

2020 Municipal Election Cumberland County Candidates Business Outlook

Municipality of Cumberland - Candidates for Mayor

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?
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Murray Scott

Both small and medium sized businesses are essential to the economic well-being of Cumberland County residents. There are few large sized businesses in Cumberland County, so it is vital that council listen, learn, and act on the concerns of the business community. Supporting our business community across the county is crucial to retaining and attracting new residents to Cumberland County and to expanding our tax base thus providing better municipal services.

We need to look at our tax competitiveness especially as a border county. The essential structure that modern businesses require such as high-speed internet, is currently being addressed. We must work with our neighbouring towns and municipalities to look at cost efficiencies to provide the services businesses require but at a lower cost. It is necessary that we are a strong and united advocate with other levels of government on issues important to fulfilling our economic potential.

Jason Blanch

The first priority must be to keep staff and businesses safe in their return to full capacity post-COVID. Enough said; that is ongoing now. I appreciate the philosophy of ABCD (Asset Based Community Development) that brings together government, businesses, residents and organizations to improve our well-being. This and so many of the principals espoused by Doug Griffiths (13 Ways to Kill Your Community) make for small incremental improvements that taken together add up to better business and better lives. Simple and complex things like ensuring we have clean water, beautifying our Main Street business areas and even encouraging competition will all help us grow in a positive direction. Collaborating with the Chambers of Commerce and the Board of Trade to host business 'think-tanks' can help us understand and utilize the ideas of current business leaders.

We must ask ourselves whether high business taxes, different by-laws and red-tape are driving potential business out of town and reducing new entrants.

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?
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Murray Scott

If given the privilege of being elected, this is a central issue to my campaign that I feel we must achieve within our mandate. Our county is too small to not look for opportunities to partner with the neighbouring towns to provide services within our areas. I strongly believe that we can provide a high level of municipal services to residents and businesses which keep our municipality sustainable. Often, we see smaller municipalities struggling due to the burden of a high tax base to provide separate municipal services. This has led to contraction with some towns like Springhill and Parrsboro.

I would like to build off the waste system and tourism strategy as models to look at other shared services. I would also like to expand those opportunities by further engaging with Colchester County.

Some of the shared services opportunities could be recreation facilities, sewer/ water expertise, and any other areas that could be identified.

Jason Blanch

Shared services create efficiencies in Municipal governments and this leads to reduced taxes and increased opportunities to provide other needed services. The new internet services, the Geopark and EHS are good examples of how the County has collaborated with other Municipalities. With the sky-rocketing costs of policing, this is an ideal place to begin. Tourism, Fire Services, Recreation, Building Inspection and Zoning/Planning are also possible areas for sharing. I am very willing to provide the leadership to open this discussion with the new council.

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Murray Scott

Entrepreneurs by their nature are not experts in regulation or navigation of government requirements, but they are experts in the type of business they are running such as a mechanic operating an auto repair business or a chef opening a restaurant.

If given the opportunity to be your mayor, I would look to adopt three tangible ways to foster and encourage our entrepreneurs in the growth of their businesses.

- Streamline and simplify government regulation and services to business.
 - Advocate with other levels of government for cell phone accessibility which is now a vital component to today's businesses. Cumberland and Colchester Counties are currently working a partnership in regards to internet services.
 - Look at community innovation hubs to provide space and shared connections. This is an incubation model where government can provide office or warehouse space to help businesses get started and to work with start-ups. There is also the possibility of exploring mentorship programs which could provide start-up businesses with assistance from other community business leaders.
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Jason Blanch

• There are many areas for entrepreneurship in food security. Having talked with mid sized farmers and working with Eat Local Cumberland, I know that there is a need to provide support to new and long time farmers in finding employees and helping them move their produce to the consumer. We have relied too long on food imports.

• The massive topic of Energy Security gives us many opportunities to create both employment and new business initiatives. The new economy, developing self-sufficiency in energy, will find not only jobs but also new start-ups in solar, tidal and wind power.

• My personal desire is to know that young people will have opportunities that would allow them to return to or stay in the County.

4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Murray Scott

A lot of work has been undertaken by the previous council already. My hope by working with the newly elected county council is to build upon that base by working with the business community to understand the successes within the current model and to recognize those areas that need to

be augmented to make sure businesses are helping direct municipal government on their priorities. My belief is that politicians need to listen, learn and then act on issues that we face. A major focus of my vision as mayor is frequent and regular engagement with the business community. My previous experience as a Member of the Legislative Assembly and a provincial cabinet minister fostered the need for me to be a willing listener. As your mayor, I am committed to doing just that.

Jason Blanch

I want to work with Cumberland Connector to bring resources to businesses – resources that will attract new initiatives, new residents and new artists. Making Cumberland County welcoming to these people brings prosperity and vibrancy to our area. Like you, I want to build bridges and from my days with the Green Party, I have many important and still current contacts that can help us revitalize the area. Cumberland Connector serves as an important link between businesses and government and I'd like to see that role expanded to include all of Nova Scotia. The work that we can do together will clearly and positively impact our economic security, food security, and energy security.

Municipality of Cumberland – Candidates for District 1

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?
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Kurt Fawthrop

The business community is vital in growing Cumberland. In order to retain, and attract families business needs to be strong in our community, and that means getting support not only from the community, but from the county. The easiest way that the Municipality can help is by maintaining active promotion of both small and business. This is more important now then ever before as we recover from the economic realities of Covid. But beyond promotion, council should be working with industry to help find new opportunities, whether that is finding new markets for products from factories, or helping the forestry industry find new places for their products.

David March

Fred Gould

I have had the opportunity to work closely with businesses in both the Town and the County through my work with programs offered at Amherst Regional High School. Local businesses are working hard to grow and provide the community with services that allow people to shop and hire locally. Our local businesses have been actively allowing access through co-op placement programs which assist our youth in making career decisions, gain work experience and create networking opportunities.

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?
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Kurt Fawthrop

Services are often reviewed as a way to reduce costs to our tax base. I believe the three municipalities should look again at what services can be combined, and does it make financial sense to do so.

David March

Fred Gould

I believe as we continue to work towards building a stronger relationship between the different municipalities here in Cumberland County, we will not only find ways to be able to share services but also be more attractive to outside business looking for a landing spot. We are an area with room, resources, and friendly people, when you combine that with municipalities that are working together, we become an even more attractive location. I personally would like to see the municipal councils work together in developing some recreational areas that do not require a lot of construction costs, such as, more trails for walking/running, biking, skiing, canoeing, etc.

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Kurt Fawthrop

A) I would propose tax breaks for new business in the county over their first three years in business.

b) The next most important part is working with the community college to help train both young people, and those looking to start the next chapter. NSCC is constantly adapting to the needs of the province, and council can lobby the province and NSCC to create programs and spaces within their programs that will help entrepreneurs get started in business relevant to today's economy.

c) Finally working with organizations like the Cumberland Business Connector. It's organizations like this that understand more than anyone the needs of the business community in Cumberland County, and our economic realities.

David March**Fred Gould**

I believe all our growth needs to start with the youth so that we can provide them with the option to stay here to work, live and raise families of their own. We currently have several programs at the high school level for the youth such as a career fair, entrepreneurship courses, various co-op programs, youth apprenticeship opportunities and more. I am interested in continuing to pursue local businesses to assist with, participate and engage in these programs. With increased engagement from established local entrepreneurs in these types of programs we provide more exposure and opportunity to learn and grow for our youth.

4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Kurt Fawthrop

My main goal for Cumberland County is to help retain, and attract new families to our region. By partnering with the Cumberland Business Connector we can further open the barriers that are holding Cumberland's residents from becoming entrepreneurs and making their businesses successful.

David March**Fred Gould**

Communication and advertising are key in promoting business today and with the ongoing development of technology and with more people shopping online for supplies and services, I believe we have to work even harder to get people to shop and hire local. Your work at helping businesses stay active in promoting themselves will be key in attracting new business and people through tourism.

Municipality of Cumberland – Candidates for District 2

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?

Jillian Foster

Rod Gilroy

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?

Jillian Foster

Rod Gilroy

- 3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Jillian Foster

Rod Gilroy

- 4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Jillian Foster

Rod Gilroy

Municipality of Cumberland – Candidates for District 3

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?

Jennifer Houghtaling

I believe small businesses are essential here in Cumberland County. Creating more tourism opportunities and investing in local sources for infrastructure growth will be my focus. We should employ Cumberland businesses when possible and encourage small business start-up in our county and within the 3 municipalities

2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?

Jennifer Houghtaling

A collaborative effort in advertising/marketing for Tourism and the local economy, one designated resource informing and articulating people of what the 3 municipalities have to offer such as hiking trails, waterfalls, experience related businesses and services with an emphasis on buying local.

Any issues relating to the environment, health, and protective services should be examined to look at ways to reduce costs. I wish to examine ways to pool resources to cut down on capital costs for infrastructure projects.

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Jennifer Houghtaling

1. Offer specific grants to entrepreneurs especially low income or start up businesses
 2. Prioritize the purchase and rental of commercial space in tourist dense areas of the county.
 3. Enhance advertising for all of Cumberland County including branding the Cumberland experience.
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4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Jennifer Houghtaling

The Cumberland Business Connector Entrepreneurship Challenge goes hand in hand with offering grants to small businesses. I would like to encourage the growth of this initiative with support from the Municipality.

The North NS Connector Program could be used as a resource for small businesses to find commercial space in Cumberland County as well as jobs.

The Connectors Business Directory would be a great resource for marketing small business with interactive maps of all the locations and websites/pages and information on where the local products/services are located within Cumberland County. A collaboration with EatLocalCumberland could also be looked at for a resource

Municipality of Cumberland – Candidates for District 4

1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?

Barbara Palmer

Our businesses are the backbone of any area. I think it is important to support the existing businesses but also try to encourage new business growth. With Covid-19 we are seeing more businesses working from home. This has opened up a lot of possibilities for new home based businesses as technology offers us a different way of doing business. With the new XPlornet deal that Cumberland and Colchester has in place we are hoping that this will encourage people to bring their businesses to the area. Although a home based business is fine for some we must still encourage others to set up shops out into the community, which provides jobs to local people in hopes of them remaining in the area instead of seeking employment elsewhere. We need to work on finding incentives that will help people make the choice to bring their businesses to Cumberland. I have always shopped local and encourage others to do the same.

Kathy Redmond

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?
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Barbara Palmer

During my time on council we have been able to establish a good working relationship with Amherst and Oxford Councils. I will continue to encourage the new councils to keep working within the committees that we have formed. We are working together to deal with the beautification of the border which we hope will result in encouraging visitors to the province to take time to get to know what Cumberland County has to offer. We have also been working on tourism strategies to promote Cumberland County and show that we have something for all types of travelers. These committees are enabling us to work on promoting the County in its entirety. With the councils working on this together the costs of this type of work and promotion is shared rather than each one taking it on separately, avoiding overlaps. I strongly agree that this is a positive way of working together and I will continue to support this and will work with the new councils to find more ways in which we can work together for the benefit of all.

Kathy Redmond

- 3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?
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Barbara Palmer

I think that it is important to reach out to the students at an early age. Our youth are growing up with the ever changing technology and we are seeing an increase in young entrepreneurs finding their way to the business world. I think that by creating ways to ease them into the business world we are providing them with the tools they need to help them succeed.

Use the resources that the Business Connector and the County have, to offer incentives, to make people want to take a risk in pursuing an interest. This could also work to help existing businesses expand.

Encouraged people of all ages to take a chance on a business venture that they might have had on their minds but not the right time to pursue. We need reach out and to find ways to get them from an idea to reality by continuing to offer training to give them the confidence to take the next step.

Kathy Redmond

- 4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?
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Barbara Palmer

When two or more groups are working toward the same goal, and expected outcome, a successful relationship is the key. I would like to see the County's economy excel and continuing to work together with the Business Connector is extremely beneficial to both. I am currently on the tourism committee that is working to promote all of what Cumberland County has to offer. By promoting the magnificent sights we are also promoting the local businesses and cultures and hope to encourage people to stay longer, spending more of their money in the area and want to come back for more. I will continue to work toward this goal because I feel that Cumberland County has some of the best opportunities for visitors to experience that we get to live every day.

Kathy Redmond

Municipality of Cumberland – Candidates for District 5

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?
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Richard James

A strong business community is the backbone of our community as a whole.

Successful businesses create diverse job opportunities, which in turn, generate and attract new revenue to the community.

I am hoping to find ways to help and guide new businesses through what can be a very frustrating system, as well as encourage, and hopefully incentivize, entrepreneurship.

I'd like to see an analysis of the commercial tax rate conducted to see if we might find opportunities to retain, expand and attract more businesses.

Angela McCormick

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?
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Richard James

I am not trying to avoid the question; however, I would need to see the budget and related information to see where cooperation can be achieved.

Certainly, policing, fire fighting services, and maintenance services would be areas I would like to investigate as a start.

Angela McCormick

- 3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?
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Richard James

I'd like to see a county that fosters strategic growth and development. Public workshops for varying age groups, as well as business and economy workshops presented by subject matter experts would create the opportunity for both the public and investors to learn more about the area, local industries and the potential opportunities. I'd like to see incentive programs that make grants available to individuals with well-thought out business plans and feasible solutions to the county's needs. We could look at creating competitions where winners would receive investment in their ideas; these types of initiatives take place in other communities with considerable success, why not in ours?

Angela McCormick

- 4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?
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Richard James

I've always been a firm believer that if you want to get the best information, you need to speak to the people on the ground. The efforts of the Cumberland Business Connector, and it's future goals, are invaluable in building and maintaining a solid relationship and regular, two-way communication with the area's business community. Their ongoing input is absolutely necessary, and the Cumberland Business Connector is an advocate that they know and trust.

In terms of my own goals of seeing the county's economy expand and diversify to create opportunities for the residents within it, I think the partnership with Cumberland Business Connector will be paramount. Whether it's delivering enhanced programs and services or finding more ways to connect with the people on the ground, the Cumberland Business Connector would be a huge piece of that equation.

Angela McCormick

Municipality of Cumberland – Candidates for District 6

- 1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?
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Mark Joseph

Business owners and employees within Cumberland County must get involved more with the community such as volunteer work, environmental incentives such as solid waste pick up days within the year and possibly provide resources to accomplish this such as disposable gloves and garbage bags. Volunteer work is missing within Cumberland County and the Business community must take the lead to bring more volunteers on board. Once they start it will catch on. I am not looking for dollars being donated but only time from local businesses.

Douglas Williams

- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?
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Mark Joseph

Solid waste and tourism marketing. Communities within Cumberland County utilize the same disposal site for solid waste and composting. The three municipalities need each other for tourism to support our local economy. Having tourists spend most of their time here in Cumberland county exploring the fantastic sights we have can only benefit all three municipalities.

Douglas Williams

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Mark Joseph

Answer: The three things would be:

- a. Ensure zoning and inspections for the first-time entrepreneur are simple, have a step by step process for these start ups where inspections and zoning are walked through by municipal inspectors. Make the relationship between the municipality and the future business owner a positive experience where everyone wants to open a business here knowing they will receive first rate service and advice.
 - b. For first time start up business owners who have a physical brick and mortar building within the business district only pay a lower tax start up for the first 5 years.
 - c. Hold seminars to involve all the stakeholders that could influence entrepreneurs such as CBDC, Cumberland Business Connector, Chamber of Commerce organizations, NSCC Cumberland School of Business program and municipal inspectors. These key players could answer the burning questions they will have to assist their business planning process.
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Douglas Williams

4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Mark Joseph

The Cumberland Business Connector's focus is to foster a strong business environment in order to strengthen Cumberland County which in turn attracts more people to start a business here, making goods available locally and eventually attracting more people to work and live in Cumberland County.

Douglas Williams

Municipality of Cumberland – Candidates for District 7

1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?

Ernest Gilbert

I see the role of the business community to provide services, employment and a stabilizing effect in strengthening our communities and I will continue to work for a stable tax rate to encourage business operators and employees to locate and remain here.

Dale Porter

2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?

Ernest Gilbert

I would like to explore/inventory the recreation facilities, the tourism efforts of the three units and the infrastructure available for industrial sized businesses in the three municipalities, to name a few, to see if we can add some more shared services

Dale Porter

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Ernest Gilbert

Investigate if our zoning by-laws hinder or help create building space for small businesses. List the small business operations in the three units to see if we should have more of the same and what services are missing so we know which ones to encourage. Investigate ways to help small, part time farmers grow their operations so we can be more self sufficient in our food supply.

Dale Porter

4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Ernest Gilbert

Continuing to work together with the other units and relying on the expertise of the Cumberland Business Connector will help me achieve my goals.

Dale Porter

Municipality of Cumberland – Candidates for District 8

1) How do you see the role of the business community in strengthening our communities, and what will you as Mayor/Councillor do to encourage and support businesses?

Arthur Brown

Carrie Goodwin

I am a strong believer in shopping locally and I practice what I preach. We must encourage new businesses by making it easier to access funding and learning opportunities; guiding them to seek help from existing sources like the CBDC and CANSA. Fostering growth through networking opportunities including the Chamber of Commerce, The Parrsboro and District Board of Trade, and the Cumberland business connector programs. New businesses benefit our area and create economic growth. Career opportunities will help to grow our dwindling population. I feel these

budding businesses should also be offered incremental property tax incentives for their first five years of operation. If entrepreneurs are successful within their first few years of operation, they will become an integral part of our community.

Existing businesses also need support and tax rates they can afford, funding for online marketing and room for growth and expansion. They already are responsible for employing much of our population, they need to feel supported and valued. With added career opportunities our population will begin to flourish, our youth can begin to streamline their education making them employable, valuable citizens who can remain as permanent residents.

Lloyd Smith

Marchel Strong

Our business community plays a crucial role in our district. The business community provides services to our residents as well as providing employment opportunities. Our district includes many businesses that attract tourists to the area, bringing much needed revenue.

As councillor, I would encourage shopping local to help maintain the success of businesses in the area. In addition, I would encourage incentives to retain and grow our local businesses.

I would work to help encourage the growth of existing recreational businesses that bring many visitors to our area. I plan to assist and support any new entrepreneurs hoping to start a new recreational venture in our district.

Kenneth Wood

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- 2) What are the cost sharing initiatives between the three municipalities of Cumberland, Amherst, and Oxford which you will pursue to reduce municipal costs and improve services?

Arthur Brown

Carrie Goodwin

My hope is that we could potentially save thousands by pooling our resources to create a cohesive tourism branding initiative. Town and community planners from different areas will have a different prospective on what our visitors are looking for when they come to the area, these services should be shared.

Building officials and fire inspectors all study from the same National Building Code, why couldn't we share these services as well. Our local EMO Coordinator could be utilized by Amherst, Oxford, and the rest of Cumberland County, again we would be saving money by reducing staffing costs.

Large scale tendering for equipment and infrastructure projects would reduce staff time when creating and implementing these tenders. As any mother knows, it always saves to buy in bulk; this is also true for equipment procurement and infrastructure projects.

Lloyd Smith

Marchel Strong

I believe there are several cost sharing initiatives that can be implemented between the towns and municipalities to improve services and lower costs.

Cost sharing initiatives can improve regional planning and infrastructure. The municipalities can join together under a framework to work out regional issues. Costs can be shared across the municipalities to solve issues and provide services to everyone.

The towns and municipalities would benefit from sharing the costs of promotional materials and advertising for tourism hot spots throughout Cumberland County.

Another cost sharing initiative that can be improved is the mutual and automatic aid program for fire and emergency services for neighbouring municipalities.

It is necessary for rural communities to cost share with effective strategies for rural revival and revitalization.

Kenneth Wood

3) What are the top three things that you would plan to do to encourage entrepreneurship in our community?

Arthur Brown

Carrie Goodwin

Simplify local zoning codes and streamline local regulations for starting new businesses, specifically those that will offer mixed use buildings. Their innovative and creative use of building space has the opportunity to maintain diverse income streams. Lowering these barriers of entry for small business owners will create additional housing options, commercial rental spaces and store fronts throughout District 8. Businesses which are zoned as commercial should receive property tax incentives which would decrease incrementally over their first five year of operation. When they are well established in their niche, they will provide locals with jobs and provide much needed services to the area. We must pool our marketing resources online, in print and through signage. If customers and visitors can easily access a business, they will become loyal patrons that choose to shop locally.

Marchel Strong

1. I would facilitate funding opportunities for entrepreneurs that have a solid business plan in place that supports their initiatives.
 2. Encourage more entrepreneurs to start a business by streamlining and simplifying the grant application process.
 3. Provide online resources and business development classes to help budding business owners build and grow.
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Kenneth Wood

4) Over the past 4 years, the Cumberland Business Connector and the municipal units have developed a strong partnership in supporting and growing the business community. How will this partnership and the Cumberland Business Connector's goals help you to achieve your goals?

Arthur Brown

Carrie Goodwin

The Cumberland Business Connector and I have the same goal, as they say on their website "connecting businesses with the resources they need to be successful". We already have a diverse economy; their website states that 37% of Cumberland's work force works in manufacturing, agriculture, forestry, and accommodations. What we need to do is connect existing businesses, giving them the resources they need to expand and become more efficient. New businesses can learn from existing businesses; accessing resources, learning and mentorship promote collaboration and new ideas are born from these personal transactions. Personal and professional growth will happen within our business community when this is implemented. Above all else we must celebrate our businesses and the services they offer to our citizens; we have all we need in our own back yards.

Marchel Strong

I believe the existing partnership between municipal units and the Cumberland Business Connector will be a great asset and resource for me. With the framework the Cumberland Business Connector provides, I will be able to reach more businesses to provide support and guidance. I can provide potential entrepreneurs with a wonderful resource in the Cumberland Business Connector.

Kenneth Wood
