41	Connectees Recruited
11	New Connectors Recruited

■ EntrepreneurCB.com

EntrepreneurCB continued to be an excellent tool and resource for entrepreneurs. In collaboration with many partner organizations in Cape Breton and throughout the region, the website serves as a one-stop-shop for all things entrepreneurial in Cape Breton – Unama’ki. No matter which stage of entrepreneurship a business is in, EntrepreneurCB can match users with the right service provider to help them solve the unique challenges and barriers their business is facing. In addition to excellent resources, there is also an option for users to book a meeting with an advisor on our team who will help them find the resources they need to succeed.

■ 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 2021-2022, 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 200 Cape Bretoners.

19	Training Programs
212	Participants
10	Weeks of Training Per Group (Average)
90	Total weeks of training

■ Pop-up Bistro

The Cape Breton Partnership partnered with the Cape Breton Farmers’ Market to launch the Market’s Pop-Up Bistro. The rotating bistro space offers businesses an opportunity to test out the Farmers’ Market location and format, inviting in a new business to try the space every week for a special price and high-traffic space at the Market with access to a commercial kitchen.

In its first six months, the Pop-Up Bistro was able to welcome 18 locally-owned and operated small businesses into the Market and provide them with an opportunity to showcase their products to market-goers. Due to its success, the Pop-Up Bistro has now become a permanent part of the Market and has resulted in past participants becoming full-time Market vendors.

“the Pop-Up Bistro was able to welcome 18 locally-owned and operated small businesses into the market”

■ 2021 Virtual Safety First Symposium

Safety FIRST

The Cape Breton Partnership, together with event partners at the Nova Scotia Department of Labour, Skills and Immigration and the Workers' Compensation Board of Nova Scotia, held the 2021 Safety First in Cape Breton Symposium virtually in June 2021. The theme of the year was resiliency, with a variety of safety-focused panels and presentations, virtual networking opportunities, and awards to recognize safety excellence in local businesses. The 2022 Safety First in Cape Breton Symposium returned to an in-person format in May, 2022.

■ Employment Innovation Symposium for Employers & Managers



In November 2021, the Partnership collaborated with Navigate Startup House to present the Employment Innovation Symposium for Employers & Managers. The Symposium featured presentations and discussions on a number of topics focused on the approaches to finding, inspiring, and keeping the employees that workplaces need to be successful in a post COVID-19 economy. The event was highlighted with a Keynote Address from speaker, author, seminar leader and corporate trainer, Eddie LeMoine who spoke about how organizations can apply innovation to their human resource practices as they navigate labour shortages and challenges.



■ 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 has developed and launched www.Building-Tomorrow.ca to help share information with the local business community, workforce, and various communities on these projects and the benefits of the local construction sector. A number of virtual and in-person sessions have been held through the campaign to share details of the projects with communities, business and supplier information with the business community, and career/job opportunities with interested job-seekers.

■ Webinars and Virtual Engagement

In an effort to continue connecting the local business community with the information, data, training, and networking opportunities needed to continue growing the economy locally, the Partnership successfully led the rollout of numerous webinars and virtual events throughout the past year. Though the Partnership is looking forward to returning to in-person events and learning opportunities, our team was grateful to have the opportunity to use technology in connecting with partners and service providers throughout the region and occasionally throughout the world.

17

Webinars held
this year

2,100+

Participants

-  cbpartnership
-  cbpartnership
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