
Cape Breton Partnership

Year in Review 2022-2023

2023



The Cape Breton Partnership is Unama'ki – Cape Breton's private sector-led economic development organization. The Cape Breton Partnership is the Island's 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 Unama'ki – Cape Breton 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 Unama'ki – Cape Breton, we have a unique advantage – an island-wide perspective about economic development. We bring this perspective into everything we do.

Our Vision

A thriving Unama'ki – Cape Breton.

Our Mission

To transform Unama'ki – Cape Breton into the most creative and prosperous place on Earth.

Our Mandate

1

PROMOTE Unama'ki – Cape Breton as a great place to live, work, and invest.

2

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

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 2022-2023 Year in Review. This past year has been another one filled with progress as we continue to grow as an Island, and one of many milestones.

During this past year, the Cape Breton Partnership's leadership evolved as Blayr Billard, formerly the Director of Finance and Administration was appointed to the role of Chief Operating Officer (COO), which she has enthusiastically taken on to help lead the organization forward.

The Investors of the Cape Breton Partnership, all of whom not only believe in and support the work of the Cape Breton Partnership, but who feel a sense of pride in continuing to create a thriving Unama'ki – Cape Breton are critical to our continued success.

The Cape Breton Partnership team was excited to welcome 10 new Investors, who have chosen to support the vision of the Cape Breton Partnership; as of March 31, 2023, the Cape Breton Partnership has a total of 139 Investors across a broad range of sectors. We thank our dedicated Investors, both long-term and new Investors for supporting the work we do and working alongside us as your trusted economic development partner.

The support and leadership of our Investors enables us to successfully administer several programs, projects, and initiatives here in Unama'ki – Cape Breton, including both of our Island's Regional Enterprise Networks.

Included in the following 2022-2023 Year in Review are updates and highlights on a number of initiatives, programs, and services the Cape Breton Partnership has led and carried out over the last fiscal year.

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

Sincerely,



Tyler Mattheis
President & CEO



Brian Purchase
Board Chair



Tyler Mattheis



Brian Purchase

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 Unama'ki – Cape Breton**.

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 Unama'ki – Cape Breton.

Thank you to the 2022-2023 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 Cape Breton Partnership is committed to developing and encouraging employee development. The Cape Breton Partnership is always striving to build a culture of appreciation, awareness, trust, and professionalism. Post-pandemic the Cape Breton Partnership has been hard at work re-engaging with the partners, communities, and clients we support through in-person events, conferences, and more.

Additionally, Cape Breton Partnership employees have had enhanced access to cultural awareness opportunities and professional development training, enhancing mentorship and career/succession planning discussions, and encouraging employees to act as ambassadors for the organization and of Unama'ki – Cape Breton.

2022-2023 Board of Directors

(As of October 2022)

■ Board Chair

Brian Purchase, Schwartz Furniture

■ Vice-Chair

Dan MacDonald, DMDE Engineering Ltd.

■ Executive Member

Tracey Boutilier, Vibe Creative Group

■ Treasurer

Alisha Mombourquette, Grant Thornton

■ Past Board-Chair

Sandra Kanchuk, Seaside Communications

■ Board Members

Adam Bateman	Business Development Bank of Canada (BDC)
Alyssia Jeddore	Eskasoni Corporate
Brad Jacobs	Colbourne Auto Group
Darrell Gallant	Marine Atlantic
Geoff Clarke	Port Hawkesbury Paper LP
Howie Doiron	Lindsay Construction
James Wooder	JBW Consulting Inc.
Jen Ryan	Quincy Street Market
Jennifer Martin	Membertou Corporate
Nicole Morrison	Two Men and a Truck
Osborne Burke	Victoria Co-operative Fisheries Ltd.
Paul Breski	Nova Scotia Power
Pearlene Cormier	East Coast Credit Union
Ron Blinkhorn	Casino Nova Scotia – Sydney
Shaowei Xu	SW East International Trading & Consulting
Vivek Saxena	Strait Area Campus, Nova Scotia Community College

See full details and current board members at:
CapeBretonPartnership.com/About/#Board

22
23

Cape Breton Partnership Investors

As of March 2023, there are 139 companies and organizations who invest in the Cape Breton Partnership. Our Investors share our proactive, progressive attitude toward partnerships, collaboration, and growing Unama'ki – Cape Breton's population and economy. An investment in the Cape Breton Partnership is an investment in the future of Unama'ki – Cape Breton. The Cape Breton 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	Fortress of Louisbourg Association	Nova Scotia Construction Sector Council
Aaron Lee Renovations Ltd.	Friends United	Nova Scotia Power
Anchored Ideas Ltd.	Grant Thornton	NovaStream
Atlantic Canada Opportunities Agency Cape Breton	Group ATN Consulting Inc.	Origin Coast Inc.
Atlantic Lottery Corporation	Halifax Biomedical Inc.	Parkland, Cape Breton
Bear Head Energy Inc.	Harbour Royale Development Limited	Parks Canada
Big Spruce Brewing	Hardwire IT Solutions Inc.	Polysteel Atlantic Ltd. / East Coast Rope Ltd.
Blue Float Energy International, S.L.	Highland Landscapes	Port Hawkesbury Paper LP
Boston Pizza	Highland Village Museum	Port of Sydney Development Corporation
Breton Ability Centre	Home Instead Senior Care Sydney	Portside Law LLP
Build Nova Scotia	Hunston Kachafanas CPA	Protocase Inc.
Business Development Bank of Canada (BDC)	ICEAP	Quincy Street Market
By the Bay Properties	Invest Nova Scotia	Ramsay's Honda
Cabot Group (Re/Max Nova)	Island Sauce Company	Safety Check Inspections
Cabot Links	J. Francis Investments Ltd.	Schwartz & Company
Cape Breton Capital Group	J.A. Douglas McCurdy Sydney Airport	Scotia Logic IT & Development
Cape Breton Centre for Craft and Design	JBW Consulting Inc.	Seaboard Industrial
Cape Breton China Corporation	Keltic Lodge at the Highlands	Seaside Wireless Communications Inc. / Rogers Communications
Cape Breton Farmers' Market	Kim Long & Associates	Stantec
Cape Breton Island Building and Construction Trades Council	LearnAbility Nova Scotia	Stringray Group (Hot 101.9/New Country 103.5 Cape Breton)
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 Ltd.
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	TapNbe
CBBC Career College	Marine Atlantic	TD Canada Trust
CBCL Limited	Maritime Environmental Training Institute	The Breton Law Group
Celtic Colours	Maskwiomin (11979787 Canada Inc.)	The Chronicle Herald
City Print +	Massage Addict	The Farmer's Daughter Country Store
Coastal Business CBDC	Mayflower Mall	The Lakes at Ben Eoin Golf Club & Resort
Colaiste na Gàidhlig / The Gaelic College	MBS Radio Sydney	The Sandbar Restaurant and Lounge
Colbourne Auto Group	Membertou First Nation	The Savoy Theatre
Construction Association of Nova Scotia	Membertou Trade and Convention Centre	Tourism Industry Association of Nova Scotia
Copol International Ltd.	Mercer Fuels Ltd.	Town of Port Hawkesbury
Destination Cape Breton	Mulgrave Machine Works Ltd.	Trans Atlantic Preforms
DMDE Ltd.	Municipality of the County of Inverness	Trifos Design Consultants
Domtor Energy	Municipality of the County of Richmond	Verschuren Centre
Dora Construction	Municipality of the County of Victoria	Vibe Creative Group
East Coast Credit Union	Navigate Startup House	Victoria Co-operative Fisheries Ltd.
East Coast Metal Fabrication	Northside Employment & Resource Centre	ViewPoint Realty
Eskasoni Corporate Division	Net Zero Atlantic	VMP Group
Eskasoni First Nation	New Dawn Enterprises	Wagmatcook First Nation
Ethical Swag	Nova Scotia Association of Realtors	We'koqma'q First Nation
Export Development Canada	Nova Scotia Community College: Marconi Campus	Workers' Compensation Board of Nova Scotia
Flavor by Creative Catering	Nova Scotia Community College: Strait Area Campus	

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 Cape Breton Partnership administers two RENs: the Cape Breton Regional Enterprise Network (CB REN), 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.



The CB REN 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.

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

■ Strait of Canso Gateway Strategy

Work on the Strait of Canso Gateway Strategy continued throughout the year. This project is a collaboration between Unama'ki – Cape Breton's five First Nation communities, five municipal units, Destination Cape Breton, and Atlantic Canada Opportunities Agency (ACOA). The multi-year strategy will create a gateway to Unama'ki – Cape Breton that is more welcoming, attractive, and representative of the entire Island. The main components that the strategy will address are landscaping and beautification, identity and signage, and land-use recommendations for lands within the gateway region of Port Hastings.

■ Forward. Together.

Forward. Together. is the Economic Development and Population Growth Plan for all of Unama'ki – Cape Breton.

Building off of work from 2019/20 (pre-pandemic), Cape Breton Partnership staff and the consulting team engaged with more than 40 organizations, companies and government partners to gather their insights into the new plan and, specifically, what had changed as a result of the pandemic. The consulting team looked at a wide variety of research and data including the 2021 Census, 2022 business counts, new population forecasts and other reports to help inform the strategy.

Forward. Together. will provide the direction for future efforts to grow the regional economy by supporting local business, attracting new investment, and growing the workforce. It outlines the economic development vision and population growth needed to support that vision.

2023/24 Sneak Peek

Forward. Together. also serves as the official economic development strategy of the CB REN, and was adopted by the CB REN Board of Directors on October 25, 2023. The Strategy is available at:

CapeBretonPartnership.com/ForwardTogether





■ Supporting CBRM Forward

The CBRM Economic Development Strategy is complete, thanks to collaboration between the CBRM REN, and the staff and council of the CBRM.

The CBRM Forward Economic Development Strategy is the first of a suite of tools and strategies including a new CBRM Municipal Planning Strategy (MPS), Land Use By-law (LUB), Subdivision By-law, and other related enabling By-laws. This project kicked off in April of 2021 and concluded when the Economic Development Strategy was adopted by CBRM Council on August 23, 2022. The full project concluded in the summer of 2023 with provincial approval and the administrative launch of the new regulations. See full details at www.CapeBretonPartnership.com/CBRMForward.

CBRM Forward is a complementary strategy to the Island-wide Economic Development Strategy, *Forward. Together*. These two projects launched in 2019 and will be completed in the 2023-2024 fiscal year. Both strategies support collaborative and inclusive growth as we build on the strengths of all the communities of Unama'ki - Cape Breton.

■ Strait of Canso Port Development

The CB REN 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 Invest Nova Scotia have been working together on this project and have formed the Strait Area Working Group.

Work is ongoing to build out the Strait region's brand which will be launched in the near future.

■ Supporting an Emerging Green Energy Sector

This year the Cape Breton Partnership welcomed a new Innovation & Economic Development Officer to support Richmond County and the Town of Port Hawkesbury as their trusted economic development partner. Through meeting with key organizations and businesses across the Strait region, this role also provides ongoing support to the Strait of Canso Offshore Wind Task Force, in addition to investment attraction and other economic development services.

■ Business & Breakfast Series

This past year the CBRM REN and CB REN continued to host the popular Business & Breakfast Series hosted in locations across the Island. This series regularly offers timely learning opportunities from local and regional subject matter experts and includes a meal, presentations, and networking opportunities. When necessary, the series also includes Lunch & Learn sessions.

The following sessions were hosted with the help of many valued partners during the past year and attracted over **150** attendees:

- Workplace Inclusion (August 2022 & November 2022) in Sydney and Port Hawkesbury
- Financing your Business at Every Stage of Growth (September 2022) in Inverness
- Taking Your Business Online (November 2022) in Isle Madame
- Supports for Women Entrepreneurs (March 2023) in Baddeck





Local leaders and members of the Task Force visited the Fundy Ocean Research Centre for Energy (FORCE) in Parrsboro to learn about how they are leveraging tidal stream technology.

■ MITACS Accelerate Intern supporting Green Energy

In June 2022, the Cape Breton Partnership secured funding for a Mathematics of Information Technology and Complex Systems (MITACS) Accelerate Internship, hiring a recent master's graduate to conduct research on the opportunities and challenges for offshore wind development in the Strait of Canso region. The goal of the research was to facilitate evidenced-based decision making and inform community engagement for green energy projects. The project evolved throughout this period to adapt to changes to local regulatory development. The project viewed the opportunities and challenges of green energy, primarily wind and green fuels, across Unama'ki – Cape Breton based on literature and learnings from other jurisdictions. The MITACS Intern has since transitioned to become the Green Energy Engagement Coordinator. The Coordinator helps to administer the Strait of Canso Offshore Wind Task Force, participates in green energy conferences and events, develops relationships with key stakeholders and partners, and helps to build capacity for ongoing participation in these emerging sectors.

The internship also created an opportunity for the Cape Breton Partnership to apply for Participant Funding from the Impact Assessment Agency of Canada to participate in the Regional Assessment for Offshore Wind Development in Nova Scotia. This funding allowed the Cape Breton Partnership to continue to be involved in the development of regulations for offshore wind to ensure that the economic, social, and environmental values of Unama'ki – Cape Breton are represented in any proposed future development.

■ Strait of Canso Offshore Wind Task Force

The Task Force is a volunteer-led initiative, comprised of a diverse membership, including many Investors and partners of the Cape Breton Partnership. The Task Force was formed to represent the socioeconomic interests of the Strait Area; promoting the Strait of Canso's profile and competitive advantages; and to ready the region and its stakeholders for an emerging offshore wind industry that is developed in a responsible, sustainable, and inclusive way. With the Cape Breton Partnership acting as the Secretariat for the Task Force, the Green Energy Engagement Coordinator, along with our Communications team and Innovation & Economic Development Officer, have been central to the drafting and completion of key documents like the terms of reference, funding proposals, and collateral materials for promotion.

■ Adventure Tourism

Adventure tourism is the fastest growing tourism sector in the world. Over the past year, the CB REN and CBRM REN have provided support to partners, Investors, and entrepreneurs to grow and develop opportunities throughout rural Unama'ki – Cape Breton in this dynamic industry, including those identified in the Mountain Bike Tourism Action Plan and Destination Cape Breton's Adventure Tourism Strategy. Our Economic Development Officers across the Island continue to support current operators, future operators, and clients in building a thriving adventure tourism sector in Unama'ki – Cape Breton.

■ 2023 International Council of Shopping Centres Conference (ICSC) in Whistler

In January of 2023, members of the CB REN and CBRM REN team from the Cape Breton Partnership attended the 2023 ICSC conference in Whistler. Team members engaged in learning opportunities through the conference to gain a greater understanding of retail and industrial trends, while working to develop key relationships with North American real estate and retail professionals.



■ Human Resources Advisory Services

This past year, the Human Resource Advisor provided employers in Unama'ki – Cape Breton with human resources guidance and advice to sustain and grow their businesses. The services offered covered the fundamental HR building blocks: policy and procedures, recruitment and retention, selection and hiring, performance management, and more.

■ 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 start-up activities, business expansions, loan applications, program applications, and many other uses.

APRIL 1, 2021, TO MARCH 31, 2023

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

■ Supporting the Creative Economy

The Cape Breton Partnership welcomed a new Creative Economy Development Officer in 2022. Since then, they have been hard at work supporting and growing the creative sector here in Unama'ki - Cape Breton through the Cape Breton Culture Sector team, the Unama'ki – Cape Breton Creates Job Program, and supporting the creation of an Indigenous-led not-for-profit film organization called Unama'ki Motion Picture Cooperative dedicated to growing the film and television industry across rural Nova Scotia.



■ Supporting the Film and Television Industry

To continue to support the growth and development of the film and television industry in rural Nova Scotia, the Cape Breton Partnership's Creative Economy Development Officer supported the creation of the Unama'ki Motion Picture Co-operative. The support the Cape Breton Partnership provided included the development of a strategic plan, with the assistance from a student of CBU's Community Research Connections Program. The plan outlines a roadmap to highlight Nova Scotia as a desired location for both the film and television industry and identifies ways that support from educational institutions and all levels of government would help to increase the revenue of the industry for the province by one billion dollars over the next 10 years.

■ Film Industry Tour of Unama'ki – Cape Breton

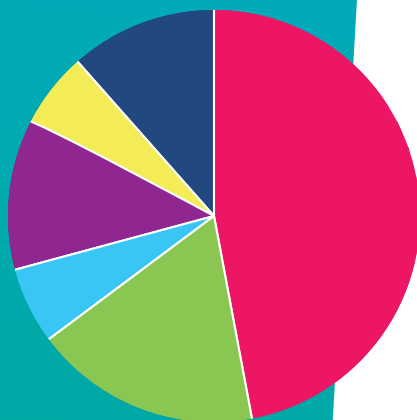
In October 2022, the Cape Breton Partnership's Creative Economy Development Officer worked with Screen Nova Scotia and the Unama'ki Motion Picture Cooperative to coordinate and host a full-day tour of the Island with major motion picture and network representatives from Netflix, Warner Brothers, A&E, Lifetime Network, and Hulu. The tour served as a great opportunity to highlight the scenic filming opportunities that exist in Unama'ki – Cape Breton and opened the door for relationship building and an opportunity to grow the rural film and television landscape of rural Nova Scotia.

■ Unama'ki - Cape Breton Creates

Through funding from Employment Nova Scotia, the Cape Breton Partnership was excited to once again offer the Unama'ki – Cape Breton Creates Job Program. The program provided six months of full-time work for artists who reside in Unama'ki – Cape Breton. Areas of focus for participants included arts and crafts, music, performing arts, photography, creative writing, motion picture/ television production, dance, and more.



- Eight launched e-commerce ventures
- Three books written
- One Seasonal art gallery opened
- Artisans developed wholesale accounts with sales of more than \$3,000
- Independent film created to premiere in 2023
- Artists presented workshops through CBRM Creative Connects



Promote

■ Updates to web properties

This past year, our team designed and launched the Invest tab on WelcometoCapeBreton.ca. Under the Invest tab, users will find relevant sector-specific information. This is an ongoing project and will see the addition of more sectors and more data for those looking to invest in Unama'ki – Cape Breton in the future.



■ Elevate Online

Elevate is Unama'ki – Cape Breton'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](http://ourwebsite) and on Saltwire.com, and shared regularly through social media and e-blasts.

■ Supporting the Cape Breton Island Tourism Training Network

The Cape Breton Partnership continued to support the work of the Cape Breton Island Tourism Training Network (CBITTN), by promoting the training and micro-credential opportunities being offered across the Island. The Cape Breton Partnership also joined the CBITTN, Destination Cape Breton, and the Nova Scotia Department of Labour, Skills and Immigration at a series of Tourism Workforce Solution Workshops across Unama'ki – Cape Breton.

■ Awards Recipients Honoured at 2022 Vital Awards

Since 2014, the Vital Unama'ki - Cape Breton Excellence Awards have celebrated young individuals, employees, and employers who have made significant contributions to their communities across the Island. Co-hosts NextGen Unama'ki - Cape Breton Leadership Society and the Cape Breton Partnership were thrilled to once again hold the 2022 Awards Ceremony in-person at the Port of Sydney. Award recipients were honoured for their talent, drive, and achievements in making Unama'ki - Cape Breton a better place to live, work, and invest in youth.

nextgen
Engaging Unama'ki-Cape Breton's Next Generation

vital Cape Breton
Unama'ki
Excellence
Awards

Indigenous Youth Entrepreneurship Program

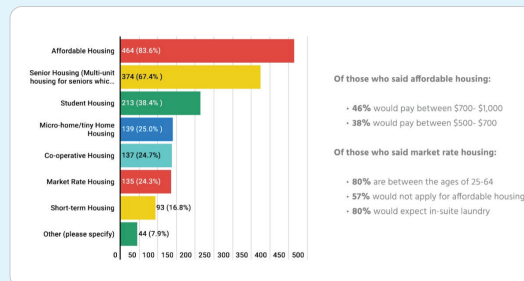
Collaborative research between the Cape Breton Partnership and First Nations community partners in 2019 identified that Indigenous communities wanted to offer local youth the unique experiences of building, growing, and developing their own businesses with support programming offered in their own communities. In response to these findings and with support from local partners and stakeholders, the Cape Breton Partnership launched the Indigenous Youth Entrepreneurship Program in 2021.

As of March 2023, the Indigenous Youth Entrepreneurship Program helped over **70** Indigenous youth facing various barriers. The program activities were delivered in person or virtually in all five First Nations communities in Unama'ki – Cape Breton. This past fall, the Cape Breton Partnership launched the second phase of the Indigenous Youth Entrepreneurship Skills Development program. This phase two of the training program built upon the business and entrepreneurship fundamentals of the first program with participants who were eager to expand their knowledge of opening or growing a business.

Supporting Housing Research and Development

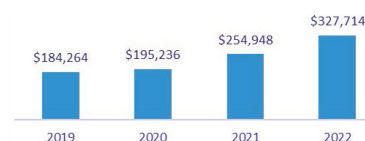
The Cape Breton Partnership staff have worked with both the Town of Port Hawkesbury and the Municipality of the County of Inverness to successfully launch, conduct, and analyze results from a housing survey for each region.

CB REN staff are continuing to work with both partners to create housing development packages for each of the areas to assist housing developers make informed decisions.



Housing requirements in Port Hawkesbury

Average home prices in Inverness County



■ The Micro-Loan Program – empowering female entrepreneurs continues

The Cape Breton Partnership, along with partners at the Sydney Credit Union, were pleased to launch the third round of the Micro-Loan Program – empowering female entrepreneurs in December of 2022. Due to the program's success and popularity, additional partners have also joined the initiative to further add capacity and value. They include the East Coast Credit Union, Cape Breton Regional Chamber of Commerce, Strait Area Chamber of Commerce, Centre for Women in Business, and Centre for Entrepreneurship Education and Development (CEED).

In addition to coordinating the program and acting as a first point of contact for interested entrepreneurs, the Cape Breton Partnership also provides entrepreneurs with access to mentorship, programs, and additional resources that help encourage growth and success through their business venture.

STATS (Apr 1, 2022 to Mar 31, 2023):

of accepted applications

■ 6 – CBRM

■ 4 – Inverness County

■ 1 – Strait Area

This includes:

■ 5 new businesses

■ business expansion

Total amount loaned through the program:

■ \$110,000

■ Attracting and Retaining Talent

Global Skills Strategy

The Cape Breton Partnership has a signed Memorandum of Understanding (MOU) with both Immigration, Refugees and Citizenship Canada (IRCC) and Employment and Social Development Canada (ESDC) as 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.

■ Mobilité Francophone

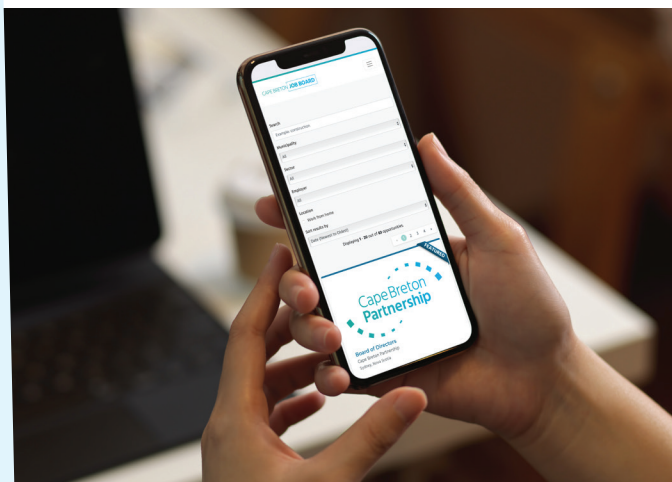
Recognizing the need to sustain our francophone communities across the Island, the Cape Breton Partnership has continued its partnership with ANAPEC, the Moroccan government's international labour mobility division, to support employers in attracting bilingual French speaking talent to fill skilled labour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

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
# of website visits in last fiscal	35,000	Total Registered Job-seekers	952
Employers (Organizations)	376	Foreign National (Outside Canada)	183
Jobs Posted	1,487	Temporary Resident (student, worker, etc.)	466
		Canadian Citizen	246
		Permanent Resident	55





■ Supporting Immigration & Newcomers

Immigration Advisory Services

After seeing many employers not meet the requirements of the Atlantic Immigration Program (AIP) or the Nova Scotia Nominee Program (NSNP), or that these programs didn't quite fit their needs, the Cape Breton Partnership now provides more detailed immigration services to employers. This includes advice on federal programming, temporary immigration, and selecting the best option for their business. This service is provided to employers across the Island, with a specialized service for entrepreneurs and startups.

YTD 2022	
Immigration Advisory Services	
Advisory Services	46
Entrepreneur Streams	13

■ Atlantic Immigration Program

Since the new Atlantic Immigration Program (AIP) launched as a permanent program in January 2022, the Cape Breton Partnership provided information on designation to **116** employers. Out of these 116 employers assisted, **60** employers are now designated in the AIP program. With more employers across the Island becoming designated under the new program, the Cape Breton Partnership provided information to **61** employers for AIP endorsements 2022-2023 year.

■ Cape Breton Local Immigration Partnership



In December 2022, the Cape Breton Local Immigration Partnership (CBLIP) held its third annual partner update event, *Re•Connection*, once again bringing together

a broad range of community partners to build awareness and identify opportunities for collaboration. The selected theme of the 2022 event - *Re•Connection* – explored the importance of social connection in newcomer settlement and how the ways we connect evolved through the pandemic.

CBLIP working groups continued in 2022-2023 to implement activities related to the five current areas of CBLIP focus: housing, awareness, community belonging, employment, and demonstrating impact.

■ The 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 third year. The network is a constellation of local, volunteer-led Welcome Groups made up of enthusiastic people eager to share their passion for Unama'ki – Cape Breton with newcomers. Since launching, Welcome Groups have been formed in communities across the Island, holding regular activities and events to help connect newcomers to their communities.

Stats as of March 2023

Number of groups formed this fiscal: **1** (St. Anne's Bay)

Total number of Welcome Groups: **11**

Total number of welcoming volunteers: **160**

■ Nova Scotia Nominee Program (NSNP)

With a growing need for employers to have varied immigration options, the Cape Breton Partnership is promoting the Nova Scotia Nominee Program alongside the Atlantic Immigration Program (NSNP). Information on the NSNP has been provided to **75** employers in the 2022-2023 year.

	2022–2023	Program Total, 2017–2022
Designations (applications submitted by employers to register with the Province)	116	219
Endorsements (applications submitted for employees or prospective employees of local businesses)	61	702
Spouses	6	200
Children	2	166
Nova Scotia Nominee Program	75	25

Connect

■ 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. To date there is a combined **255** Connectees and Connectors engaged in the Cape Breton Connector Program. The program serves as a simple and effective networking program that connects driven individuals with industry leaders who can help facilitate the growth of their careers here in Unama'ki – Cape Breton.

Over the past year, the Connector Program has been actively providing numerous networking and learning opportunities. The program has participated in numerous job fairs and community events across the Island, while promoting the program through speaking opportunities, roundtable discussions, and social media campaigns. Collaboration with partner organizations such as CBU, NSCC, EduNova, CBICI, and NS Works Centers have been instrumental in improving communication with international students and new graduates, ensuring they have access to valuable resources and programming of the Connector Program.

53	Matches
61	Connectees Recruited
18	New Connectors Recruited

■ EntrepreneurCB.com

EntrepreneurCB.com

EntrepreneurCB continued to be an excellent tool and resource for entrepreneurs. In collaboration with many partner organizations in Unama'ki – Cape Breton and throughout the region, the website serves as a one-stop-shop for all things entrepreneurial. 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. This past year, we began working with our partners at Navigate Startup House to keep the website up-to-date and relevant for users and are exploring additional partner opportunities in 2023.

■ 2022 Safety First Symposium

The Cape Breton Partnership, together with event partners at Nova Scotia Department of Labour, Skills and Immigration and Workers' Compensation Board of Nova Scotia held the 2022 Safety First in Cape Breton

Symposium in-person at Membertou Trade & Convention Centre on June 2, 2022. The theme of the year was psychological safety and wellness. The event welcomed more than **225** attendees, and included a keynote presentation, breakout sessions, a creative sentencing story, a story of workplace injury, and a tradeshow.

■ 2023 State of the Province

The Cape Breton Partnership was honoured to help plan and co-host with our partners at the Cape Breton Regional Chamber of Commerce, Strait Area Chamber of Commerce, and Cape Breton University, the 2023 State of the Province Address in Sydney on January 27, 2023. This marked the first State of the Province to be hosted in Unama'ki – Cape Breton.

This luncheon event welcomed more than **500** attendees from government and partner agencies to hear from Premier Houston as he presented for the first time to the Unama'ki - Cape Breton business community, where he spoke about the province's priorities and announced a new medical campus at CBU.





Port of Sydney
Development Corporation



Baddeck Waterfront
Committee



Carbide

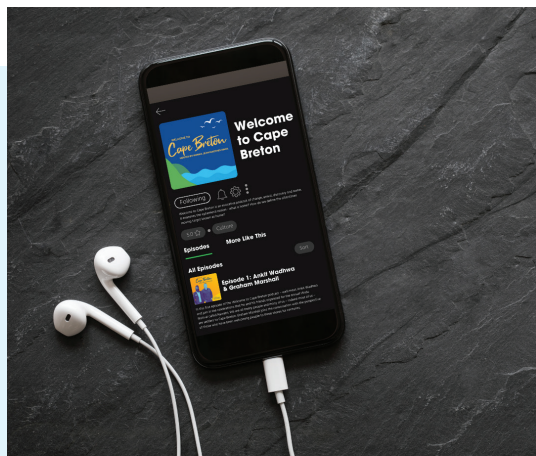


We'koqma'q First Nation/ We'koqma'q
Aquaculture Venture

2022 Economic Impact Awards

The Cape Breton Partnership celebrated the resiliency of Unama'ki – Cape Breton businesses and the incredible contributions of their leaders across the region at the 2022 Economic Impact Awards, presented during the 2022 Cape Breton Partnership Investor Summit at the Keltic Lodge at the Highlands in Ingonish Beach on October 20, 2022.

This past year we were proud to honour winners: Carbide; the Baddeck Waterfront Committee; the Port of Sydney Development Corporation; and We'koqma'q First Nation/ We'koqma'q Aquaculture Venture.



An initiative of the



Hurricane Fiona Impact Survey for Businesses

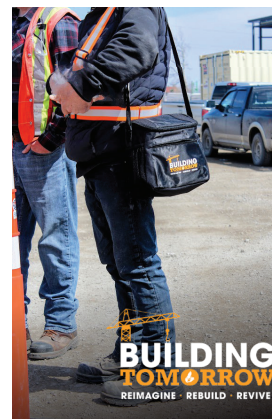
In September of 2022, the CB REN and CBRM REN, along with REN partners across the province and in conjunction with the Canadian Manufacturers & Exporters (CME) launched and supported the Hurricane Fiona Impact Survey for Businesses. The survey helped identify supports and assistance that the business community needed to help recover from the impacts of Fiona.

Building Tomorrow

The momentum of the Building Tomorrow campaign continued to grow as we featured the ongoing construction on the five historically significant infrastructure investments across CBRM. To show our appreciation for the hard-working teams who are contributing to these milestones, we partnered with our friends at the Nova Scotia Construction Sector Council to visit more than **350** construction workers and contractors with a catered lunch and Building Tomorrow insulated lunch bags that can be used on and off the job. These visits were documented on Building Tomorrow's social platforms and helped spread the word about the opportunity that exists here for skilled trades.

The campaign also hosted two community engagement and information sessions for both the Northside Health Complex and Cape Breton Regional Hospital Projects with over **200** attendees to deliver updates on the projects to the wider communities.

To learn more about the Building Tomorrow Campaign, including project milestones, visit: Building-Tomorrow.ca



Welcome to Cape Breton Podcast

This past year, the Cape Breton Partnership launched the Welcome to Cape Breton Podcast, an evocative podcast of change, arrival, discovery and home. The series examines the timeless notion – what is home?

The Podcast now has three released episodes that have reached more than **1,000** listeners across Spotify, Apple, Google, and Youtube.

You can listen to the podcast, by visiting:

WelcomeToCapeBreton.ca/Choose/Welcome-To-Cape-Breton-Podcast

-  cbpartnership
-  cbpartnership
-  cbpartnership
-  cape-breton-partnership
-  info@capebretonpartnership.com

Cape Breton Partnership (Sydney)

285 Alexandra Street
Sydney, NS
B1S 2E8

Cape Breton Partnership (Port Hawkesbury)

609 Church Street, Suite 101
Port Hawkesbury, NS
B9A 2X4

Telephone **902-562-0122**

CapeBretonPartnership.com

