

CREDA NEWS

Newsletter
Winter/ Spring2009

“CARE KITS” HEADED TO POST SECONDARY STUDENTS FROM CUMBERLAND COUNTY

As part of CREDA's Youth Attraction and Retention Strategy for Cumberland County, a local Steering Committee is putting together Cumberland Care Kits for our young people away at post-secondary institutions across Canada. Students from Cumberland County will receive a care package just in time for April exams to remind them that their community supports their efforts and to encourage them to seek employment options in the Cumberland region.

The Care Kits are an important component of an over-

all strategy that recognizes youth attraction and retention as essential to Cumberland County's continued growth and economic development.

The Care Kits are also an opportunity for companies or organizations to take advantage of an important promotional opportunity by providing coupons, product samples or other items bearing their logos, or to recruit students for summer or permanent positions. Items in the kits include snacks, personal care items, stationary, and coupons for goods and ser-

VICES. Companies could also choose to provide financial sponsorships of \$25, \$50 and \$100.

For more information contact Youth Attraction and Retention Coordinator Amanda Mcinnis at 667-3638.

Representatives from IMP Aerospace, Career Resource Centre, Amherst Police Department, Town of Amherst, CANSA, ACOA and CREDA sit on the Cumberland Youth Attraction and Retention Steering Committee.



CUMBERLAND REGIONAL
ECONOMIC DEVELOPMENT
ASSOCIATION

CREDA's Mission

“To facilitate sustainable economic development in the Cumberland region in partnership with all municipal units.”

CREDA PARTNERS IN ON-LINE BUSINESS DIRECTORY

CREDA has partnered with a third party service provider (YLM – Your Local Marketplace) to offer the Cumberland County “Online Business Directory”. This new Directory is the most comprehensive and up-to-date online database of Cumberland County businesses to be found anywhere.

All Cumberland County based businesses are pro-

vided with a basic listing that includes contact information, a brief marketing message, searchable key words, a locator map, services icons, hours of operation and website link.

These listings will showcase our local businesses on the CREDA website (www.creda.net), the Province of Nova Scotia on-line directory at

(www.nsbizlink.ca) and internationally across the Internet.

CREDA encourages new businesses in Cumberland County, or any who may be missing from the Directory, to link on to the YLM website and register free of charge.

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CREDA PARTICIPATES IN WINERY & VINEYARD ATTRACTION PROJECT

CREDA is one of six RDAs involved with the Winery Association and the Grape Growers Association of Nova Scotia in the development of a new marketing plan geared at furthering winery development in three grape growing areas of Nova Scotia, including the Malagash peninsula.

The Winery and Vineyard Attraction Project provides resources for people interested in investment opportunities in the industry. The glossy brochure and website feature information on local success stories, industry trends, the best geographic areas for growth and a step-by-step process for starting a winery or vineyard.

Other funding partners include Foreign

Affairs and International Trade Canada, and the provincial departments of Agriculture and Economic and Rural Development. More information can be found on the website:

www.investinnovascotiawine.ca

The Nova Scotia wine industry's long-term strategy is to increase vineyard acreage in the province from 160 to 400 hectares, to increase the number of wineries from 10 to 20, and to grow industry revenues from \$7.2 million to \$23 million by 2020.



BROADBAND FOR RURAL NOVA SCOTIA PROJECT UPDATE

Three Internet Service Providers have been working around the clock to deliver high speed Internet to rural Nova Scotia under the Broadband for Rural Nova Scotia (BRNS) initiative.

The local service provider, Seaside High Speed has 40 new sites near operational status in Cumberland and Victoria counties. The company has identified another 120 sites where it will be erecting poles early in 2009, to provide high-speed service in northeastern Nova Scotia and Cape Breton.

All three service providers are using fixed wireless technology to deliver high speed. Work on the network is continuing. The radio frequency engineering for a province-wide fixed wireless network was undertaken. This engineering plan is the blueprint for project construction.

The Internet Service Providers are working closely with the Nova Scotia Geomatics Centre, based in Amherst, to ensure they have the most accurate record possible of the province's constantly changing list of civic addresses.

In the last 12 months, sites for fixed wireless structures and equipment have been identified and leased all over the

province as part of the initiative. All three Internet Service Providers are using existing towers, and building new structures to carry the fixed wireless network signal across the province. Tower upgrading and construction has been underway for a number of months now, across many counties and regions.

BRNS staff members and partners are working to help communities plan for a high speed future by holding workshops in many affected communities. Planning for a High Speed Future is a community-based facilitated workshop that offers groups an opportunity to identify goals and priorities to help to make the most of broadband access in the community.

The workshops were developed using a collaborative design and review process. Contact broadband@gov.ns.ca if you have any queries about this project or would like to see a workshop held in your community.

On-Line Business Directory

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A toll free help desk is available to assist businesses.

CREDA would like to thank local business

organizations and municipal units for their support and assistance with this initiative. These include: the Amherst & Area Chamber of Commerce; Springhill Chamber of Commerce; Parrsboro Board of Trade; Pugwash & Area Chamber of Commerce; the towns of Amherst, Springhill, Oxford and Parrsboro; The Pugwash Village Commission; and the Municipality of the County of Cumberland.



CUMBERLAND NEWS BRIEFS

The **Town of Springhill's** newly formed Youth Committee got underway in February 2009. The mandate of the committee is to establish a Youth Town Council to encourage local youth to actively participate in their town. The Youth Town Council will seek participation from the local high school at the beginning of the 2009/2010 academic year.

CREDA is partnering with the Department of Labour and Workforce Education and CBDC Cumberland in the 'Small Business Essential Skills Program' for the Springhill business community. The program has a designated project team with a mandate to bring the program to the development stages and have identified a need for tourism related training.

The project team will participate in a 'needs assessment' in March 2009 with curriculum to be developed based on this evaluation. The Small Business Essential Skills Program has had previous success in the Town of Amherst and the Town of Parrsboro through Basic Computer and Communication skills training.

Some of the top midget-aged hockey players in Atlantic Canada will be in **Amherst** in March for the 2009 Midget AAA Atlantic Championships. The Cumberland County Minor Hockey Association (CCMHA) has been selected to host the five team championship tournament, which will run from Thursday to Sunday, March 26 to 29 at the refurbished Amherst Stadium.

The tournament will feature the top Midget AAA teams from Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador, as well as the host Cumberland team.

Both the Town of Amherst and CREDA provided letters of support for the bid and have committed resources and/or facilities to assist the host committee. Cumberland County has a long and distinguished history of successfully hosting a variety of sporting events including six provincial hockey championship tournaments in the past 20 years, the most recent in 2008.

The championships will feature a total of 10 round-robin games between March 26th and 28th with the top four teams advancing to the Bronze and Gold medal games on Sunday, March 29th. An Awards Banquet will be held on Saturday, March 28th.

The **Parrsboro** Strategic Planning Committee recently attended a presentation put on by the Managers Without Borders, a team of business students from Dalhousie University who have spent the last four months formulating activities that would bolster the strategic issue of Tourism Development in Parrsboro.

The final report contained a number of recommendations which will now be implemented by the committee.

A well attended public meeting was recently held at the Parrsboro Legion with **AECOM**, a consulting firm from Halifax providing the latest update/information on the Tidal Power Project. AECOM is working for Minas Basin Pulp and Paper.

There were dozens of diagrams, pictures, animated films, drawings and a number of professional experts on hand to answer all the questions people had.

Feedback was positive, and Minas Basin continues to honour its commitment of holding public meetings on a regular schedule to keep the residents of Parrsboro and area plus other stakeholders up-to-date on the latest Tidal Power progress.

The Parrsboro Band Hall Committee has applied for a Job Creation Partnership Program through Service Canada and are currently interviewing potential referrals.

The Band Hall Committee has put in a place a strategy to transform the Hall into a Wellness Centre serving Parrsboro and the surrounding communities.

CNTA Tourism Awards

Cumberland County was well represented when the Central Nova Tourism Association handed out its Tourism Industry Awards at the 2009 Annual Tourism Conference March 6th in Truro.

The Joggins Fossil Centre and Cliffs were named Attraction of the Year. Operations Manager Melanie Cookson-Carter graciously accepted the award on behalf of the UNESCO World Heritage site.

Meanwhile, Jost Vineyards owner Hans Christian Jost of Malagash, won the President's Award for his significant contribution to tourism development in central Nova Scotia.

Terri McCulloch of Parrsboro won the Ambassador Award for her work promoting the Bay of Fundy as Project Manager for the Bay of Fundy Tourism Partnership.

2009 Woodland Owner Conference

The **2009 Central Woodland Owner Conference** will be held on Saturday, April 4th at Musquodoboit Valley Education Centre in Middle Musquodoboit. This annual gathering for woodland owners from Cumberland County to HRM is an excellent opportunity to network with other owners, to hear expert speakers on a number of relevant topics, and to view exhibits.

Registration fee is \$25 and that includes a hearty lunch and a chance to win some great prizes, including the grand prize of a new chainsaw. To register call toll free 1-866-477-2494 or register on line at www.woodlotinfoshop.ca. People who pre-register qualify to win a GPS unit. The registration desk opens at 8:30 on the day of the conference with the first session at 9:00 a.m.

CUMBERLAND REGIONAL ECONOMIC DEVELOPMENT ASSOCIATION

35 Church Street
Amherst, NS
B4H 4A1
Phone: 902-667-3638
Fax: 902-667-2270
E-mail: cerc@creda.net
www.creda.net



CREDA is Quality System
Registered to ISO 9001:2000

Free Training Opportunities for Small Business

CREDA, CBDC Cumberland, and the Parrsboro and District Board of Trade have partnered with the NS Department of Labour and Workforce Development to offer a pair of free, 40 hour training sessions for small business owners, managers or employees in Cumberland County. The training sessions will focus on Customer Service Skills and Basic Computer Skills.

Instructed by Ian Black, the computer skills training session will be held every Wednesday evening, March 25 to June 18, from 6 to 9 p.m. at Parrsboro Regional High School.

Tourism experience specialist Terry McCulloch of Parrsboro will conduct the fun and interactive customer service training program. It will run every Tuesday, March 31st to May 5th from 8:30 am to 4:00 pm at the Fundy Geological Museum.

Business Retention & Expansion Program Funding Confirmed

Communities in the northern Nova Scotia, Cape Breton and Annapolis-Digby regions are taking a new approach to stimulating local business growth. The Business Retention and Expansion Program is a community-based economic strategy in which experts gather specific information first-hand from businesses to identify and respond to their challenges, needs and opportunities. The information becomes part of a comprehensive database used to develop strategic plans and create a stronger business climate.

Murray Scott, Minister of Economic and Rural Development, announced March 4, more than \$280,000 in provincial support for the Business Retention and Expansion Program to help expand the project to another six regional development authorities across the province, including CREDA. "Through the regional development authorities in Nova Scotia, we are working with businesses to identify opportunities and to help alleviate barriers," said Mr. Scott. "This program is especially vital during these uncertain economic times and is an important component of the province's economic growth strategy and stimulus package."

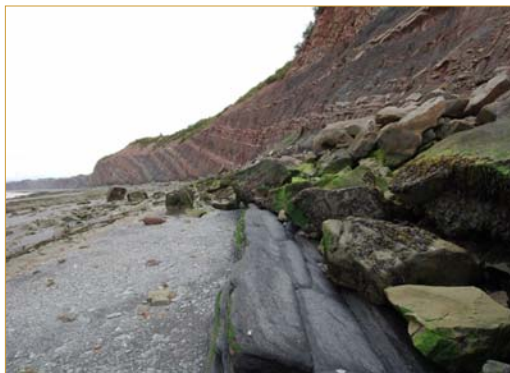
The project is co-ordinated by the Nova Scotia Association of Regional Development Authorities (NSARDA) with funding by the departments of Economic and Rural Development, Labour and Workforce Development and Nova Scotia Business Inc. Six regional development authorities in central, southern and western Nova Scotia were involved in an 18-month pilot program that began in 2006.

"Business retention and expansion is a team effort that involves the regional development authorities, our partners in business and all three levels of government," said Holly Boston, NSARDA Executive Director. "Extending the business retention and expansion model to the rest of Nova Scotia will position our province as a leader in economic development and competitiveness."

MORE AWARDS/ACCOLADES FOR JOGGINS

Joggins- The Joggins Fossil Cliffs capped off a remarkable 2008 by winning one of the major tourism awards of excellence handed out at the Tourism Industry Association of Nova Scotia (TIANS) Tourism Summit 2008 in Halifax in December. Joggins was presented with the Tourism Innovator Award during the Crystal Tourism Awards of Excellence Gala Dinner December 2 at the World Trade and Convention Centre. This award exemplifies innovation in market positioning in contributing to Nova Scotia's unique product offering.

That wasn't all for Joggins as Bill Dooks, Minister of Tourism, Culture and Heritage announced during the summit that the Fossil Cliffs will be the featured photo on the cover of the 2009 Doers and Dreamers Guide. This is a tremendous coup for our area and represents a wonderful marketing opportunity, not only for Joggins, but for the entire Fundy Shore area and indeed all of Cumberland County.



Joggins Fossil Cliffs

Of course 2008 also marked the opening of the Joggins Fossil Centre in April and the designation of the Fossil Cliffs as a UNESCO Natural World Heritage Site in July. The innovative Joggins Fossil Centre, which features "green technology" throughout, also received a Nova Scotia Association of Architects' Lieutenant Governor's Medal of Excellence,

while Canadian Architect Magazine has a feature article and photo spread on Joggins in its October issue.

In January, travel writers for the LA Times ranked Joggins number 4 on their list of the 29 destinations to visit in 2009. The only other Canadian site to make the list was Calgary which was number 19.

And most recently, Joggins was honored as the Attraction of the Year at the 29th Annual Central Nova Tourism Association Tourism Conference and Awards Banquet on March 6th in Truro.

The Joggins Fossil Centre will open for the 2009 season on Earth Day, Wednesday, April 22nd.

