

Truro & Colchester Partnership

for Economic Prosperity

Colchester | Millbrook | Stewiacke | Truro

PARTNERSHIP UPDATE WINTER 2021

A Vision for Truro Colchester

What do we want for Truro Colchester in the next five years? Are we positioned as a quiet bedroom community to Halifax? Do we want to become our own self-contained urban centre surrounded by thriving rural communities? We need to clearly understand our goals before we further develop and execute regional business development strategies.

Over the next few months, our team will be speaking with local businesses, community leaders and residents as we plan further business development activity for Truro Colchester. This local research will not only help new businesses position themselves for opportunity, but it will also help us attract the right newcomers and people to grow the region.

This newsletter provides a quick update on some of our initiatives and results. We continue promoting Truro Colchester to markets in Ontario and Western Canada. We are generating economic growth in our region, helping people start new businesses and helping existing businesses grow. And whether it is prospecting physicians or other skilled talent, we help people connect to the resources and amenities that make our region of Nova Scotia such a wonderful place to live.

All of this work would not be possible without the support of our local business community (through the Truro & Colchester Chamber of Commerce), our municipal units (Truro, Colchester, Stewiacke), Millbrook First Nation, and the Province of Nova Scotia.

If businesses or residents want to learn more about any of our projects, please connect with myself or any of our team members.

Be well. Stay healthy. Support local.
Brennan Gillis, CEO

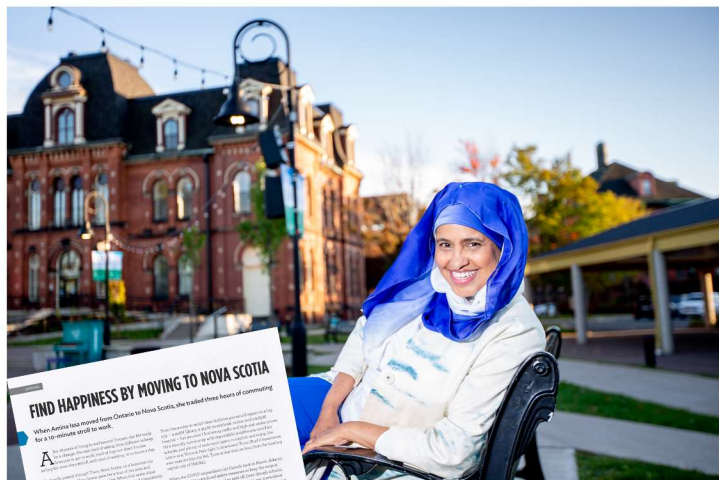


Promoting Truro Colchester

ADVERTISING IN ONTARIO AND ALBERTA

We continue to promote the Region using our TC branded materials, and our Relocation and Business Guides are regularly requested from people looking for information about lifestyle in our region.

Our Fall/Winter marketing campaigns in central and western Canada, resulted in 50+ persons and families seeking our relocation guide to highlight the quality of life and supports available to help people relocate to Truro Colchester.



Truro's Amina Issa of MacLellan Moffatt Health Insurance was featured in Toronto's Horizon Magazine

Video Profiles

We are presently filming and editing videos featuring Dr. Ernest Korankye, President/CEO of **Asante Logistic Group**, and Christa Veinotte, owner of **Hestaband Therapeutics**. Both business owners participate in our **Accelerator Program**; a TCPEP program where our Business Development Officer provides additional, strategy-focused time helping owners grow their business.

"Yes, I did receive the pdf of the [relocation] guide. I only quickly glanced at the information, but it does look like a nice community, especially after the article I read in the Horizons magazine."

*- Correspondence with
prospecting Ontario Resident*

The TCPEP
helped establish
**25 Start-Up
Businesses**

BUSINESS DEVELOPMENT

The TCPEP believes in the value of one-on-one business support services. People needing help starting or expanding a business can meet with our Business Development Officers one-on-one to discuss business strategy, business planning and other opportunities and challenges.

Over this past year, Jason Steele has worked with over 150 businesses. In October, Jason moved on to a new position with Asante Logistic, but remains with the TCPEP part-time helping businesses in the region. In November, the TCPEP welcomed J. David Phillips to the team. David is already busy working with several new start-ups and businesses with international market opportunities.

Jason Steele
Business Development Officer
Part-time

J. David Phillips
Business Development
Officer



BDO IMPACT

When we support businesses, we track key performance indicators to measure impact on the local economy. As of Dec 31, 2020:

We helped **150 businesses** with resource navigation.

We helped 51 businesses access funding support **valued over \$4,810,000.**

We helped 22 businesses generate incremental revenue **valued over \$3,152,000.**

We helped 17 businesses work on process improvements.

We helped 13 businesses expand their workforce – This resulted in 14 Hires / New Jobs in the region.

Additionally, 14 businesses worked on cost reductions and 17 were assisted with improving profitability.

...and we're just getting started.

Business Accelerator Program

Launched last fall, this program provides greater assistance to companies who have exponential growth opportunities. Over a 12-month period, businesses work closely with our Development Officers to develop and implement growth strategies to accelerate business growth.

Free Online Strategy Support

The Partnership and Symplicity Designs launched an online platform for business owners, providing them with management tools and practices in a convenient, on-demand format. Content covers guiding business principles and business strategy tools to support growth opportunities. **Thirteen businesses** have accessed the sessions and we are anticipating greater uptake this winter.



STRATEGY

COVID-19 SUPPORT

Through COVID-19, our Business Development Officer helped over 100 businesses with cashflow forecasting and navigation of various business and support services. We are presently surveying supported businesses to get feedback on what government programs were most utilized.

“Jason went above and beyond in ensuring that local businesses are aware of resources available to help navigate keeping a small business open during these challenging times.”

- survey respondent

COVID-19 DELIVERY SERVICE

More consumers are buying online and local businesses are following suit by adopting eCommerce platforms. In rural Nova Scotia, affordable, timely transportation of goods to consumers is an important gap that needs to be addressed as markets shift online.

During the Christmas retail season, we collaborated with the Town of Truro, the Downtown Truro Partnership, and Colchester County to continue to test Colchester Delivery Service, which helped local SMEs provide over **630 orders (\$45,000 worth of product)** to customers in Colchester, Pictou, East Hants, and HRM.

“What are the chances this program could continue? Even if it was offered on a bi-weekly basis, I think it would be huge.”

- Sergio Garrido
Aroma Maya Coffee Inc.



Helping Tourism Operators

In June 2020, an **Accelerated Market Readiness (AMR) Program** was launched in Colchester and Cumberland counties. With support from the Atlantic Canada Opportunities Agency, the TCPEP and the Cumberland Business Connector facilitated AMR consultations with **22 tourism and tourism-related operators in the fall of 2020**. The project was designed to provide one-on-one tourism planning and advice to tourism operators and identify broader tourism training and supports to help the sector bounce back from COVID-19.



TOURISM

Tourism operators focused their AMR experience on **increasing sales, profitability, and revenue generation**. And many worked on **branding and defining their unique selling position**.

FOLLOW UP WITH OPERATORS

TCPEP Business Development Officers are following up with operators to provide **strategy guidance & business planning support**.

DIGITAL FOOTPRINT

The TCPEP is conducting a Digital Footprint that generates a real-time snapshot of the region's online presence. Digital Footprint is an objective and credible picture of what operators need to do to enhance their regional and business profile online.

REGIONAL FORUM

We are exploring hosting a Tourism Forum (for operators) to deliver relevant and up-to-date information, including; Expectations for Nova Scotia Tourism 2021; New 2021 tourism products and offers; strategies; and maximizing the Cliffs of Fundy Geopark.

People Attraction & Retention

Connecting Youth to Business

The TCPEP **Connector Program** helps local and international graduates, skilled professionals and new residents expand their professional networks in Truro Colchester. The program just launched the Connector App (Google Play and Apple) to enhance hybrid delivery and increase connections across Nova Scotia.



50+ Businesses
participate as
Connectors

Matthew Berrigan, our program manager, is a resource for businesses who want to connect with up-and-coming talent from our post-secondary institutions. Matthew supported the NSCC TechConnect virtual conference and he is working with partners to create networking opportunities for young professionals in the region. To access Connector Program services, contact Matthew by cell 902-449-1273 or email mberrigan@northnsconnector.ca

Physician Recruitment

Truro Colchester has immediate need for 11 physicians & 8,400 people in need of a family physician. The TCPEP continues to support the local Physician Recruitment Committee and Nova Scotia Health recruiters.



Do you have have friends and family interested in relocating to Truro Colchester? Lindsey Van Kroonenburg is our Community and Business Liaison - She helps prospective physicians and skilled workers connect to the information and resources they need when relocating. Call 902-305-2058 or email lindsey@trurocolchester.ca.



This past summer, we supported orientation day for the new and returning **Dalhousie Medical Residents**. The TCPEP provided the Resident Physicians with lunch and toured them around the community, visiting local hot spots like Raging Crow Distillery, Victoria Park, Downtown Truro, etc. They also visited with local Mayors, and the day ended with supper at the Nook & Cranny Pub.

The TCPEP developed a series of four Physician testimonial videos. Videos have been helpful to recruiters and local physicians who promote Truro and Colchester to potential doctors and residents in Canada and abroad.



Physician videos of Dr. Beau Blois, Dr. Kris Srivatsa and Dr. Tanya Munroe received over 44,000 impressions, 1,300 reactions, and 200 comments on social media.

The Dalhousie Faculty of Medicine Resident Retreat was held virtually in September. TCPEP staff and Dr. Blaauwendraat attended the virtual job fair and connected with eight residents who expressed interest in the Truro Colchester region. Lindsey followed up with the online participants; she had subsequent phone calls and a lunch meeting with two residents.

12 physicians were
recruited over the past 12
months.

*Dr. Armsworthy and Dr. Ellis
serve on the local Physician
Recruitment Committee*



The Truro & Colchester Partnership for Economic Prosperity exists because of **local business investment (championed by the Truro & Colchester Chamber of Commerce)** and support from our local municipal and First Nation partners.

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 Ltd.
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 PURE 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



Mark Wood, TCPEP Chair
& President of Ocean Sonics

In Nova Scotia, Regional Enterprise Networks (RENs) are a collaborative approach to economic development supporting business growth. The Truro & Colchester Partnership for Economic Prosperity is led by a local volunteer Board of Directors - local business people who want to drive business development in Truro Colchester.

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