

Truro & Colchester *Partnership* for Economic Prosperity

Colchester | Millbrook | Stewiacke | Truro

Partnership Update November 2018

A New Strategic Plan

It has been eight years since a regional economic plan was developed in the Truro & Colchester region. The Colchester Regional Development Agency (CoRDA) developed a plan in 2010 and their work has left a legacy still felt today. CoRDA closed in 2014 and coordinated regional development efforts have not kept pace.

The Truro & Colchester Partnership for Economic Prosperity was established in 2017, and a co-ordinated approach to regional development efforts is now underway.

In March (2018), the Partnership contracted Frank Gallant of Peak Experiences Consulting to help us with community consultations and the development of this Regional Economic Development Strategy.

Eight focus groups held throughout the region provided input from businesses, residents and community groups. We also established a web portal enabling residents and businesses to provide input online. Through this community engagement and supplemental research, we developed a new strategic plan.



In Nova Scotia, **Regional Enterprise Networks (RENs)** are leading a collaborative approach to economic development and supporting business growth. The Truro & Colchester Partnership for Economic Prosperity is a REN supported by the Municipality of the County of Colchester, the towns of Stewiacke and Truro, Millbrook First Nation, the business community (through the Truro & Colchester Chamber of Commerce) and the Province of Nova Scotia.

OUR FOCUS

1

Promote the Region as a
Great Place to Live, Work
and Do Business

2

Support Local Business:
Start-ups, Growth & Innovation

3

Workforce Development &
People Attraction

Promoting the Region as a Great Place to Live, Work & Do Business



Michael Foote (Appleton Chocolates)
& Alicia Simms (Truro Buzz)

What's the Buzz?

We recently partnered with Alicia Simms (Rolling Sea Tattoo & Truro Buzz) and Steve Currie (Currie CineMedia) to develop video profiles of local entrepreneurs.

In the videos, entrepreneurs talk about their business experiences and discuss what they love about living in the region. Check out the videos on Truro Buzz!



Episode 1: Heidi & Mitch Cooke (HAF/Jimolly's/Hurricane Heidi's, Brookfield and Truro)

Episode 2: Michael Foote (Appleton Chocolates, Tatamagouche)

Episode 3: Phil Smith (Home Hardware Distribution Centre, Debert)

Episode 4: Derek Forsyth (Salty Dog Brewing Co, Downtown Truro)

Episode 5: Women's Business Network (In Development)



www.tcpep.ca

Regional Lens



The Partnership is working with Dwayne Boudreau of Breakthrough Business Consulting and other marketing service providers to develop new content and branding for our target markets. We will be rolling out a new campaign in the winter season!

Online Content



We're building our online presence with information for businesses and potential newcomers looking at the Colchester Region. We have a brand new labour market dashboard powered by Townfolio and we're developing a new recruitment package with Intrideo. Stay tuned!

Welcome Team



Helping newcomers settle in the community will increase employee retention. When new people relocate for local jobs, it's important that we help them connect with local services, hobbies and interests. The Partnership is seeking volunteers to help welcome newcomers, and we encourage businesses & residents to sign up! www.tcpep.ca/welcome

Support Business via Start-ups, Growth & Innovation



BusinessNOW

Business owners, operators and managers are busy people. They don't always have time to navigate online content or search government/private services. It's important to meet business one-on-one to understand their challenges and opportunities before directing them to the right resources. It's equally important to determine their desire for growth and identify the obstacles holding them back. Since January, I have been meeting and connecting with various businesses to help them find solutions to current challenges.

30

BusinessNOW Interactions

5

Land or
Location

5

Start-up

21

Workforce
Needs

2

Online
Sales

4

Red Tape

Brennan Gillis, CEO



BusinessHUB

Since the summer, we've been evaluating locations to develop a new BusinessHub. The Hub will provide co-working space where businesses can access 24/7 office space, wifi... and coffee. The Hub will also provide training/board rooms, workshops & networking opportunities. Interested businesses can connect with the Partnership.



Entrepreneurship

Encouraging new business is important. Providing opportunities for people to discuss new product or service ideas is important. That's why the Partnership provided support to CEED's Junior Entrepreneur Camp Week (August 13-17), where we sponsored five youth positions. We also teamed up with Mashup Labs to host a Mashup Weekend May 10-12 at the NSCC Truro Campus.



Industrial Lands

The Greater Truro Area has 3 private industrial developments, 2 municipal business parks and the Millbrook Power Centre offering great opportunities for business development. We are collating this information and developing better online content to make it readily accessible to site selectors and international businesses.



The Partnership has initiated discussions with local businesses to discuss the creation of a local investment pool or angel fund. **Stay tuned!**

**WE'RE
HIRING!**

We are looking for a Business Development Officer to help ramp-up business visits and assist with various business development projects. For more information please visit the posting online: www.tcpep.ca/opportunities.

Workforce Development & People Attraction



Immigration Opps

On October 10, the Partnership brought 15 local businesses together to learn about immigration attraction strategies used by FMI in New Brunswick. Several businesses (franchisees, grocers, manufacturers, restaurants) are in the process of getting Atlantic Immigration Pilot Program designation. The Partnership is exploring Mexico as a market for new skills and talent and we're developing a recruitment platform via Intrideo.



Local Training

On October 17, the Excellence in Manufacturing Consortium (EMC) and the Partnership brought together local manufacturers, NSCC Truro and Futureworx to discuss workforce training needs. EMC and Futureworx are in the process of developing an Employability Skills program to develop new work-ready talent.



Youth Workforce

On November 22, the Partnership brought together 55 students, 8 teachers and 20 businesses to discuss ideas, expectations and realities of working in the region. This session was designed to open communication with the local schools and build a culture of connection between businesses and local students.

Physician Recruitment

Dr. Ryan Sommers and Brennan Gillis co-Chair the local Physician Recruitment Committee. Working with local municipalities, Millbrook First Nation and the business community, the Committee is taking a community approach to doctor recruitment. Presentations and community tours have been made to six physicians since May. Two have signed on to work in the region.

The Partnership also supported a booth at Dalhousie's annual family physician job fair in September. Representatives from the community and the Health Authority discussed work/life advantages in the Colchester region with 100 resident physicians.



Dr. Karla Armstrong, Brennan Gillis, Dr. Jan Sommers and Dr. Aliya Kelly drawing for the community gift basket at the Family Physician Retreat in Digby.

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for Economic Prosperity

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