

The background of the slide is an aerial photograph showing a paved road with a yellow center line curving through a dense forest. The trees are in various shades of green, yellow, and orange, suggesting an autumn setting. A bridge or overpass structure is visible in the middle ground. The logo for 'Cumberland Business CONNECTOR' is centered at the top in a white box. The text 'Cumberland Business' is in green, and 'CONNECTOR' is in large, bold, blue capital letters.

Cumberland Business CONNECTOR

Mission Statement

The Cumberland Business Connector is a business-led, not for profit organization whose focus is to foster a strong business environment that strengthens Cumberland County by connecting businesses with the resources that they need to be successful and removing barriers to doing business.

Our three priorities:

- Support Businesses with 0 – 50 Employees
- Improve Housing Inventory
- Labour and Workforce Development



Previous Support for Oxford:

- Direct support to Oxford businesses

Ongoing Initiatives the Connector is Providing

- Regional Business Support
- Workforce Development
- High School Career Fairs

- Workforce Attraction
- Housing

Direct support to Oxford businesses (before 2022)

- 2 Years of Supper Series business workshops
 - Held in the Oxford Town Hall
 - The Connector arranged and paid for the speakers and for the supper
 - 2 Winners of Entrepreneurship Competition and 4 Youth Entrepreneurship winners – total of \$8,800 in Oxford
-
- One-on-one advice on starting a small business
 - Provided advice on starting businesses to Grade 11 students at OREC



2024
**YOUTH
ENTREPRENEURSHIP
CHALLENGE!**

**UP TO \$3000 IN CASH PRIZES TO BE
WON!**

OPEN TO CUMBERLAND COUNTY AND
AMHERST RESIDENTS 18 YEARS OLD
AND YOUNGER.

FREE BUSINESS PLAN TRAINING
SESSIONS

PITCH NIGHT TO DETERMINE WINNERS!

REGISTRATION OPEN FROM JANUARY
5TH 2024 - FEBRUARY 2, 2024

SCAN TO SIGN UP!



Cumberland Business CONNECTOR CBDC CUMBERLAND Amherst Cumberland NOVA SCOTIA WORKS

Regional Business Support -Ongoing

- Business Retention and Expansion visits to address specific business needs and opportunities. This may include :
 - Process improvement/productivity improvement
 - Development of good recruitment and HR practices
 - Improved communication, marketing and sales
- Provide advice and guidance on the development of business plans
- Provide regional demographic and workforce statistics
- Develop and support regional workforce attraction initiatives
- Support industries in challenging times. Including
 - Forestry
 - Wild blueberries



Regional Business Support - Pathways

- Navigate and refer businesses to specific business support organizations and programs including:
 - Invest Nova Scotia
 - Tourism Nova Scotia
 - Digital Nova Scotia
 - Nova Scotia Works
 - Perennial
 - Provincial Loan Boards
 - The Department of Agriculture
 - The Department of Labour, Skills, and Immigration
 - The National Research Council's Industrial Research Assistance Program
 - Atlantic Canada Opportunities Agency
 - Canadian Intellectual Property Office
 - Etc.



Regional Business Support - Business Spotlights (New)

- Each week a local business in the Cumberland Region is featured on our Social Media channels. This exposure has been appreciated by our businesses

 **Cumberland Business Connector is with Sunrise Country Market.** Dec 14, 2023 · 🌐

Business Highlight!

🌟 Sunrise Country Market 🌟

The Connector was in beautiful Port Howe this week at Sunrise Country Market to speak with owner Janet Tower. Janet has owne... See more



👍👤 Kelly Ann Parker and 53 others

👍 54 💬 7 ➦ 59

Business Highlight!

Duncan's Pub

The Connector was in downtown Amherst this week to chat with Darlene, manager of Duncan's Pub. Duncan's has been a mainstay ... See more



👍👤 Neil Winch and 96 others

👍 97

💬 10

➦ 53

Regional Business Support -Events

- Provide 9-12 **workshops** each year for small businesses

**THE INS AND OUTS:
BUYING & SELLING
A BUSINESS**

TIME
1:00-4:00PM - SELLERS
6:00-9:00PM - BUYERS

DATE
MONDAY, OCTOBER 16TH,
2023

LOCATION
5 RATCHFORD ST.
AMHERST, NS

RSVP BY
OCTOBER 11TH

PRESENTATION LED BY DAVID
BARNETT FROM BUSINESS BUYER
ADVANTAGE

  

Cumberland Business Accelerator Program

- Provide extensive ongoing business advice and coaching support to businesses that have **high growth potential**
- Businesses must be willing to receive input and feedback
- The business advisor meets with the individual businesses every few weeks
- Businesses need to prioritize the most important problems that need to be solved
- Currently we are actively recruiting construction related businesses that would benefit from this program



Workforce Development

High School Career Fairs (every two years)

- highlight career and employment opportunities in the local community
- Showcase pathways available to students after graduation
- Expose students (and Teachers) to a variety of careers.
- 5 Career Fairs have been held in 2023, 2 are planned for the spring of 2024





“It is impossible to measure the impact of those (Career Fair) days, but if you don’t participate it is 0% result.

One person out of the day that realizes a local opportunity is a positive future. Positive for the community, the students, and companies. It is important that we do our part in each community we operate in.”

Bruce Stover
President, Precise Design

Workforce Attraction

- Encourage and support immigrants to live and settle in this region
- Work with High Schools to promote career opportunities in the region
- Support businesses to develop good Human Resource practices
- Promote quality of life

A photograph of a man and a woman looking at a document together. The man is holding a pen and pointing at the document. A large red overlay covers the right side of the image, containing text and logos.

 Greater Halifax/Dartmouth

Shine On

Free tax information session!

Have your questions answered by a certified tax professional.

Dinner provided.

Open to newcomers to Canada and work permit holders.

Don't miss out
Please register for the event at:



or
bradley.ameluxen@halifax.ymca.ca
Subject line:
Taxes

 

A hand holding a large bunch of blueberries over a larger pile of blueberries. The background is a bright yellow surface.

Housing:

- Work with businesses to increase capacity to build more houses
- Work with municipalities and construction businesses to identify and remove barriers
- Have better utilization of housing stock – Earn Income, Rent Your Space initiative

Goal: Increase capacity to build housing for 750 people per year

Conclusion

The Cumberland Business Connector wants to return to supporting the Town of Oxford as a full partner

We believe that we are providing value to businesses.

We want to proactively support Oxford businesses and its residents

Cumberland Business CONNECTOR

