Truro Colchester

TruroColchester.ca

Supporting Business Growth







Grow your business with us.

Average home costs

$190,000

$300k below national average



Average commute time

13 minutes

half the national average







Great British Grub in Truro

Ranked

#4 friendliest

region in Canada (Expedia)



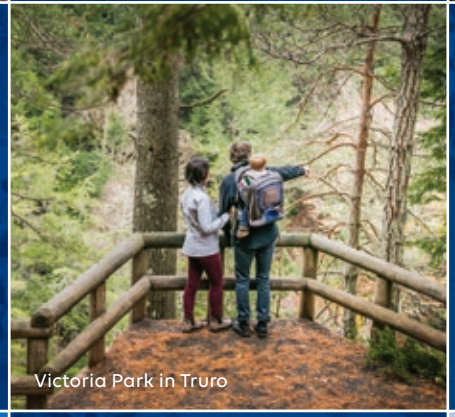
The Cobequid Trail



Colchester-East Hants Public Library in Truro

10,000+

university graduates annually in Nova Scotia



Victoria Park in Truro

50,585

population over

3,628km²



Rath Eastlink Community Centre (RECC) in Truro

92%

"Satisfied" or "very satisfied" with life



Truro Town Hall

H.A.F Skate and Tattoo in Truro

Welcome to Truro Colchester

Truro is constantly investing in itself in an effort to grow the local economy. With the recent completion of the new $185M Colchester East Hants Health Centre, the opening of the impressive $48M Rath Eastlink Community Centre, and the new $7M Colchester East Hants Library, it's an exciting time to be a part of this thriving region!

trurocolchester.ca

Cover: Ernest Korankye, President & CEO of Asante Freights & Exports in Truro

Cover inset: Kohltech Windows & Entrance Systems in Debert, Tatamagouche Brewing Co. in Tatamagouche



Perfectly positioned for success

The Truro and Colchester Partnership for Economic Prosperity works with great businesses in our region. We also help prospective businesses and entrepreneurs connect with the resources and contacts they need to grow and innovate.

Truro Colchester is perfectly positioned, offering the strategic advantage as the "hub" of Nova Scotia. A great central location between the growth regions of Halifax and Moncton, our business parks have direct access to the 100 series highways, proven industry sustainability, and a workforce that enjoys a healthy work/life balance.

Our people enjoy world-class facilities you'd expect of a big city but without the smog and traffic. The average home costs around $190,000 — more than $300K below the national average — so it's an affordable, safe, and comfortable place to live.

Truro Colchester businesses benefit from a strong local Chamber of Commerce, and we have great organizations here that are ready to work with you to help your business succeed.

Contact us to learn more about investing and growing your business in the Truro Colchester region.

— **Brennan Gillis**, CEO of the Truro & Colchester Partnership for Economic Prosperity (TCPEP)



Truro & Colchester Partnership for Economic Prosperity
Colchester | Millbrook | Stewiacke | Truro

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Industrial real estate costs an average of **$4-$12 per square foot**



Truro Colchester at a glance

There's a reason Truro Colchester's affectionately known as "the hub of Nova Scotia."

We have easy access to the rest of the province — not to mention the rest of the Maritimes! — from our central spot right in the heart of the province.

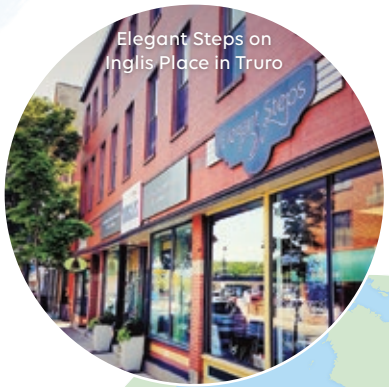
Truro Colchester is the heart of Nova Scotia, and here's where you'll find our most "suburban" communities, like Truro, Bible Hill, Valley, Salmon River, Hilden, and Lower Truro/Truro Heights. The Greater Truro Area is home to more than 23,000 residents.

We want to help your business grow!

Truro and Colchester Partnership for Economic Prosperity is a fresh, new organization driving economic development in the Colchester region of Nova Scotia.

We are a group of business and community leaders who want to grow our region through small business support and community development.

We are a partnership of the local business community (through the Truro & Colchester Chamber of Commerce), the Towns of Truro and Stewiacke, The Municipality of the County of Colchester, Millbrook First Nation and the Nova Scotia Government.



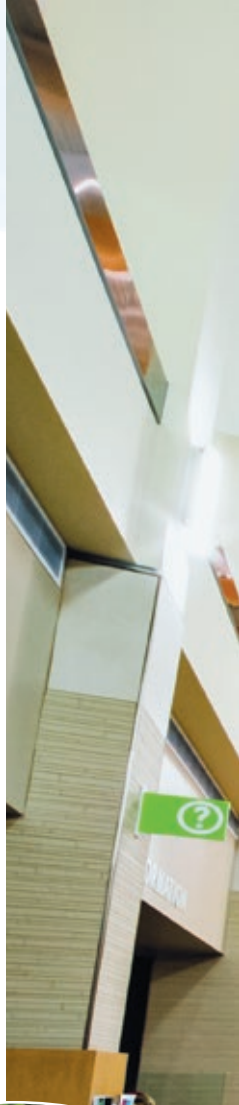
Elegant Steps on Inglis Place in Truro





Colchester-East Hants Public Library





The $185M Colchester-East Hants Health Centre opened in 2012 and became the first regional health care facility in Nova Scotia to achieve LEED certification for Leadership in Energy and Environmental Design.





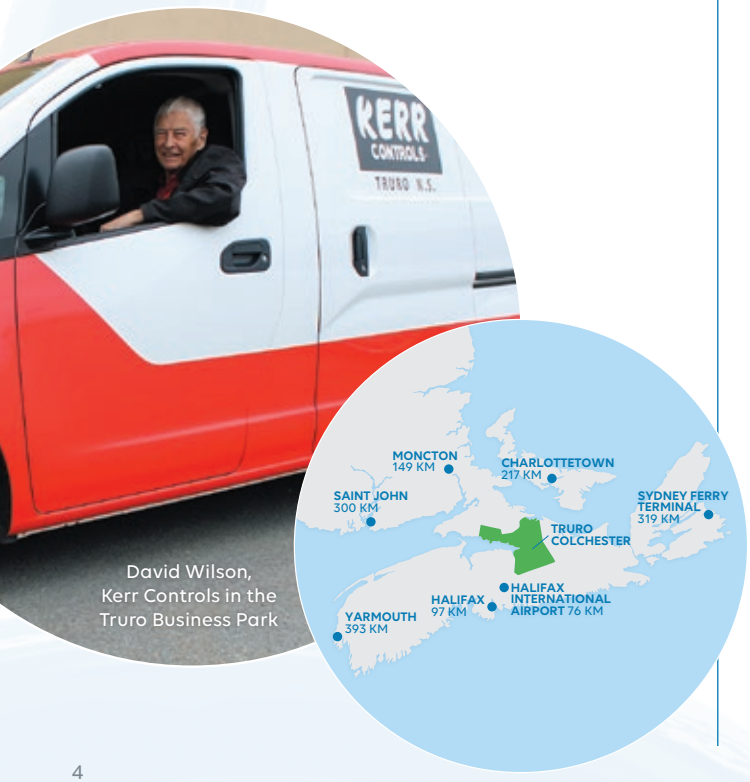


Colchester-East Hants Health Centre
(Photos: Babineau Photography)

A great place to invest and build a business

Truro ranked first among all other major cities and towns in Canada and the United States for the most cost competitive business location, according to the 2012 KPMG study on International Business Location Costs

The study factors in more than 100 cities, in 10 countries: Australia, Canada, France, Germany, Italy, Japan, Mexico, the Netherlands, the United Kingdom, and the United States and measures the combined impact of 26 key cost components that vary by location.



David Wilson, Kerr Controls in the Truro Business Park

Truro's location is a huge advantage, whether you're running your own business, working in town, or commuting.

It's a great place to invest and build a business thanks to its great central location on the Halifax-to-Moncton growth corridor, access to additional markets, proven industry sustainability, and the best competitive cost advantage location in Atlantic Canada.

Truro Colchester has numerous municipal business parks and development properties that are all are centrally located in Nova Scotia with direct access to the 100 Series Highway:

- Debert has major distribution operations like Sobeys, Home Hardware and Tim Hortons, which are located in the Debert Industrial Park. Like many property options in the Greater Truro Area, we offer close proximity to major East Coast markets without the high costs associated with a metropolitan area.
- The Truro Business Park is home to nearly 70 existing businesses which perform a wide variety of uses such as distribution, manufacturing, processing, and warehousing, with the largest employers in textiles and plastics.
- Bayview Business Park in Truro Heights has several remaining lots conveniently located off Exit 13 on Highway 102.
- The Millbrook Power Centre has 52 acres of fully-serviced premium commercial land available for long term lease. More than 22,000 vehicles per day travel through the Millbrook Power Centre along Highway 102, and approximately 1.36 million Atlantic Canadians live within a 290-kilometre radius (a three-hour drive) of the Millbrook Power Centre.
- Stewiacke's 120-acre development embraces space for residential and commercial growth in the town of Stewiacke.
- Exit 14A Properties Ltd comprises of a land development project of approximately 100 acres of serviceable land that is made up of highway commercial land at the intersection of the 102 and 104 highways in Truro.
- Truro has direct rail line access within two business parks, located at the intersection of Atlantic Canada's main north-south and east-west rail lines.

Truro is just 40 minutes from the Halifax Stanfield International Airport — Atlantic Canada's principal full-service airport providing passengers and cargo clients with access to markets across Canada, the United States, the Caribbean Basin, Europe, Asia, and the Middle East. It's the only airport in Atlantic Canada to offer Canada Customs services on a 24 hour, seven day a week basis, and U.S. pre-clearance. The airport, a major economic generator valued

at $3 billion to the provincial economy, annually serves over 4 million passengers and processes more than 34,000 metric tonnes of cargo.

Truro is one hour from Halifax, which is the province's capital and has a population of more than 430,000 people. Halifax is the economic centre for the east coast of Canada and largest city east of Québec and north of Boston.

- The Port of Halifax is one of the world's leading ports, known for its location, facilities, services and efficient connection to locations around the world.
- Halifax is the eastern terminus for the Canadian National Railway domestic and international service through Eastern Canada and the Northeastern United States

Truro is less than two hours from Moncton, which has a bilingual (English and French) workforce and a growing economy. Moncton provides entrepreneurs with exceptional investment opportunities. A low-cost business environment, central location and diverse workforce create an excellent setting for business growth.

Did you know the average commute for those living in Truro Colchester is just 13 minutes? That's HALF the national average, and barely three songs — or half a standard podcast episode.

That's probably because around 63% of our residents commute within their very own community!

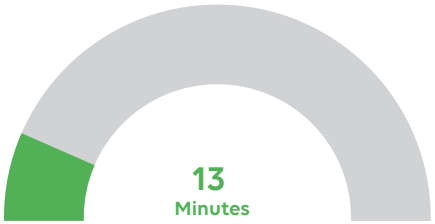
In Truro/Colchester, there's no need to wake up in the dark to arrive for work on time. **When it's time to leave for work, many workers leave their homes between 7 a.m. and 8 a.m.** — with nearly as many choosing to leave between 8 a.m. and 9 a.m.

The Truro & Colchester Partnership for Economic Prosperity helps to facilitate the economic growth and expansion of existing businesses and seeks opportunities to attract new investment to the community. The office can help with a variety of business and development services, including:

- Expanding or relocating an existing business
- Starting a new business
- Business challenges and opportunities
- Real estate and development opportunities
- Information on the community
- Local business climate
- Growth opportunities and development plans
- Information and resources to help businesses grow and expand
- Financial grants, incentives, and assistance
- Potential site locations

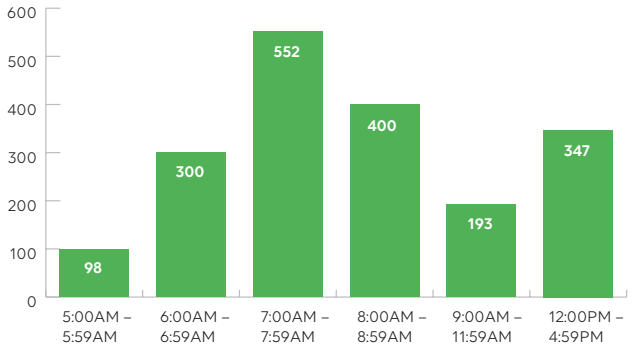
Commute Times

Source: Statistics Canada. 2016 Census.
Last Updated: November 2017



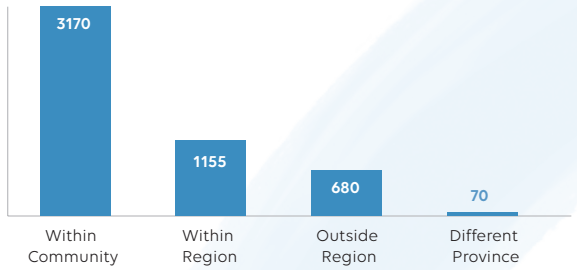
Time Leaving For Work

Source: Statistics Canada. 2016 Census.
Last Updated: November 2017



Commuting Destination

Source: Statistics Canada. 2016 Census.
Last Updated: November 2017





Moving by air

Truro Colchester is two hours closer geographically by air to Europe than any other North American destination, and closer to New York and Boston than it is to any other major Canadian city.

Truro Colchester is 40 minutes from the Halifax Stanfield International Airport, which annually serves more than 4 million passengers and processes more than 34,000 metric tonnes of cargo.

The airport offers year-round direct flights to London, Boston, New York, and other international business destinations.

It has the only U.S. preclearance facility in Atlantic Canada, 24/7 Canada Customs services, and NEXUS and CANPASS programs for frequent travelers.

Daily non-stop flights from Halifax

Destination	Travel time
New York (Newark)	1:30
Boston	1:35
Montréal	1:35
Ottawa	1:50
Toronto	2:20
Calgary	5:30
Edmonton	5:30
London (UK)	5:50

Weekly non-stop flights from Halifax

Destination	Travel time
Reykjavik	4:15
Glasgow	4:15
Dublin	5:50
Frankfurt	6:45

The center of it all

We're in the North Atlantic time zone, which is one hour ahead of Toronto and New York, and four hours behind London. This means you can easily do business with Europe and across North America on the same work day.

Located on North America's east coast, the Truro & Colchester region is a strategic location for moving goods in and out of North America, traveling to and from international destinations, or delivering services across European, North American and Caribbean time zones.

Vancouver/ Los Angeles	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	NOON	1 PM	2 PM	3 PM	4 PM	5 PM
Calgary	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	NOON	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM
Winnipeg/ Dallas	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	NOON	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM
Toronto/ New York	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	NOON	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM
Truro Colchester	**7AM**	**8AM**	**9AM**	**10AM**	**11AM**	**NOON**	**1PM**	**2PM**	**3PM**	**4PM**	**5PM**	**6PM**	**7PM**	**8PM**	**9PM**
St. John's	7:30 AM	8:30 AM	9:30 AM	10:30 AM	11:30 AM	12:30 PM	1:30 PM	2:30 PM	3:30 PM	4:30 PM	5:30 PM	6:30 PM	7:30 PM	8:30 PM	9:30 PM
London	11 AM	NOON	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	1 AM
Paris	NOON	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	1 AM	2 AM
Athens	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	1 AM	2 AM	3 AM

Moving by sea

Truro Colchester is less than 60 minutes from the Port of Halifax, which connects us to more than 150 countries and can handle the largest vessels afloat — as well as any type of cargo.

This natural, ice-free harbour is only a day's sail from New York. At 65 feet, it's one of the deepest cargo berths on North America's east coast. It includes two super post-Panamax container terminals.

Running a business here means you can count on getting your products where they need to go — quickly and efficiently.

North America to Asia transit & dwell times

Source: BlueWater Reporting

FROM/TO	PORT KELANG	COLOMBO	HONG KONG	SINGAPORE	CAI MEP	LAEM CHABANG
Halifax	23 days	19 days	30 days	23 days	25 days	27 days
New York/ New Jersey	24 days	21 days	30 days	24 days	27 days	29 days
Vancouver	24 days	.....	20 days	23 days	21 days	21 days

Shipping lines that call on the port of Halifax

ACL
APL
CMA/CGM
COSCO
Evergreen
Eimskip
Hapag Lloyd
K Line
Maersk
Melfi Marine
MOL
Nirint Shipping
NYK Line
Oceanex
OOCL
TMSI
Tropical Shipping
Wallenius
Willhelmsen
Yang Ming
Zim Integrated

Moving by rail

Since Truro Colchester is the "hub" of the Maritime provinces, tracks run through our region to keep goods moving swiftly to customer destinations.

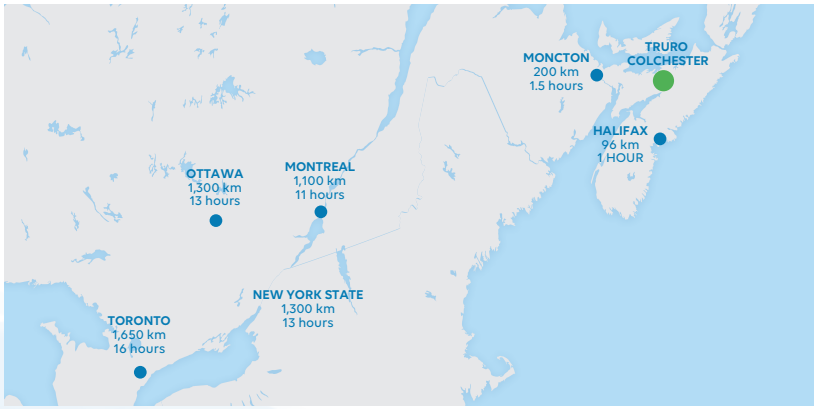
The CN railway network consists of 24,000+ railroaders transporting more than C$250 billion worth of goods annually for a wide range of business sectors — ranging from resource products to manufactured products to consumer goods — across a rail network of approximately 20,000 route-miles spanning Canada and mid-America.

- CN provides on-dock, double-stack rail service to more than 43% of the North American population
- CN offers direct, on-dock rail service at the Port of Halifax
- Double-stack trains move daily, seven days a week, to CN's rail terminals in Toronto, Montréal and Chicago
- Specialized rail equipment is available for bulk, breakbulk, heavy-lift and containerized cargo
- CN's Eastern Passage Autoport handles more than 185,000 vehicles annually at its 100-acre facility

Moving by road

We have an ever-expanding four-lane highway system that provides road links to the rest of Canada and North America.

Whether you need to move products (or people) from Truro to Halifax, Annapolis Valley, Moncton, Montreal, Toronto, or beyond, our modern all-weather highways provide businesses with exceptional ease of travel and shipment.



Business costs

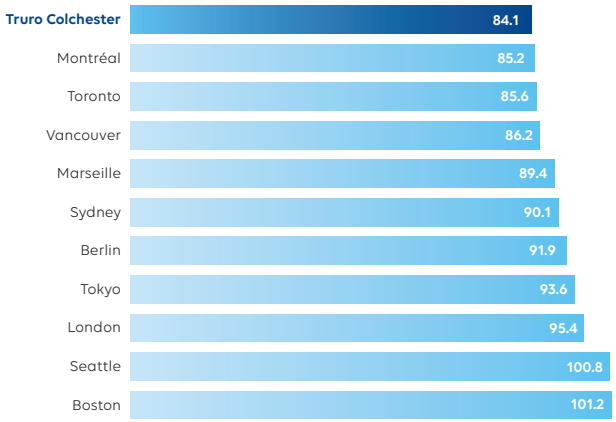
There are helpful financial incentives to doing business here in Truro Colchester, just an hour away from the capital city of Halifax.

Competitive business costs

Truro Colchester offers more competitive business costs compared to other cities across North America and incentives to meet your particular needs.

Comparitive cost of doing business*

(Across 19 manufacturing, corporate, IT, and R&D industries)



Competitive salaries

Salaries in Nova Scotia tend to be lower than in other provinces and U.S. states, which is a competitive advantage for companies located here.

Investment incentives

Whether starting, relocating or expanding a business, we have incentives to meet your needs. Please see page 26 for more.

Provincial incentives

The Nova Scotia Payroll Rebate provides eligible companies with a return on gross payroll taxes. Workplace Innovation and Productivity Skills Incentive provides funding to businesses to invest in employee and management skills development, and improve productivity.

Federal incentives

The Atlantic Innovation Fund aims to increase Atlantic Canada's innovation capacity by funding R&D projects linked to the commercialization of technology-based products, processes or services.

The Scientific Research & Experimental Development (SR&ED) Program supports the development of unique and advanced skills, knowledge and technological capabilities. SR&ED tax credits can be either 15% or 35% of eligible expenditures. Nova Scotia adds a 15% top-up for SR&ED.

Provincial taxation

Corporate income tax	
General Rate	16.00%
Manufacturing	16.00%
Small Business	3.00%

Corporate capital tax	
General Rate	Eliminated
Financial Services	4.00%
Payroll Tax	Nil

Source: Nova Scotia Department of Finance

Did you know? Halifax has 432,000 people and many strong business sectors, including financial services, aerospace and defence, ICT, ocean technology, energy, life sciences, and transportation and logistics. It has six degree-granting institutions and three community college campuses enrolling more than 35,000 students annually.

*KPMG compares cities across the world against the average cost of doing business across all American cities, which is represented by 100 in the graph. Source: KPMG Competitive Alternatives 2016

Home Hardware's Eastern Distribution Centre

Home Hardware has nearly 1,100 stores across Canada, making it the country's largest dealer-owned hardware, lumber, building materials, and furniture home improvement retailer.

But hundreds of those stores would be sitting empty if it wasn't for **Home Hardware's Eastern Distribution Centre located in the Debert Business Park.**

Phil Smith, Assistant Manager of the Home Hardware Eastern Distribution Centre in Debert, says it's one of only four distribution centres across Canada that are responsible for managing the 60,000+ hardline SKUs that hit the shelves.

"Debert was chosen because Truro Colchester is a hub. It's really central for us because it allows us to get products to stores in all four Atlantic provinces. That's what we were originally built here to do," says Smith. "We now also service half of Quebec, and that's given us the opportunity to have back-hauls with our trucks."

"Back-haul" is a trucking term that means a vehicle is hauling cargo from their destination back to their original starting point. Back-hauling makes economic sense, since it means the company is making money in both directions.

"We have our own fleet, and now we're leaving our distribution centre with full trucks and we're coming back with full trucks," says Smith. "It's worked out really well for us to be centralized here in Debert."

Smith says Home Hardware's Eastern Distribution Centre is about 600,000 square feet. At any given point, it houses about 52 million products — and a team of between 250 and 280 employees.

"The freight comes in on trucks, our receiving department puts it into our system, and then our machine operators put the stock on our racks to store until we need it to fulfill orders," says Smith. "When the day's orders are processed, the products are packaged up in our shipping station where we have people loading the trailers to go out — getting each product to the store that needs it."

DID YOU KNOW?
The **Debert Airport** is a pilot training centre. Students can earn their Recreational Pilot Permit (RPP), Private Pilot License (PPL), and even their Commercial Pilot License (CPL).



Home Hardware's Eastern Distribution Centre in Debert

Truro Colchester demographics

Truro Colchester's population is about 50,585.

While rural regions have experienced slow population decline, the Town of Truro and Millbrook are experiencing continued growth. Truro grew by 1.7% since 2011, and Millbrook grew 1.5% since 2011.

In Truro Colchester, the majority of our population (about 63%) are "working-age" (between 15 years old and 64 years old).

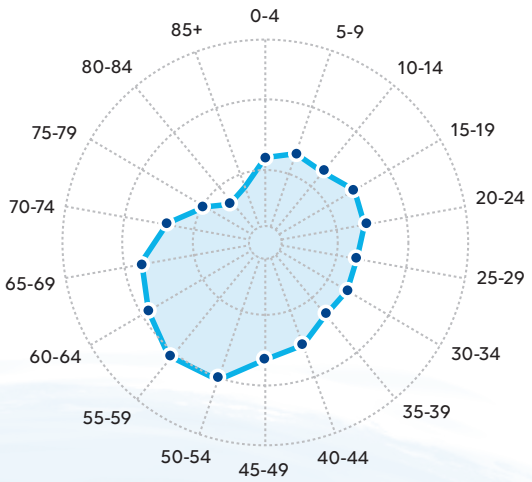
Our talented young people make up about 15% of the population — they'll be the ones entering the labour force during the next two decades.

At present, we're set to see about 19,000 residents retiring over the coming years — which will free up excellent career opportunities for those in their 20s, 30s, 40s, and 50s.

SMART & SAVVY.
The Colchester-East Hants Public Library has 19,301 active library cardholders.

Ages

Source: Statistics Canada. 2016 Census.
Last Updated: May 2017



Where do our local immigrants come from?

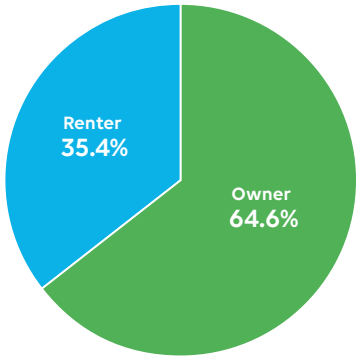
Top 5 countries:

- 25.8% come from the United States
- 16.7% come from the United Kingdom
- 15.9% come from China
- 8.4% come from Germany
- 7.5% come from the Philippines

Truro is consistently ranked the third top immigrant destination in Nova Scotia, behind only Halifax and Dartmouth.

Home Ownership

Source: Statistics Canada. 2016 Census.
Last Updated: October 2017



The majority of people in Truro Colchester own their own homes.

Housing prices are excellent in Truro Colchester, with the average home cost hovering around $190,000 — more than $300K below the national average!

Average Home Prices Across Canada

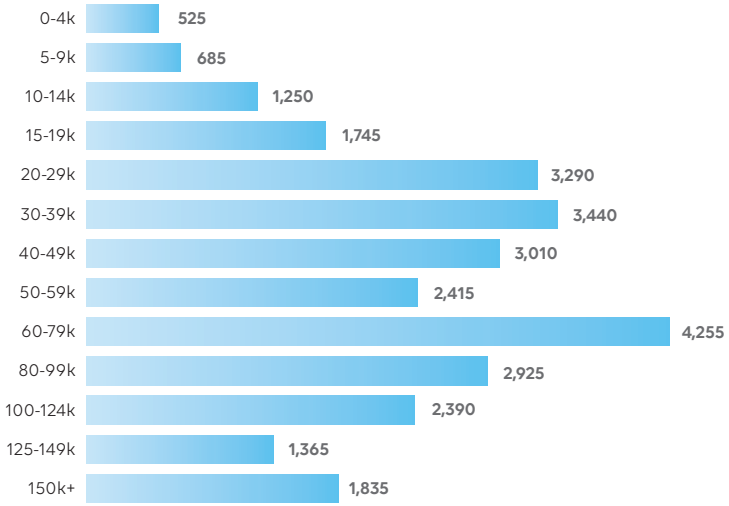
Vancouver, B.C.	$1,092,000
Toronto, Ont.	$766,000
Montreal, Que.	$341,000
Halifax, N.S.	$316,000
Moncton, N.B.	$195,265
Truro Colchester, N.S.	**$190,000**

Do you run an organization that relies on volunteers? Good news! Truro's volunteer rate is well above the provincial and national averages. In 2010, 60% of residents in the Truro area were involved in unpaid activities within a group or organization.

The majority of households in Truro Colchester bring in between $60,000 and $79,000 annually — but nearly as many earn between $80,000 and $124,000.

Household Income

Source: Statistics Canada. 2016 Census.
Last Updated: September 2017



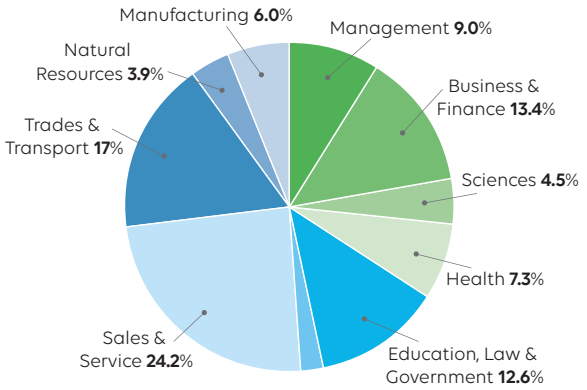
Truro Colchester residents each donate an average of $290 annually to their favourite charitable organizations.

While we love living in a lush area that's devoted to growing the food we eat, agriculture is just one of our many industries.

Truro Colchester's unemployment rate is 0.5% lower than Nova Scotia's overall rate.

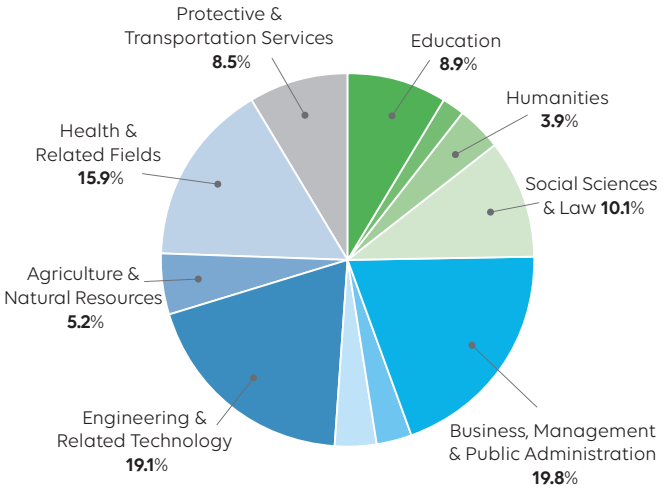
Labour Force by Occupation

Source: Statistics Canada. 2016 Census.
Last Updated: November 2017



Major Field of Study

Source: Statistics Canada. 2016 Census. Last Updated: November 2017



Our employees come from a wide variety of backgrounds and hold many different skillsets.

Whether you're looking for a hard-working manual labourer with the right training, a recent university grad who's eager to perform, or an experienced business manager who can be counted on to make the tough calls, we've got you covered.



Masstown Market in Debert



Masstown Butcher and Masstown Creamery in Debert

Commercial real estate

The Truro Colchester region is connected via the Trans Canada Highway #104 and Highway #102, which opens a number of active highway commercial areas for commercial investment and development.

These areas include the Truro Power Centre, operated by Millbrook First Nation, the Wade Street and Robie Street commercial district which connect Highway #102 to downtown Truro at Exits 13 and 14, the Hub Centre Drive area (light industrial retailers with highway exposure), and the Masstown and Valley areas.

The Truro Business Park is currently expanding to include an additional 500 acres of land, located on the park's south side. At present, nine new lots are available for sale through the Truro Industrial Development Society.

"Truro is a great, central location. We're literally just off the highway."

— Mark Wood, President & Founder of Ocean Sonics

Average commercial lease rates

	Toronto, Ontario	Halifax, Nova Scotia	**Truro Colchester, Nova Scotia**
Industrial	$30-$32 per square foot	$10-$15 per square foot	**$4-$12 per square foot**
Downtown Retail/ Office	$80-$100 per square foot	$26-$36 per square foot	**$12-$22 per square foot**
Suburban Retail/ Office	$35-51 per square foot	$23-34 per square foot	**$15-$25 per square foot**

Reaching new heights in Truro Heights

Ocean Sonics enjoys a beautiful new headquarters in Bayview Business Park

Ocean Sonics designs and builds innovative products to improve the quality and success of underwater sound measurements. The company started out in Great Village — a lovely rural community about 25 minutes from Truro — but it wasn't long before they outgrew their space.

Since they ship their products all over the world, Ocean Sonics President & Founder Mark Wood decided it made sense to move their operations to a more central location.

They considered Downtown Truro and the Truro Industrial Park, but ended up settling on a piece of land in Truro Heights' Bayview Business Park. Truro Heights is located directly off Hwy. 102, and it's less than three minutes from where it connects with the Trans-Canada Highway.

"Truro is a great, central location. We're literally just off the highway," says Wood. "It's an easy drive to the Halifax Stanfield International Airport or to Halifax."

Instead of refurbishing an existing building in the industrial park, they hired an architect to design something just for them. They built a room-within-a-room in order to properly test their underwater sound equipment, and increased their working space by a factor of six.

What everyone notices, however, is that the building is bright, modern, and filled with natural light.

"I told the architect 'I want it to be a building that employees walk into and feel proud,' like 'I work here!'" says Wood. "It's the only building of its kind in Truro, and he said 'You guys may have started something — a trend of making beautiful industrial buildings.'"

Ocean Sonics' team is up to 20 employees — and growing — and Wood says everyone is happy in their new space. From their perch on the top of a hill, they have a beautiful view down into the Truro valley. Whenever a package is ready to be shipped, Ocean Sonics employees can easily walk over to all their usual shippers, like MBW Courier, Purolator, and FedEx.

"If we were still in Great Village, it would definitely be harder to attract employees," says Wood. "Now that we're in Truro Heights, we have employees who drive in from Pictou, Waverley, Dartmouth, and even downtown Halifax, because we're so central."

DID YOU KNOW?
Great Village is a bustling agri-food centre with large greenhouse operations providing fresh fruits and vegetables.



Ocean Sonics in Truro Heights

Featured commercial properties

Truro Business Park

The Truro Business Park is home to nearly 70 existing businesses which perform everything from distribution and warehousing to manufacturing and processing — with the largest employers in plastics. Tenants include Canada Post, Metro Self Storage, Armour Transportation Systems, Agropur Cooperative, Fundy Textile & Design, and Casey Concrete.

Business located within the Truro Business Park enjoy quick, convenient access to Hwy. 102 and the Trans-Canada Highway, as well as direct rail access to a number of locations within the Truro Business Park, which is located at the intersection of Atlantic Canada's main north/south and east/west rail lines. These lots are fully serviced and reasonably priced. The Town of Truro is responsible for maintenance of streets, domestic and storm sewers, water supply systems, street lighting and snow removal from streets.

www.truro.ca/truro-business-park.html

Stewiacke River Crossing

Stewiacke is home to this business and housing development located just off Hwy. 102. The brand-new development spans more than 120 acres with a mixture of office spaces, commercial lots, and prebuilt homes. Stewiacke River Crossing has space to accommodate everything from retail businesses, hotels, and manufacturing sites to apartment buildings, townhouses, and villas. Commercial land prices range from $4.75 to $6.50 per square foot $206,910 to $294,030 per acre).

stewiackerivercrossing.com



Leslie (from left), David, and Steve Wilson from Kerr Controls

"With KERR branches across all the Atlantic Canadian provinces and Ontario, the **Truro Industrial Park** is our preferred location. Factoring in freight patterns, cost and workforce, Truro works for our business."

— Steve Wilson, Kerr Controls


Truro Business Park

Millbrook Power Center

The Millbrook First Nation is seen as a model community for other First Nations across Canada — always striving to stay at the forefront of economic development.

It currently has two parcels of land set aside for commercial development: The Millbrook Power Center (a 79-acre business park with retail and food establishments as well as light industrial operations) and a community in Cole Harbour with 25 acres ready for commercial development.



Major tenants within the Millbrook Power Centre currently include Super 8 by Wyndham, Leons Furniture, Cineplex Cinemas, Leisure Days RV Centre, Legends Gaming, Race Auto Group, and East Coast International.

Millbrook's most recent construction project involved the completion of a 17,500 sq. ft. retail and office complex of which 7,500 square feet have been leased and the remaining 10,000 square feet are available for lease.

www.millbrookband.com/millbrook-power-centre

Debert Business Park

The Debert Business Park is home to more than 70 businesses, from manufacturing and fabrication to distribution and hospitality.

Even though much of Debert Business Park isn't especially visible from the Trans-Canada Highway, Austin says there's a reason why large-scale distribution centres are a Debert Business Park niche, companies like Home Hardware value our prime access to two 100 series highways, central location in the region, and proximity to Halifax International Airport and the Port of Halifax.

"Debert Business Park has the flexibility, infrastructure, and customizable solutions to support any business, on any scale," says Mark Austin, Economic Development Officer for Colchester County. "Geographically, it's a very convenient place for customers to find you — or for you to send our your goods."

Debert Business Park is home to Tim Hortons' regional distribution centre, where thousands of baked goods are prepared daily and sent to their coffee shops in Nova Scotia, New Brunswick, and Prince Edward Island. The Debert facility is currently undergoing a multi-million dollar expansion.

Sobeys' Debert distribution centre runs 24 hours a day and serves as the grocery chain's refrigerated and frozen foods centre for all of the Maritimes.

debertbusinesspark.ca

Willow Lofts

Willow Street School was one of the focal points of the community when it opened in downtown Truro in 1915. The building was an impressive piece of architecture in its day, typical of the prominent brick-and-stone buildings that were being built in Truro around the turn of the 20th century. After nearly 100 years in operation, it passed into private hands and the new owners transformed the school into a premier location for professional businesses and downtown apartment living.



Walker Lofts

Walker Lofts is located in the heart of downtown Truro, close to Dalhousie University and the Nova Scotia Community College, among more than 300 shops, services, and offices. Surrounded by three intersections, Walker Lofts sees 12,000+ downtown foot traffic, with rush hour traffic reaching upwards of 1,500 cars.



Agri-food company put down strong roots in Bible Hill

The team at TruLeaf Sustainable Agriculture knew indoor-hydroponic farming could be the solution to providing Canadians with fresh, nutritious produce year-round — they just needed a helping hand while they proved it.

Jeff McKinnon, Vice President & Chief Financial Officer with TruLeaf Sustainable Agriculture & GoodLeaf Community Farms, says they chose to set up shop in Bible Hill initially inpart because of Perennia Food and Agriculture Inc. — a provincial development agency focused solely on maximizing the value of the food sector.

With Perennia's help, the TruLeaf team was able to conduct trials to determine optimum conditions for plant growth, varieties best suited to indoor growing, and requirements to make vertical farming commercially viable.

"Perennia provided lab space for us when we were getting started, and we ended up with three units there at the peak of our initial research," says McKinnon.

"We feel a strong connection to the people and businesses in Truro Colchester, and I don't see us ever leaving."

When TruLeaf needed more space, Perennia helped TruLeaf get a good deal on a space right across from their Innovation Centre. McKinnon says it was a huge win for TruLeaf, since they'd be able to open their first commercial facility without leaving Bible Hill.

"Perennia would still be right there to support us, and we'd still be close to Dalhousie University's Agricultural Campus — which was a pipeline of qualified students for us to hire," says McKinnon. "It was a deal too good to pass up, and everything worked really well."

After TruLeaf had its first commercial launch — providing greens to retail locations and restaurants — McKinnon says it became clear that their facility was too small for their needs. They raised the money to build a farm in Guelph, Ont., and added an administrative office to Bedford so McKinnon and CEO Gregg Curwin could work closer to home occasionally. In the run of a month, they'd spend a week in Bedford, a week in Bible Hill, and two weeks in Guelph.

Today, their farm in Guelph is 10X larger than their original farm in Bible Hill, so McKinnon says that facility's being converted into a world-class research and development space.

"We've raised pretty significant capital over the last 24 months with the mindset of really scaling up this business and building automated farms all over the world — and we want that research model to be based in Bible Hill," says McKinnon.

He says Nova Scotia continually provides the company with support.

"We're working with Dalhousie University's Agricultural Campus and NSCC's Truro campus — which has students receiving engineering and mechanical training — and I believe, between the three of us, there's no reason why Truro can't become the epicenter of controlled environmental agriculture," says McKinnon. "I really believe we have all the resources needed to create that hub of activity and research. It's just a matter of coordinating all of our resources."



McKinnon says TruLeaf continues to have "tremendous success" in Truro Colchester, and he's looking forward to seeing how Bible Hill's R&D facility continues to help the company grow.

"it's really been a great experience to foster business here because of the ease of building those relationships."



"We have everything we need right here in Truro."

— Jane and Chris Elgee, owners of Great British Grub in Truro Colchester

"I love the quality of life here. People still have time to appreciate the small things."

— Todlynn MacPherson, Associate Broker with Royal LePage Truro Real Estate

"Truro is just phenomenal. It's the best-kept secret."

— Lech Krzywonos, Principal of NSCC's Truro campus

"We love living in Truro. The lifestyle is perfect and there are so many activities and opportunities — all for a price that's really affordable."

— Cecilia Jamasmie, News Editor at MINING.com

"Truro has such a thriving entrepreneurial community. If you're just starting out or you're looking for a career change, this is the place to take those dreams and make them a reality."

— Miriah Kearney, owner of My Home Mercantile and My HOME Apparel in Truro Colchester

"Truro Colchester is a wonderful place to start a business because there are so many resources, tools, and people to help you."

— Sergio Garrido, owner of Aroma Maya Coffee Roastery and Kare Kombucha in Truro Colchester



Inglis Place in Truro

Miriah Kearney is one of Downtown Truro's best-known entrepreneurs, running two business empires.

My HOME Apparel is a clothing company that celebrates where Canadians call home. Each piece is produced and hand-printed here in Truro at Stanfield's, and the clothing and accessories ship across the country. Five per cent of the profits of every product sold is donated back to initiatives to help end homelessness in Canada.



Her shop, My Home Mercantile — which has locations in Truro, Moncton, and Lunenburg, with a pop-up shop in Halifax — sells more than 100 lines of gifts, cards, books, and local goodies — along with the My HOME Apparel clothing, of course.

"I strongly believe that small businesses are the heart of any community, and the community needs to be at the heart of a small business," says Miriah. "Since Day 1, the community has been unbelievably supportive of my businesses and rallied around me."

Miriah says Truro is run by entrepreneurs — primarily female entrepreneurs — so she believes, from a women in business perspective, there is no better place to be.

"Everyone is supportive and open to collaborations, and we really believe the grass is greener where you water it," says Miriah. "This is an amazing place to live and work, and we're always working to make it even better."

Miriah has shops in other cities across Atlantic Canada and says she's learned Truro is "an anomaly" because of how the business community pulls together to support each other.

"Truro has such a thriving entrepreneurial community. If you're just starting out or you're looking for a career change, this is the place to take those dreams and make them a reality."

Downtown Truro

Downtown Truro is home to more than 300 unique retailers and service providers. Properties include mostly low-rise, restored historical properties in addition to a mix of newer construction

Downtown Truro is where you get a true sense of Truro's history, culture and community pride. It's where you'll find unique shopping and dining experiences that are enhanced by our warm, east coast hospitality and top-notch service.

Downtown Truro offers the best of both worlds — small-town ambience combined with a full range of shops, services and recreational opportunities. Our downtown offers a unique mix of local businesses — shops, restaurants, cafés and professional services — owned by the people who call Truro home.

With museums, art galleries, a premiere cultural centre, a state of the art new library and civic square, as well as being steps away from the beautiful Victoria Park, it's clear that Downtown Truro appeals to residents and visitors alike.

The Downtown Truro Partnership (downtowntruro.ca) works hard to promote our downtown shops and services and encourage everyone to support local.





Who's doing business in Truro Colchester?

The majority of our businesses are classified as small businesses with less than 50 employees. We also have around 50 mid-sized businesses with 50-100 employees, and close to 30 large businesses with more than 100 employees.

Truro Colchester's largest public employers:

Nova Scotia Health Authority
Department of Agriculture
Dalhousie Agricultural Campus
Town of Truro
Municipality of the County of Colchester
Nova Scotia Community College (NSCC)
Chignecto Central Regional Centre for Education (CCRCE).

Truro Colchester's largest private employers:

Stanfield's
Scotsburn Dairy
Intertape Polymer
Home Hardware
Rothsay Rendering
Masstown Market
Sobeys Distribution Centre
Kohltech

Happy people = happy employees

65% of people in Truro Colchester report having **"very good" or "excellent" mental health**.

72% of people in Truro Colchester report having **a positive sense of community** belonging, compared to the national average of 65%.

92% of people in Truro Colchester report being "satisfied" or **"very satisfied" with life**.

"There's a diversity to Truro Colchester's economy that gives us stability. It's not like everyone's jobs depend on a mill that could close and we'd all be done. Our economy's diversity and variety provides all kinds of value chain opportunities and supply chain resources."

— Mark Austin, Economic Development Officer for Colchester County



Inglis Place in Truro



Colchester-East Hants Health Centre (Photo: David Blomme)



Dalhousie University's Agricultural Campus in Bible Hill (Photo: Nick Pearce)



Bistro 22 on Inglis Place in Truro


Sauced Wood-Fired Pizza and The Nook & Cranny on Prince Street in Truro

Truro & Colchester Chamber of Commerce

The largest Chamber outside of Halifax provides advocacy, networking and benefits to local businesses



Sherry Martell, Executive Director of the **Truro & Colchester Chamber of Commerce**, says the 129-year-old Chamber includes about 430 members from all sectors — retail, professional services, manufacturing, banks, government, agriculture, natural resources and more.

"We represent a wide variety of businesses, and there is great opportunity here for expansion of services," says Martell. "We work with all levels of government to advocate for members of the local business community, weighing in on issues of economic importance, as well as those of social and political importance — anything that's going to have an impact on our businesses."

Because the Truro & Colchester Chamber of Commerce is an accredited business organization, Martell says being a member can also lead to plenty of new business opportunities.

"People are 63% more likely to purchase goods and services from a company that's aligned with a Chamber because it gives them credibility," explains Martell. "We often have people call us and say 'I'm looking for a PR professional,' or 'I'm looking for someone reputable to fix my car,' and they trust us to give them recommendations from our list of members."

Martell says being a Chamber member also increases your company's visibility. Members of the Truro & Colchester Chamber of Commerce are listed in the online directory, highlighted in features in a local newspaper, and promoted on social media. When a business has news to share, they can contribute a write-up to the Chamber's weekly electronic newsletter.

"The Chamber's role is to advocate for businesses and create conditions for them to thrive."

"By being a part of what we're doing, it helps spread the word and show people what's going on in our communities," says Martell.

She says the networking opportunities can be immensely helpful, especially for a business owner who is hoping to land new clients.

"When you come to a networking event, we'll help to introduce you to the people you'd like to connect with," says Martell. "We see ourselves as 'matchmakers' — connecting people and putting them in positions to grow."

The Truro & Colchester Chamber of Commerce organizes more than 50 networking opportunities each year. There are Lunch-and-Learns and free breakfasts where the Chamber arranges for guest speakers to talk about business-relevant topics, like legal issues, HR, bookkeeping, financial management, and succession planning.

Some of the Chamber's events are open to the community at large, as well, so anyone can attend to learn more about a topic or network with the local business community.

Martell says the Truro & Colchester Chamber of Commerce also has a member-to-member discount program that makes it easier than ever to support other local businesses. Discounts include percentages off a purchase, freebies, and special group rates.

"It's not just the owner of each business that's a member of our Chamber — it's also their employees," says Martell. "So their employees can take advantage of these discounts, too."

Martell says the area is known for being "an extremely welcoming business community" and a welcoming community in general — pointing to the 2018 Expedia survey that used hotel data to identify Truro as one of the most "helpful, dutiful, and welcoming" towns in Canada.

"We have so much going on in our area, and it's putting us in an excellent position for growth."



R. F. Layton General Merchant in Great Village


Rebecca LaPointe, owner of Beck & Boosh on Forrester Street in Truro





Exporting from Truro Colchester

According to Nova Scotia Business Inc. (NSBI), companies that export make more sales, have higher profits, and stay in business longer.

Exporting also reduces business vulnerability, through diversifying into international markets, and increases the likelihood of long-term business success.

Companies that export are 25% more innovative and more likely to adopt innovative technologies.

— Export Development Canada (EDC)

Whether you are new to exporting, expanding to new markets, or looking to grow your export business, Nova Scotia Business Inc. (NSBI) can help.

NSBI has a team of experts with sector and market know-how dedicated to helping Nova Scotia companies enter and continue to pursue growth in markets around the world. And with more than 730 companies in the province exporting products and services around the world, Nova Scotia has already developed a solid reputation for producing high-quality products and services to international markets.

> "Many exporter businesses are thriving here due to our region being a growth area."

— Sherry Martell, Executive Director of the Truro & Colchester Chamber of Commerce

The team at NSBI is dedicated to helping companies improve their export performance and grow their business through trade.

You can take their courses to explore if exporting is right for your business, expand your knowledge of the global economy, increase your understanding of venture financing, and learn new ways to gather key intelligence about foreign markets.

If you're looking to build your business across Canada or internationally, you can join an NSBI trade mission. For a nominal fee you receive in-market matchmaking, individual support by an NSBI trade development executive, and networking opportunities.

Want to learn more? Reach out to Truro Colchester's NSBI rep, David Copus, by calling 902.893.6156 or emailing dcopus@nsbi.ca.

Is your business ready to export?

1. Do you have a clearly defined competitive advantage for your product or service? Can you list the key competitive advantages you have over the competition?
2. Do you have sufficient market research and intelligence (including financial analysis) on potential customers, customer needs, size of market (volume and revenue), and costs of servicing?
3. Are your sales and distribution channels clearly defined and established for the market you are considering?
4. Are you able to commit the financial resources and the time it takes to develop your export market? Remember, there is no guarantee of a return on this investment.
5. Does your company have the management capacity, experience and commitment required to develop export markets?
6. Do you have a well defined export strategy?

Source: NovaScotiaBusiness.com



Sweet success exporting chocolates

Appleton Chocolates Company started in a one-bedroom cabin in Wentworth's small community of Appleton. Since founders Alan and Merle were in the heart of maple and wild blueberry country, it made sense to use those ingredients in their chocolate treats.

After Merle passed away, Alan continued to run the business on his own. Years later, there was such a demand for Appleton chocolates that he couldn't keep up with the production required. He asked his stepson, Michael — and Michael's wife, Heather — if they could move back home from Alberta to take over the business. Six months later, Michael and Heather had moved their family back to Nova Scotia and were at the helm of the Appleton Chocolates Company.

Today, the Appleton Chocolates Company has a beautiful storefront in Tatamagouche, right next to their previous location. They make unbelievable creations like candied wild blueberries in a soft maple centre — all dipped, twice, in French dark, Belgian Milk, and Belgian White chocolate. Their intricate and delicious chocolates are shipped all across Canada — all from their home in Tatamagouche.



Michael Foote of Appleton Chocolates Company in Tatamagouche

Stewiacke distillery ships spirits across Canada



Riley Giffen was in his organic chemistry class when the idea for his business struck him, suddenly. He was distilling essential oils from the zest of an orange peel, and he started thinking about how the same principles were used to distill spirits like vodka and rum.

He went on to build his own still and teach himself how to run it successfully, making homemade spirits to share with friends and family. His parents had owned a bottled-water business for the last decade, so he was lucky enough to have a one-in-a-million spring on the family property — providing ultra-pure water for creating exceptional spirits.

After completing his degree in Chemical Engineering and gaining the training required to professionally operate a still, Riley and his parents opened Coldstream Clear Distillery in September of 2015. They've won international awards for their creative products, which include vanilla bean vodka, single barrel rum, salted caramel liqueur, lime vodka soda, and hard iced tea.

Coldstream Clear Distillery sells their products locally, they license them for use at bars and restaurants, and they have a robust business shipping their beverages, accessories, and merchandise from their offices in Stewiacke to destinations across Canada.

The right people for the job

Talent, research, and innovation abounds in Truro Colchester

Nearly 11,000 people graduate from universities in Nova Scotia every year — with another 10,000 enrolling each year. Many of these eager, enthusiastic, and talented young professionals would love to find employment here in Nova Scotia so they can build a life here.

Luckily, programs like **Graduate to Opportunity** are making it easier than ever for companies to hire these recent graduates. When a business hires a recent grad through this program, the provincial government will cover a portion of their salary.

Employers receive 25% of the first year's salary — 35% if the new graduate is a member of designated diversity group — and 12.5% of the second year's salary.

You can apply for the subsidy if you're a small business with fewer than 100 employees, a start-up company incorporated within two years of the application date, a social enterprise, a not-for-profit organization, or a registered charity with recognized standing.

Visit novascotia.ca/programs/graduate-to-opportunity to learn more.





Bike Monkey in Truro





Entrepreneurial support

Looking for entrepreneurial support in Truro Colchester?

General business funding

Northern Opportunities for Business Ltd. is our local Community Business Development Corporation (CBDC) co-located with the Truro and Colchester Partnership for Economic Prosperity. They offer a variety of funding for start-ups and access to training programs, and loan investment decisions are made locally by business volunteers.

- Micro-Loans under $10,000
- Loans for Clean Technology Businesses
- Self-Employment Benefits for Startups
- General Business Loans up to $225,000

The **Credit Union** Small Business Loan Guarantee Program provides financing up to $500,000 in the form of term loans, working capital and lines of credit.

The **Black Business Initiative** provides financing for capital equipment acquisition, working capital, or short-term receivable financing.

The Atlantic Canada Opportunities Agency (ACOA) is also co-located with the Truro and Colchester Partnership for Economic Prosperity. They have a variety of programs including:

- The Atlantic Innovation Fund
- Business Development Program
- Sector Export Strategies
- Young Entrepreneur Development Initiative
- Women in Business Initiative

Ulnooweg Loans (First Nations) provides business start-up loans for First Nations people.

Emergence serves high-potential agri-food and life sciences companies while also providing a "soft landing" for innovative international bioscience ventures seeking to start-up or establish themselves in, or expand into, Canada.

Perennia's N.S. Agri-food Accelerator Program supports the food safety/market access and product development needs of Nova Scotia-based agriculture producers and agri-food and beverage processors.

Futurpreneur is a national charity that helps young Canadians, age 18-39, start and sustain their own successful business by providing loans up to $45,000.

Business Development Bank of Canada (BDC) is the only Canadian bank devoted exclusively to entrepreneurs. BDC supports small and medium-sized businesses in all industries and at every stage of growth with money and advice.

Invest Truro Colchester is a new fund that will be established in 2019 to help spur new ideas and grow businesses in the region. Funds are provided by local business people in the community who want to help our community thrive.

Angel investors & venture capital

Growth Works Atlantic Venture Fund supports growth of the economy in Atlantic Canada through investment in private tech companies in the region.

Nova Scotia Business Inc. working towards a strong, thriving and globally competitive Nova Scotia through attracting global investment to create new jobs across the province and working with companies in all communities to be more successful exporters.

Nova Scotia Immigration's Atlantic Immigration Pilot Program (AIPP) and the **Immigrant Services Association of Nova Scotia (ISANS)** are here to help companies manage the process for recruiting international talent.

Research funding

Innovacorp's Early Stage Commercialization Fund helps move Nova Scotia university, college, and university-affiliated hospital research to market.

Mitacs Inc. provides funding for research when your business would benefit from teaming up with a university Masters, PhD or Postdoctoral Fellow for research collaborations.

Industrial Assistance Research Program (IRAP) supports small- and medium-sized businesses in Canada (500 or fewer employees) that are incorporated, profit-oriented, and building innovation technology-driven new or innovative products, services or processes.

Engage Grants from the Natural Sciences and Engineering Research Council of Canada (NSERC) can provide up to $25,000 for up to six months for a company to solve specific problems with technical merit, industrial relevance and potential for innovative impact with a benefit to Canada economically, socially and environmentally.

Springboard Atlantic's Innovation Mobilization (IM) Program provides service to all Springboard members, supporting industry engagement and advancing ideas. Funding categories include Industry Engagement, Proof of Concept, Patent and Legs, and Marketing Support.

Funding for exporting

Atlantic Canada Opportunities Agency provides resources for business in market exports.

Nova Scotia Business Inc.'s Export Growth Program supports businesses looking to increase their export sales outside of Nova Scotia by providing financial incentives for projects that assist a business' ability to overcome barriers to export growth.

Export Development Canada provides bonding, insurance, and financing solutions for Canadian companies, as well as financing for foreign companies.

Foreign Affairs and International Trade Canada (DFAIT) works with Export USA, runs the Centre of Intercultural Learning (CIL), global trade missions, and a number of export development programs.

Canadian Manufacturers & Exporters (CME) advocates for manufacturers and exporters, builds a more competitive business environment, provides critical and timely intelligence, strengthens leadership through best practices, and leverages networks for success.

Learnsphere provides export development and commercialization consulting funding.



Jost Vineyards in Malagash

Workforce support

The Workplace Innovation and Productivity Skills Incentive (WIPSI) supplements employer contributions to train full-time staff (permanently located in Nova Scotia) to improve productivity and profitability, increase innovation, adapt to new technology, machinery and equipment, or work processes, increase inter-provincial and international competitiveness, and foster workplace diversity.

Graduate to Opportunity (GTO) is helping to build a stronger workforce and retain young people in Nova Scotia with a salary incentive that makes it easier to hire recent graduates. Employers receive 25% of the first year's salary — 35% if the new graduate is a member of designated diversity group — and 12.5% of the second year's salary.

The Co-op Education Incentive (CO-OP) provides wage assistance to organizations that offer career-related work experiences for university and college co-operative students.

The Student Summer Skills Incentive (SKILL) offers wage assistance to non-profit organizations that hire post-secondary students for summer jobs.



MBW Courier Inc. in Truro Heights

Venture for Canada is a not-for-profit that recruits, trains and supports top recent graduates to work at Canadian startups in need of talent, with the mission of fostering entrepreneurship. Fellows spend two years working at one of our partner startups, where they gain the skills, network and experience necessary to launch their own firms and/or lead entrepreneurial careers.

The Connector Program, delivered locally, helps businesses network and connect with new graduates and newcomers. It's a great way for companies to grow their network with university and college students.

Free support for local employers

Looking to recruit the ideal new employee for a tough-to-fill role?

Truro Colchester has an expert who can help with that ... for free.

Meet Erin Barclay, Employer Engagement Specialist with FutureWorx's Nova Scotia Works Centres.

Futureworx is a non-profit community-based organization that helps people find training employment while also supporting employers.

"I'm here to support the needs of local employers, primarily around their workforce development strategies," says Barclay. "I also help them with job advertising and promotion, recruitment, retention, job fairs, career expos, and wage subsidy applications. All of these services are free!"

Barclay says understanding the needs of the local employer community is "a cornerstone" of Futureworx's operations.

"Whether that means tailoring our services to meet a specific employers needs, collaborating with industry sectors on growth initiatives, or supporting recruitment and retention, engagement with employers is a top priority."

For more information on Futureworx's initiatives, projects, and services — or to discuss a new partnership potential — visit futureworx.ca or call (902) 843-4290.

Financial assistance for new entrepreneurs

The Self Employment Benefits (SEB) program program provides entrepreneurial support and financial assistance to LMDA (Labour Market Development Agreement) eligible, unemployed participants starting their own business.

Entrepreneurial support may include orientation, information sessions and/or workshops, coaching, mentoring, and access to specific business implementation training to enable participants to develop and implement their business plans.

If you are interested in this program, the first step is visit a Nova Scotia Works Centre in your local area who will advise you on your options and help you with your Self-Employment application process.

Post secondary education

Dalhousie University's Faculty of Agriculture

Truro is home to Dalhousie University's Faculty of Agriculture — a lush, sprawling campus in Bible Hill, just minutes from downtown Truro. The Faculty of Agriculture is actually home to a working farm, with nearly 1,000 acres of research fields, gardens, and greenhouses. It's built on a proud history of industry-leading education and research since 1905. The faculty's unique programs combine the core disciplines of agricultural sciences with business management and innovative technology. Students can study engineering, landscape architecture, international food business, aquaculture, and more.

Nova Scotia Community College (NSCC)

NSCC's Truro campus offers a full range of programs each year, like Criminal Justice, Business Administration, Digital Animation, Practical Nursing, and International Business. The campus also includes computer labs, a library, a dining hall, an art gallery, a bookstore, daycare centre, a student residence, and fully-equipped NSCC Sport and Wellness Centre. It's located in the heart of downtown Truro, with easy walkability to just about everything.

Jane Norman College

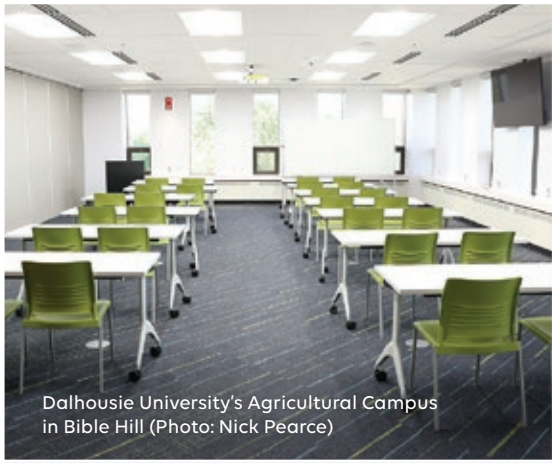
Located on Lorne St. in Truro, Jane Norman College offers a two-year program (or four-year part-time program) where students can earn an Early Childhood Education (ECE) diploma — qualifying them to work in preschools, playschools, and daycares. Graduates with an ECE diploma can elect to work towards an Inclusion & Intervention diploma. Jane Norman College also offers a two-year Youth Worker diploma program, which prepares graduates to work with youth in juvenile justice, recreation, rehabilitation and residential youth care.

Commercial Safety College

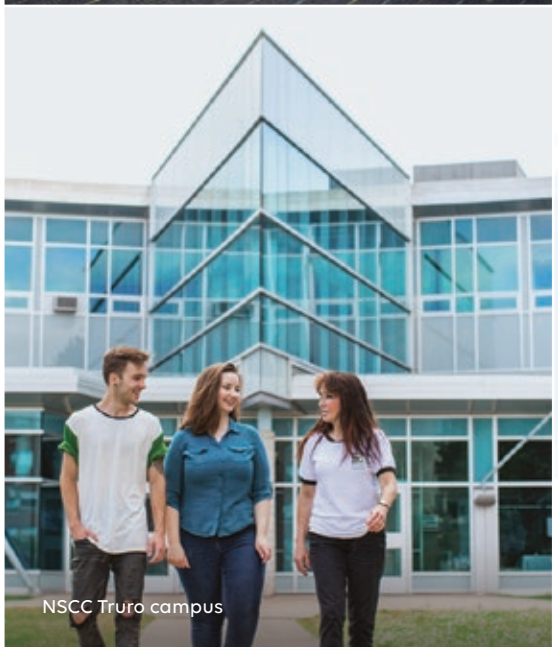
For students who love working with machinery and don't want to be stuck behind a desk, Commercial Safety College may be the perfect school. Dating back to 1959, it's Atlantic Canada's choice for professional training in truck driving, bus driving, and operating heavy equipment. It's located in Masstown, just 10 minutes from Truro, and programs include training in heavy equipment, tractor trailers, excavators, bulldozers, school buses, backhoes, loaders and more.

Recent improvements to the farm complex and research facilities of Dalhousie's Agricultural Campus have made it one of the most modern, best equipped university campuses in the Atlantic region.

Students from around the world come to Truro/Colchester to pursue higher education, and we feel fortunate that our own children have the option to continue their education close to home.



Dalhousie University's Agricultural Campus in Bible Hill (Photo: Nick Pearce)



NSCC Truro campus

Truro and Colchester Partnership for Economic Prosperity

What we do ...

1. Promote Truro Colchester as an excellent place to live, work, and do business

Our region is awesome. We have great businesses, amazing community assets, and a lifestyle offering that's attracting people and businesses from around the world. We work with local organizations and businesses to showcase the benefits of living and working in Truro Colchester.

2. Support business development

Strong local businesses create job opportunities and drive economic growth. We help existing businesses understand their needs and link them to local services and programs.

3. Workforce development, attraction & retention

We assist employers with recruitment support — providing resources, tools, and networks that help recruit and retain talent in the region.

Free support for local businesses



Jason Steele, Business Development Officer with the **Truro & Colchester Partnership for Economic Prosperity**, works one-on-one with local businesses to help them plan growth strategies, work through challenges and connect with resources.

"I sit down with business owners to support their growth, identify their pain points and see if I can help them tap into grant money or loans," says Steele.

He's worked with new entrepreneurs to help them write business plans and understand cash flow, and he's worked with established businesses to help them increase profitability, grow sales and expand their reach. Steele's help is absolutely free, and he says that shocks many business owners — but they gratefully accept.

"I had one business owner recently who wasn't sure if I was going to be able to help her — and when we came up with a solution to her problem, she was just over the moon," says Steele.

He recently worked with a local business that was struggling with supply costs, and was able to make a big difference.

"They were working with a U.S. company to bring in products to resell, so they were getting charged a lot of duty because the products weren't made in the U.S.," says Steele. "I advised them on the free trade agreement and suggested they try buying directly from the manufacturer so they wouldn't have to pay those duties and custom fees, and they would be able to increase their profit margins by 22 per cent."

Before joining the TCPEP, Steele worked with startups and Fortune 500 companies in Toronto. Now he lives in Brookfield with his wife and says it's nice to give back to local small businesses and help them to be even more successful.

"Our business community really does collaborate and help each other out. That's not something you see in many places," says Steele. "There's usually a lot of competition and people keeping things close to their chest, but here everyone works together."

Steele's business development assistance is available for all 1,600+ businesses in the Truro and Colchester area. He usually plans to visit them at their place of business to make it as easy as possible for them, but occasionally they'll meet at a local coffee shop like Jimolly's or NovelTea.

"I love what I'm doing," says Steele. "I get to help businesses in our community and feel like I'm really making an impact."

Learn more about the Truro & Colchester Partnership for Economic Prosperity (TCPEP) by visiting trurocolchester.ca.

Useful links

Truro & Colchester Partnership for Economic Prosperity
trurocolchester.ca

Town of Truro
truro.ca

Millbrook First Nation
millbrookband.com

Town of Stewiacke
Stewiacke.net

Village of Bible Hill
biblehill.ca

Village of Tatamagouche
Villageoftatamagouche.com

Municipality of the County of Colchester
colchester.ca

Northumberland Shore Region
novascotia.com/about-nova-scotia/regions/northumberland-shore

Truro & Colchester Chamber of Commerce
trurocolchesterchamber.com

Downtown Truro Partnership
downtowntruro.ca

Futureworx
futureworx.ca

Truro Farmers' Market
Trurofarmersmarket.org

Colchester-East Hants Public Library
Lovemylibrary.ca

Chignecto Central Regional Centre for Education
ccrce.ca

Tourism Nova Scotia
Novascotia.com

Government of Canada
canada.ca

Bay of Fundy
novascotia.com/about-nova-scotia/regions/bay-fundy-annapolis



Truro Farmers' Market in Truro


Masstown Butcher Shop & Creamery in Debert

NOVA SCOTIA

Colchester
be centred here.

MILLBROOK FIRST NATION

STEWIACKE
Rivers of Opportunity
Half Way Between the Equator & the North Pole

Truro & Colchester Chamber of Commerce

TRURO
make the connection


Civic Square rink / Colchester-East Hants Public Library

Truro & Colchester Partnership for Economic Prosperity
Colchester | Millbrook | Stewiacke | Truro

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Our investors

Local businesses and individuals support the **Truro and Colchester Partnership for Economic Prosperity**. Their financial support is coordinated through the Truro & Colchester Chamber of Commerce. These organizations are committed to investing in Colchester's future economic growth.

Ambassadors

Benchmark Developments Limited
Community Credit Union
CIBC
Dalhousie University
F. Thomas Stanfield
Home Hardware Building Centre – Pictou Road
Masstown Market
NSCC Truro Campus
Patterson Law
The Pye Group of Companies
Will-Kare Paving

Partners

BDC
Blaikies Dodge
Bold & Italic
Caldwell Roach Insurance
Casey Concrete Ltd.
Brentwood Developments Exit 14A
Fulton Insurance Agencies Ltd.
Grant Thornton
Greco
Kerr Smart Energy
McLeod Safety
MacQuarries Pharmasave
Masstown Petro Canada
Old Fletcher Farm Property Ltd. (Masstown Market)
PWC
RBC
Rath Real Estate
Stanfield's
Truro Nissan
Taco Bell / KFC
Wilsons Home Heating

Members

100.9 Big Dog / 99.5 Cat Country
ASE Print
Burchell MacDougall Lawyers
Elegant Steps
Ocean Sonics
Royal LePage Truro Real Estate

Friends

G&G Computers
Hub Tune-Up
Portable Welders Ltd.
Pulse Property Services
SRC Salmon River Collision


Thrown Together Pottery & Art in Truro


MBW Courier Inc. in Truro Heights



Victoria Park Challenge in Truro

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