

Cumberland Business CONNECTOR

ISSUE 01 | MAY 12, 2021



WHO WE ARE

The Cumberland Business Connector is a business led, not for profit organization. Our job is to support the business community in Cumberland County by listening to our businesses, being their voice, and connecting them to the resources that they need to be successful.

To have a strong business community, we need to be a welcoming and collaborative place to do business. We offer a variety of free programs to our business community to help foster a strong business environment.

We have three main areas of focus:

- Advocate for Businesses
- Support Existing Businesses
- Develop a Job Ready Workforce

MIND YOUR BUSINESS

Mind Your Business is a partnership between the Cumberland Business Connector, the Town of Amherst, Amherst & Area Chamber of Commerce, Town of Oxford, Municipality of Cumberland, and CBDC Cumberland to provide accessible learning opportunities to our business community. We have had the chance to offer 10 workshops since October 2020 on a number of different topics including marketing, adapting & transitioning your business, immigration, recruitment, mental health, social media, and graphic design.

We will be hosting more workshops over the next few months. Keep an eye on the Mind Your Business - Cumberland Workshop Series Facebook Page for our next offering of workshops.

UPCOMING EVENTS

Design Thinking is a unique creative problem-solving process that understands, explores, develops and implements possible solutions to solve a problem. Partnering with the Acadia Entrepreneurship Centre we will be co-hosting two design thinking workshops over the coming months tailored to specific industries.

- Our May session will be tailored to the retail sector, focusing on the customer experience.
- Our June session will be for the manufacturing sector addressing the struggles to recruit and retain workers.

You can subscribe to our newsletter or follow us on Facebook to receive more information on these workshops once the dates are finalized.

We have partnered with Acadia Entrepreneurship Centre, BDC, and our counterparts in Cape Breton and the Annapolis Valley to deliver a 6-part program called '**Succession Planning: Preparing Your Business for What's Next**'. The virtual program, which begins May 20, will help small businesses better understand succession planning, explore their options, meet succession planning experts and intermediaries, and hear stories from those who have been through the process.

We have sponsored 4 spots in this program. If you are interested in attending, please contact us for more information.

BUSINESS SPOTLIGHT

As part of our work to develop a job ready workforce and engage our youth, over the past year we have been producing videos of local businesses in the Cumberland Region. These demonstrate the variety of career opportunities we have here in Cumberland. We are proud to showcase our outstanding businesses. There are many unique hidden opportunities right in our own backyard. On our website, check out our Business Spotlight page to see these videos as well as our Cumberland County Business Directory.

PHOTO CREDIT: NOVA SOCIAL MEDIA & MARKETING



CONNECTOR MEMBERSHIP

Part of our strategy is to be a collective voice for Cumberland County businesses so we can advocate to all levels of government on their behalf. As we work to revitalize our economy, members have the opportunity to attend our AGM and gain access to our new membership portal filled with resources and membership updates. If you are a business owner, you can fill out our membership application on our website under Members to be a part of our ongoing work to strengthen Cumberland County.

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TOURISM SECTOR SYMPOSIUM

In collaboration with the Truro Colchester Partnership and our Mind Your Business partner organizations we hosted a half day Tourism Sector Symposium.

Our panelists included Jill Linquist, President of Raging Crow Distillery, Tom Trueman, Owner of Trueman Blueberry Farms, and Brian Hebert, Owner of Fundy Treasures. The business owners shared their struggles and challenges this past tourism season and how they have adapted. Many other businesses on the call also shared some of their struggles and new offerings that they have started to stay afloat.

m5 communications also joined the call to share their research and findings for the tourism sector. Some highlights include:

- There is a stronger focus on day trips outside of the consumers home community. People are looking for family offerings & clusters of activities that can be enjoyed in the same community or region.
- Consumers are interested in outdoor activities like walking/biking trails, visiting national/provincial parks, camping, and visiting beaches.

In the coming months we are looking to host more virtual sessions with the tourism sector to give businesses a chance to network, share learnings and partner.

Subscribe to our newsletter on our website for updates on events with the tourism sector.

STUDENT RESOURCES

Many times, our schools promote going away to University as the only viable career path. Part of our work is to challenge this mindset and highlight the learning opportunities, resources, and options for students here in Cumberland and in the surrounding region. We have created a spot on our website for students to provide them with resources including videos of various career opportunities.

POTENTIAL ENTREPRENEURS

Are you interested in starting your own business but are not sure where to start? We want to assist entrepreneurs navigating the work behind starting a business. Many entrepreneurs have a great idea yet struggle with the development of a business plan. We offer free support to entrepreneurs with regards to business plan development and the little things that come with opening a new business. If you are looking for free, no-strings attached assistance, contact us.

SUPPORTING OUR EXISTING BUSINESSES

How often do you get a chance to work on your business? When was the last time you had the chance to open up your business plan? Many small business owners work long days working IN their business and working ON the business tends to get thrown on the back burner. Our team at the Connector has experience in managing small businesses and are available to discuss some of your longer-term opportunities & challenges.

What does this mean for you?

We provide free assistance to those wanting to commit more time to working ON their business. We can help bridge the gaps in areas that are lacking and find resources to assist you and your business.

Reach out with any questions or concerns you may have. We are here to support you.



OFFICE:

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