

WELCOME TO  
*Port Hawkesbury*

PORT  
HAWKESBURY  
Opportunities Await

Cape Breton  
Partnership



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A publication of the



# Community Profile

The Town of Port Hawkesbury is located on the southwestern coast of Cape Breton Island. It offers a unique blend of economic, cultural and lifestyle opportunities. With a loyal and highly skilled workforce, and access to nearby postsecondary training facilities, a world of opportunities await you in Port Hawkesbury.

The Strait Area has substantial development potential. There are growth opportunities in manufacturing, technology, transportation/distribution, energy, and the oceans industries.

The people of Port Hawkesbury welcome you and invite you to learn more about what this dynamic area has to offer.



## Just the Facts

Historically, the ocean has dominated the economy of the Strait Area, and it continues to be a key economic driver in the 21st century. Thanks to a \$350 million investment in the Maher Melford Terminal project at the Strait of Canso, the infrastructure to support new development continues to improve. Similarly, improvements have been made to the Nova Scotia Community College (NSCC) campus, and a renewal and revitalization plan has been put in place for the downtown core.

The diverse economy of the area is driven by pulp and paper manufacturing, steel fabricating, energy, transportation and manufacturing and processing. The Strait Area has been an international trans-shipment hub for petroleum products and other commodities. While the energy sector has been an important part of the area's past, the future includes new roles as a centre for bio-energy, offshore oil and gas servicing, and LNG importing and exporting.

Along with heavy and large industries, the area includes more than 200 small businesses and entrepreneurs. The Strait Area Chamber of Commerce recognizes the importance of this sector and offers support through networking opportunities, training and member discounts. The Chamber promotes buying local and strives to make the region a better place to live, play, and conduct business.

The area's unique mix of business and service providers continue to shape a growing economy. The quality of life, multimodal transportation, skilled and able workforce, the deepest ice-free port in North America, safety conscious industry partners, accessible training, education, and research facilities (NSCC, St. Francis Xavier University, Cape Breton University, Université de Saint-Anne) all make Port Hawkesbury the ideal choice for starting or expanding your business.



## Family Friendly Community

Port Hawkesbury is committed to being an open and welcoming community for new and young families. The community offers educational institutions from pre-school to post-secondary. The Reeves Street renewal and revitalization plan aims to improve the economic development of the corridor, enhance the character of the street, and the developments that front it. The plan encourages façade improvements and road functionality for cars, cyclists and pedestrians. The foundation of the plan leverages a new movement called Complete Street, a concept that includes safe usability and accessibility for the entire community. This is the first Complete Street plan in Atlantic Canada. The Town of Port Hawkesbury is also a regional hub for shopping, education, professional services and government services in the Strait Area.



## Location, Location, Location

Port Hawkesbury's location provides easy access to both Halifax and Moncton, two of the largest markets in Atlantic Canada. It also offers access to the U.S., European, and global markets through shipping, rail, road, and air links. It is a key access point for continental rail service. There are a full range of trucking services available. In short, the area provides full intermodal access to global markets.

The Canso Causeway, a short five minutes of vehicle travel away, provides a permanent link between mainland Nova Scotia and Cape Breton Island. The Causeway also creates a barrier between ice packs on the north side, forming a deep, ice-free harbour on the south side.

The resulting Strait of Canso Superport benefits from the deepest ice-free harbour on the North American east coast. The Superport is 20 km long, 1.5 km wide and a depth of 27 metres. The 2.8 hectare Mulgrave Marine Terminal, owned and operated by the Canso Superport Corporation services the offshore oil and gas industries, provides warehousing and laydown areas and services marine construction projects. The Town of Port Hawkesbury has fully serviced residential and commercial properties available with water/sewer/storm and municipal fire protection.

## Community Assets

Port Hawkesbury is one of the largest urban areas in Cape Breton with a population of over 3,000 and serves as a regional service centre to the surrounding area, offering a vibrant retail sector, educational facilities, and abundant recreational and cultural opportunities. The Civic Centre has ample capacity to host corporate meetings and events. The Reeves Street Project is creating connections with and between the town's waterfront and other signature town spaces, including the NSCC. An all season 10-kilometre trails system winds through majestic hardwoods, softwood forests and gently flowing streams.



## Customs House Artist Incubator

Recognizing the importance and value of the creative community, the Customs House Artist Incubator is a dedicated space for artisans in the Port Hawkesbury area. It is affiliated with the Cape Breton Centre for Craft and Design--located in downtown Sydney. The craft incubator offers fully equipped studios, subsidized studio rent, craft business development support, technical mentorship and opportunities for marketing.



## Granville Green

Thanks to the generosity of local sponsors and the Town of Port Hawkesbury, the Granville Green concert series provides an opportunity for regional and national artists to come to the stage for a series of free concerts. This unique outdoor venue overlooks the beautiful Strait of Canso, and is fully wheelchair accessible. The concert series also provides an opportunity for local non-profit groups to fundraise through the sale of food and ticket sales. As well, contributions for the food bank are received throughout the concert series.



## Your Connection to Everywhere

One of the greatest assets of Port Hawkesbury is the Maher Melford Terminal, a \$350 million project by the Strait of Canso Superport. The port's deep-water, ice-free harbour with no bridges or other overhead infrastructure is capable of serving even the largest ocean-going vessels.

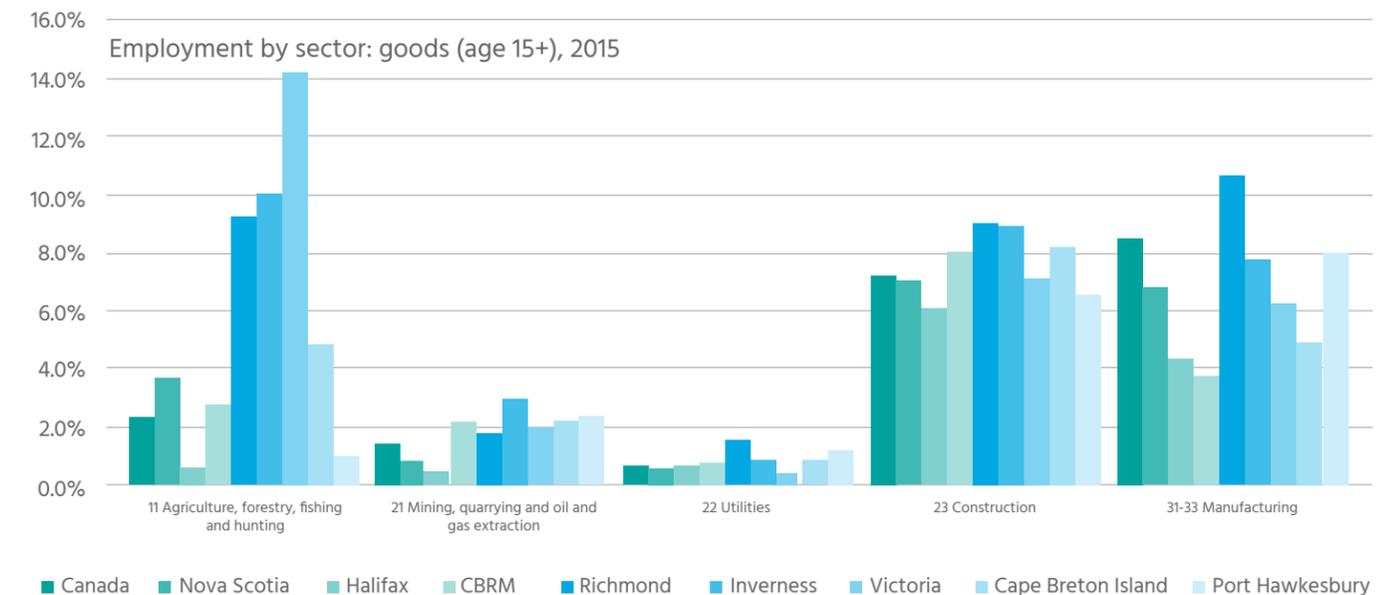
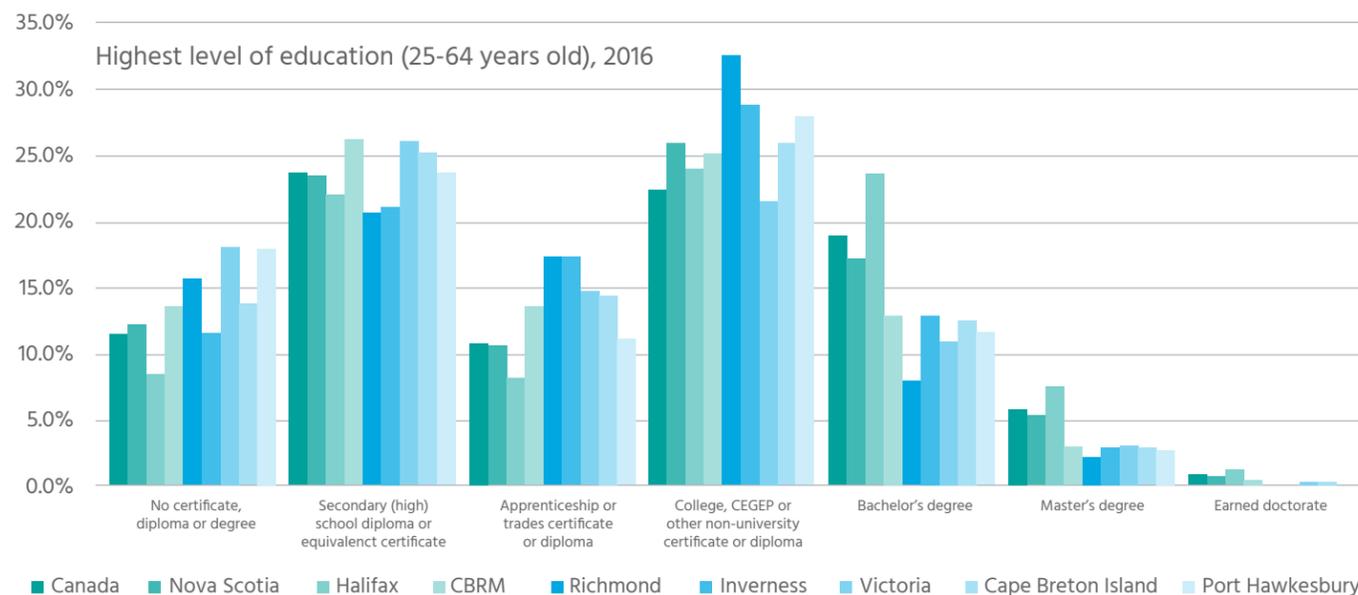
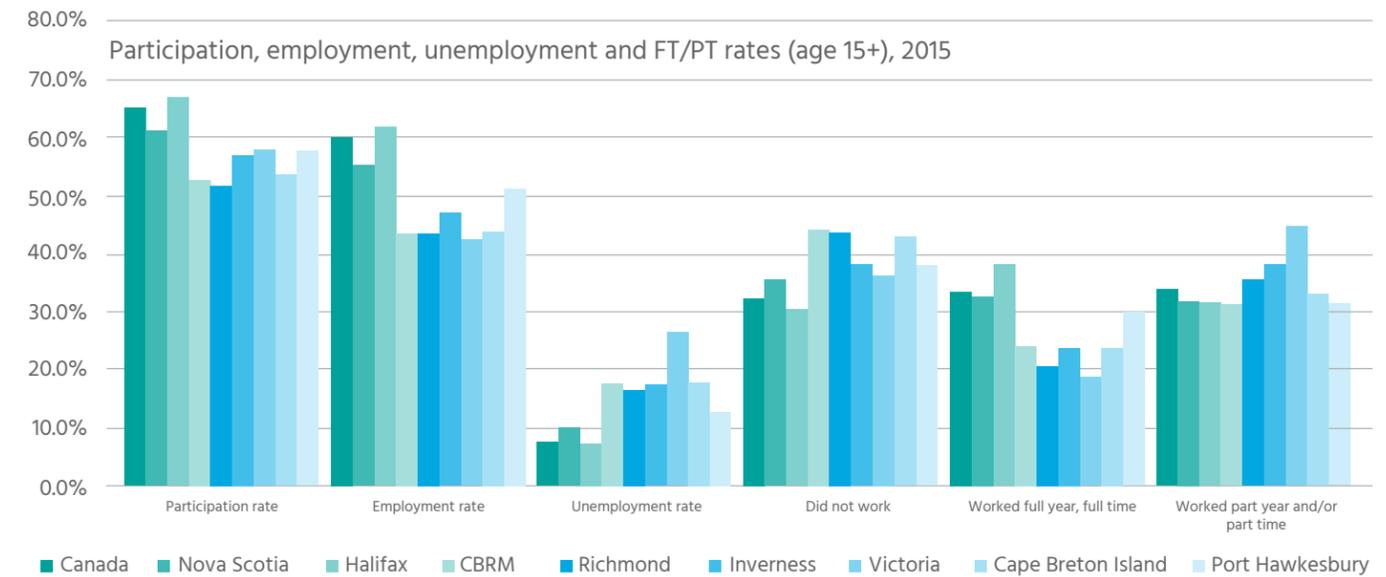
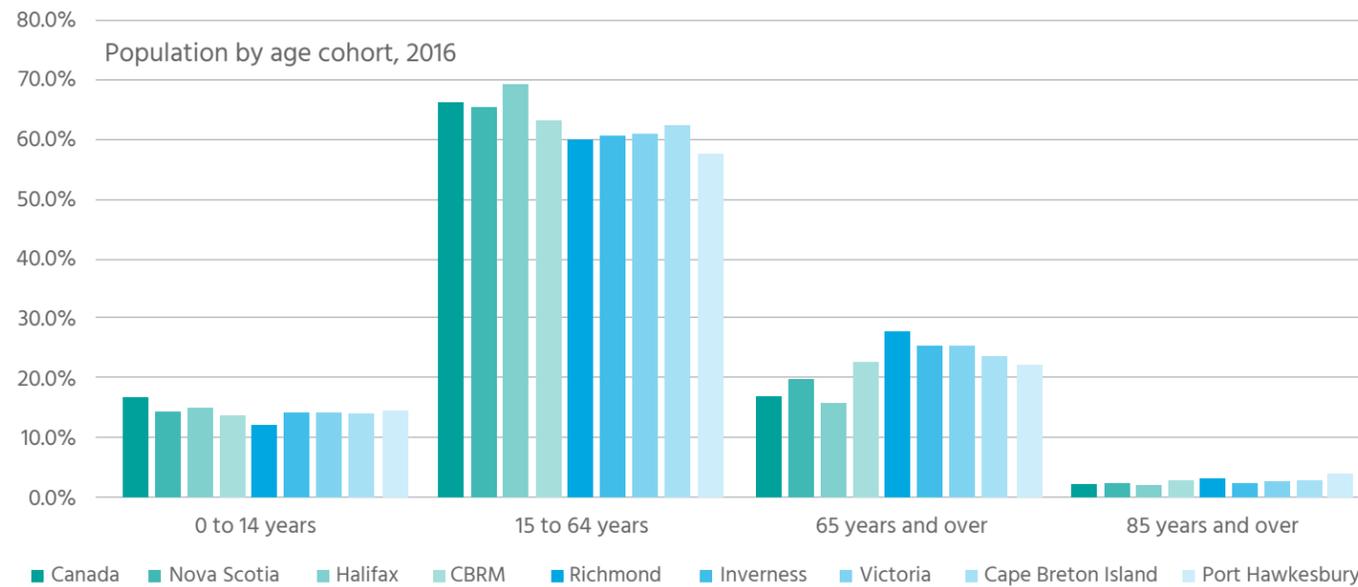
The Allan J. MacEachen Regional Airport is strategically located 6km outside of the Town of Port Hawkesbury in Port Hastings. The Regional Airport is home to several privately owned and commercially operated aircrafts. The airport hosts a large number of business jets, recreational flyers and medical and government flights throughout the year. Charter services are also available using operators from Halifax or any other airport on the Atlantic Seaboard.

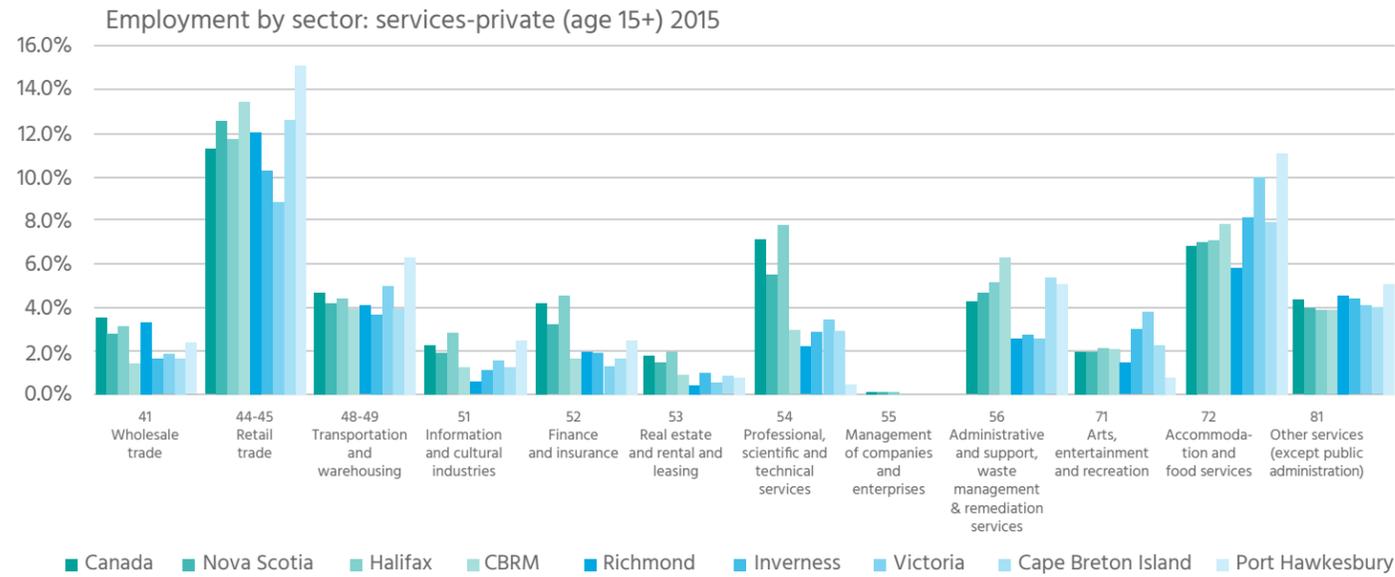
The Strait Area Transit Service offers safe, reliable and inclusive service to the residents of Port Hawkesbury, Inverness, Victoria, and Richmond.



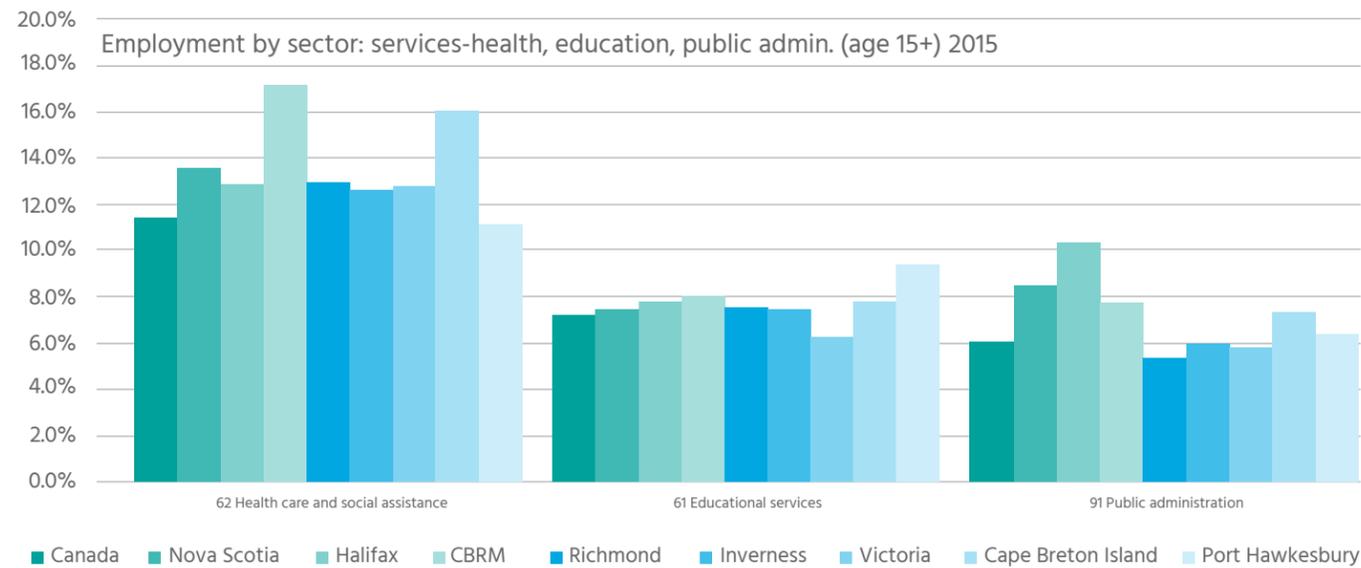
# By the Numbers

Port Hawkesbury has the people you need in a place you'll love with a population of 3,214 and a regional catchment area population of approximately 50,000. Close to 25 per cent of the population is under the age of 20, and another 23 per cent is between 20 and 39. The average age is 41. There is a diverse and skilled workforce available. Larger pools of workers are available from surrounding communities and municipalities. Whether you're a manufacturer looking for skilled trades, or are involved in a professional, scientific and technical services looking for college and university educated talent—Port Hawkesbury and area has it all. The residential tax rate is \$1.80 per \$100 assessment, while the commercial rate is \$4.26 per \$100 assessment, though these rates include other such costs as water and sewer.



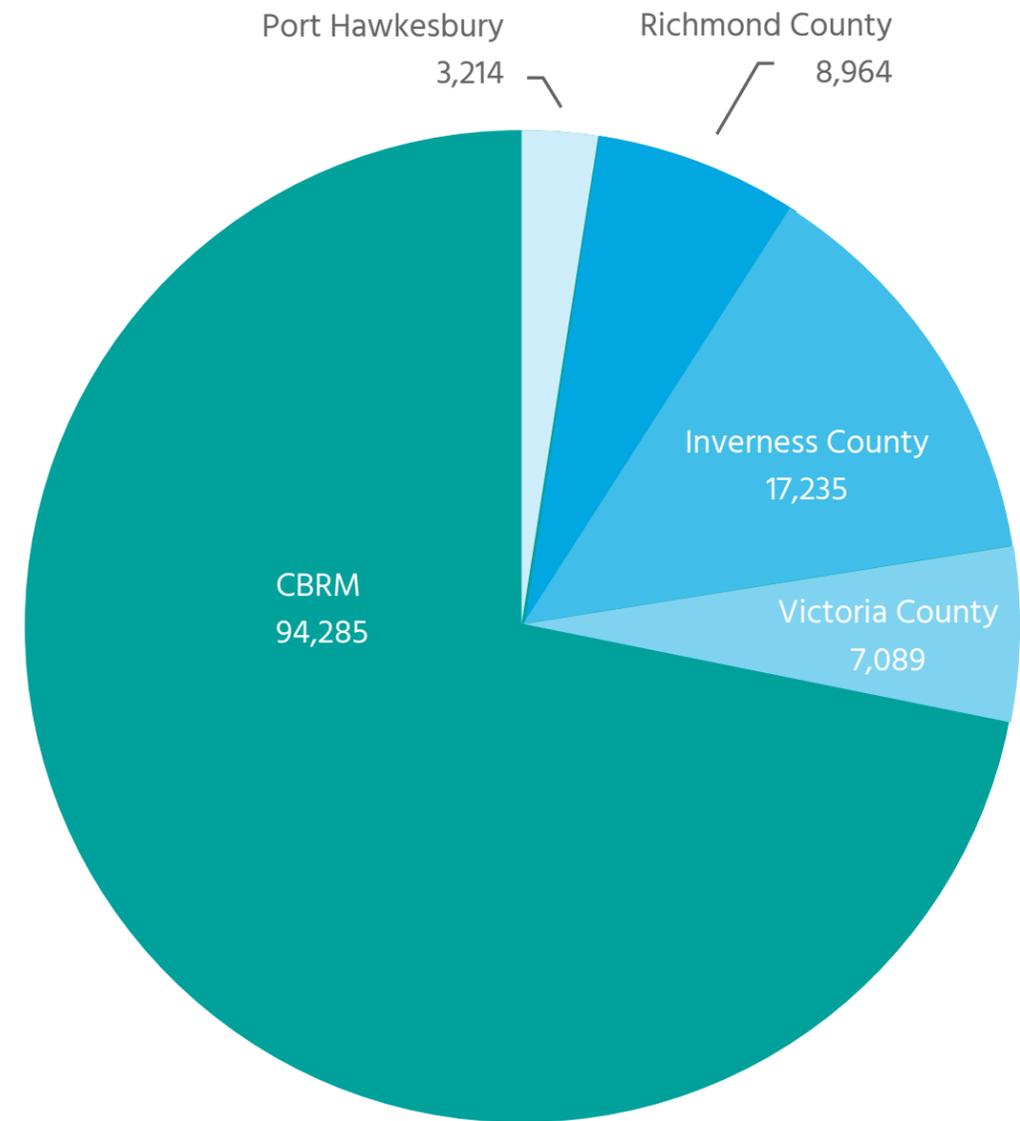


Retail trade makes up a bigger portion of employment in Cape Breton. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical.

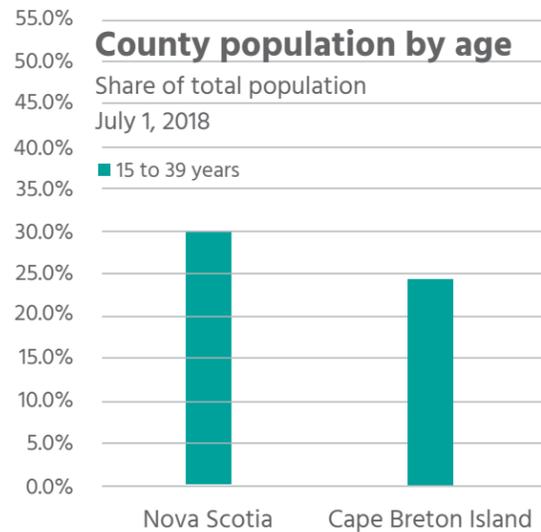
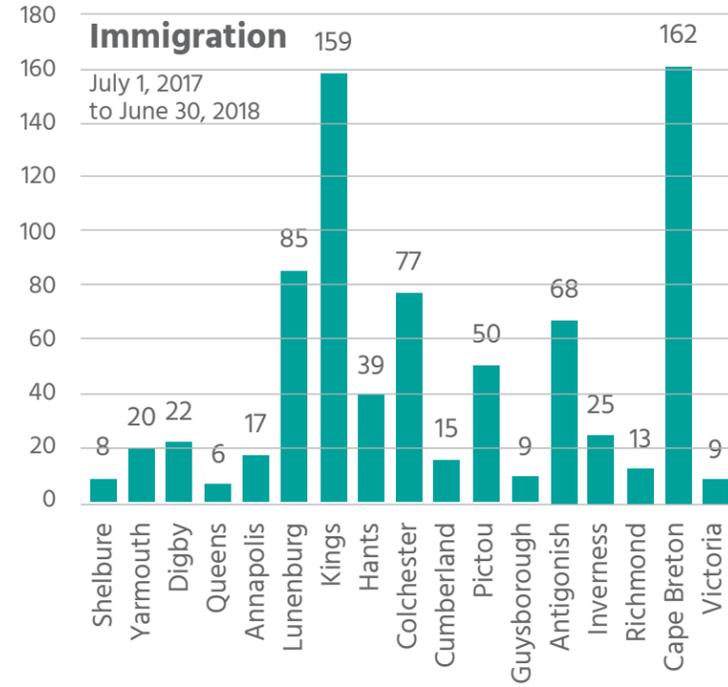
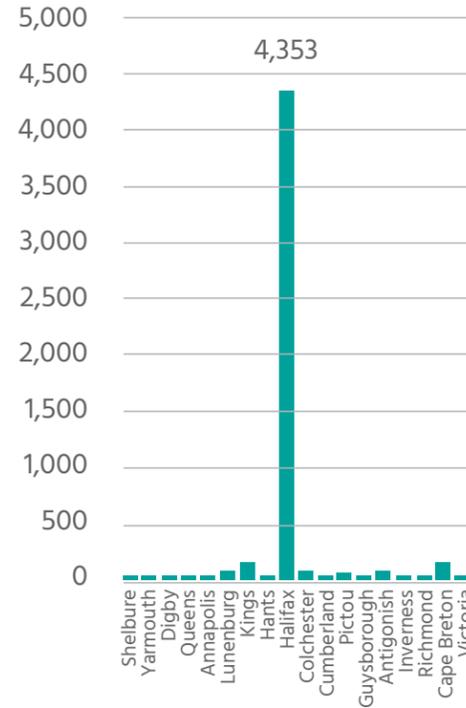


Public service employment as a share of total is higher in Cape Breton, particularly for health care.

## Cape Breton Population as of July 1, 2018



Immigration has contributed to the recent acceleration of Nova Scotia's population growth. Immigration was concentrated in Halifax with 4,353 immigrants added to the population. The next highest numbers of immigrants added were in Cape Breton and Kings counties.



## Business Costs

Corporate tax rates--\$4.26 per \$100 assessment // Residential Tax rates--\$1.80 per \$100 assessment

## Business Resources & Partners

### The Cape Breton Partnership

The Cape Breton Partnership is Cape Breton-Unama'ki's private sector-led economic development organization that supports companies and entrepreneurs by promoting our Island as a great place to live and invest; growing a culture that values and celebrates creativity, innovation and entrepreneurship; and connecting entrepreneurs and companies to the resources they need to succeed. For more information, visit [www.capebretonpartnership.com](http://www.capebretonpartnership.com).

### Atlantic Canada Opportunities Agency

Federal Government Agency, works to create opportunities for economic growth in Atlantic Canada by helping businesses become more competitive, innovative, and productive.

### The Cape Breton Regional Chamber of Commerce

The Cape Breton Regional Chamber of Commerce is a catalyst for business growth by listening and advocating for members' needs. Its vision is to create a strong business community through collaboration, networking, advocacy and education. More information can be found through the Membership coordinator at [www.cbregionalchamber.ca](http://www.cbregionalchamber.ca)

### CBDC InRich

Since 1981, this organization has been providing valuable business development services, assisting more than 1,400 businesses with start-ups and expansions.

### Community Economic Development Investment Fund (CEDIF)

Individuals can make investments in order to help them raise the capital needed to open or operate a business

### Develop Nova Scotia

Develop Nova Scotia is responsible for strategic economic infrastructure and prosperity across the province. It works closely with partners, stakeholders, and industries that contribute to the economic growth of the province.

### Innovacorp

Innovacorp is an early stage venture capital organization designed to meet the needs of promising companies specializing in technology.

### Nova Scotia Cooperative Council

The Nova Scotia Cooperative Council offers the small business loan guarantee program and the immigrant small business loan program.

### Nova Scotia Business Inc.

Provincial Government business development agency, helping businesses grow with a focus on developing new exporters and attracting innovative, globally competitive companies to Nova Scotia.

### Strait Area Chamber of Commerce

The Strait Area Chamber of Commerce is a business development organization that promotes, improves and protects trade and commerce. Its vision is to make the Strait area one of the best regions to live, invest, work and conduct business. More information can be found at [www.straitareachamber.ca](http://www.straitareachamber.ca).

## We can't wait for you to get here!

For more information, contact the Cape Breton Partnership

**Email:** [info@capebretonpartnership.com](mailto:info@capebretonpartnership.com) | **Phone:** 1-844-868-0967

[www.welcometocapebreton.ca](http://www.welcometocapebreton.ca)

[www.capebretonpartnership.com](http://www.capebretonpartnership.com)



285 Alexandra Street  
Sydney, Nova Scotia  
B1S 2E8

609 Church Street, Suite 101  
Port Hawkesbury, Nova Scotia  
B9A 2X4