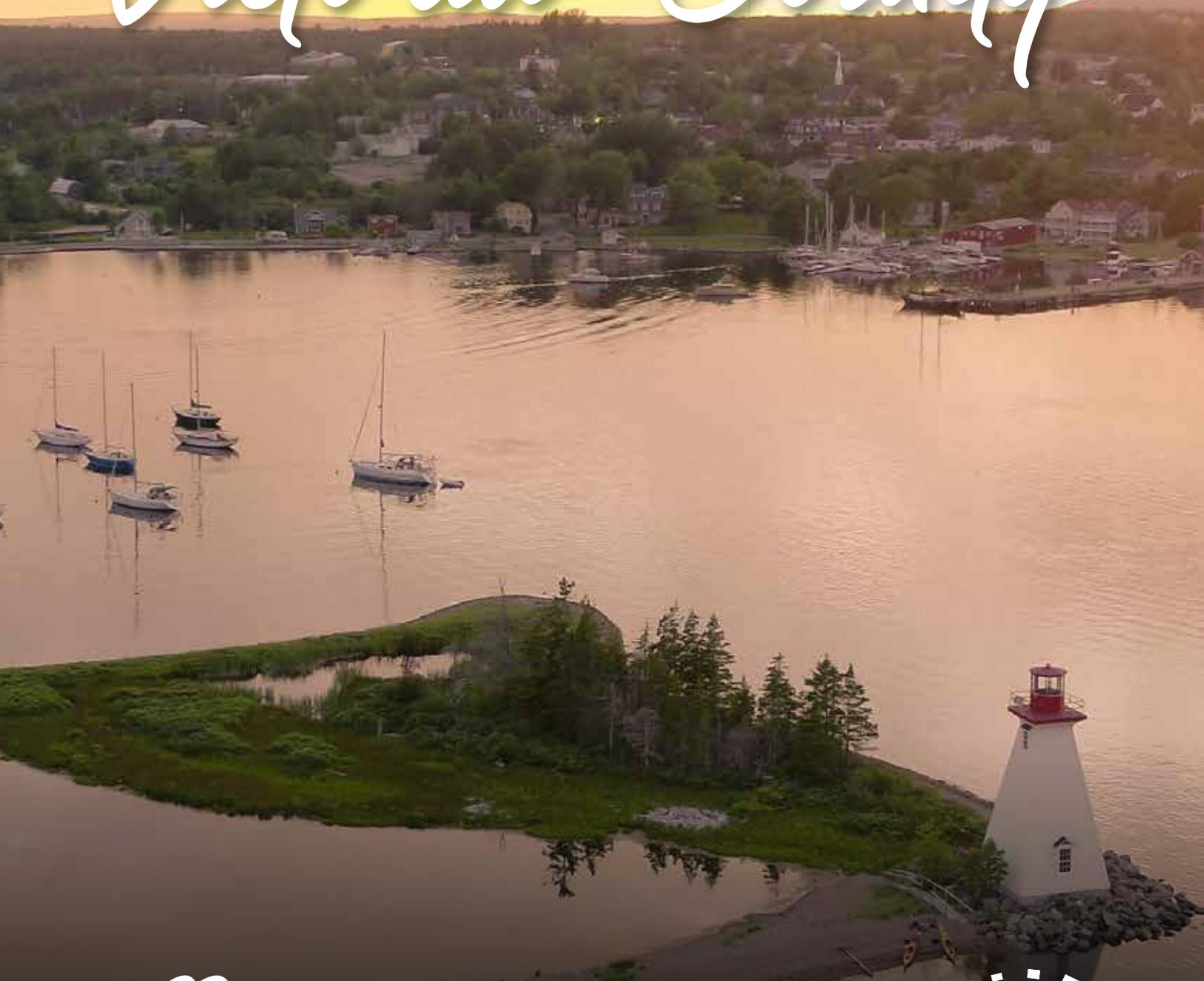


# WELCOME TO *Victoria County*



  
**Victoria  
County**  
Naturally Connected

  
Cape Breton  
Partnership



# WELCOME TO *Victoria County*

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A publication of the



# Community Profile

Victoria County is in the heart of Cape Breton Island.

Breathtaking vistas and tight-knit communities make Victoria County a welcoming place to live, work and visit. Like other areas of Cape Breton there is a rich mix of cultures including Mi'kmaq, Scottish and Irish. With more businesses per capita than any other municipality in Nova Scotia, this enterprising community is ready for more! Named for Queen Victoria, you'll be sure of a royal welcome when you settle here.

The people of Victoria County invite you to learn more about what this area has to offer.



## Just the Facts

Victoria County offers something special around every corner. From Cape North on the Cabot Trail to Baddeck on the Bras d'Or Lakes, this area is as rich in history as it is in beauty. Fisheries and tourism are the key economic drivers of this area, fuelled by an energetic group of entrepreneurs, ready to welcome you.

The Cabot Trail runs through northern Victoria County, bringing thousands of visitors to the area each year. A range of festivals and events enhance the experience when visiting Victoria County—whether you're watching whales or taste a haggis at the Highland Village. The diversity of experiences found in Victoria matches its geography. Sprawling mountains, beautiful beaches and quaint villages, Victoria County has it all.

Businesses of any size are welcome in Victoria County, with Municipal Council taking a hands-on approach to ensure the needs of businesses—and their customers—are met.



**Nestled on a hill in Nyanza, overlooking the Bras d'Or Lake — a UNESCO biosphere — Big Spruce Brewing grows the bulk of their hops on their certified organic farm. The farm became home to the family of Alexander MacKenzie of Scotland in 1865 and remained in the family for four generations until Big Spruce made it their home in 2008.**

## Location, Location, Location

Baddeck is located at the centre of Cape Breton Island. It is a village filled with heart, history and hospitality. It is a great spot to launch a trek around the iconic Cabot Trail – a 300 km roadway that hugs the Highlands and the coastline of northern Cape Breton. Consistently named one of the top travel destinations in the world for its endless array of exhilarating outdoor adventures including hiking, biking and sailing adventures on the Bras d'Or.



Tourism is a major industry here and there are plenty of opportunities for niche businesses. The Bite House is a 12-seat restaurant in an old farmhouse that has been described as a foodies dream in the New York Times, Food & Wine and Bon Appétit. Victoria County businesses offer meaningful experiences - like zip lining with a view of the Atlantic at Mountain Pine Adventures in Dingwall; empowerment at Highland Bow & Arrow, whale watching in Ingonish, Dingwall and Bay St. Lawrence and more.

With direct flights from Toronto, Montreal and Halifax to Sydney, Cape Breton is easily accessible as a tourism destination. Exploring Victoria County will appeal to artisans, historians, musicians, gourmets and anyone interested in the outdoors.

Much like the rest of Cape Breton Island, there is always something new to discover in this unique corner of the world.

The community also uses the services of Victoria County Transit, which offers inclusive, safe and reliable transportation to residents and visitors.

Victoria County is connected to mainland Nova Scotia by Highway 105, offering businesses a direct link to the Port of Sydney and the Canso Port in Richmond County. Victoria's sea, road and air transportation options allow for shipping and receiving flexibility. The ports at the Strait of Canso and nearby Sydney are deep-waterports that can accommodate the largest post-Panamax vessels. A full range of trucking services provides another option for transport. Victoria's multimodal transportation network means businesses can reach customers across the Continent.

## Wagmatcook

With a population close to 700, this First Nation Community is located beside the Bras d'Or Lakes. Many residents still speak the Mi'kmaw language fluently, and the community continues to work hard to preserve both the language and history of the Mi'kmaw. The Wagmatcook Culture and Heritage Centre plays a pivotal role in keeping the culture alive while the economy is propelled by the Wagmatcook Commercial Fishery. The Fishery is focused on sustainability and generating the highest returns back to the community.

# A Compelling, Competitive Business Environment

Victoria County was one of the first to focus on broadband infrastructure and became the most connected rural county in North America. Recognizing that this vital infrastructure is key to economic success, a three-phase program was initiated. Working with partners Aliant, Eastlink and Seaside Cable—Victoria County built the needed infrastructure to provide high-speed Internet to every community in the county.

The seafood industry is a major economic driver in Victoria County. Agriculture and fisheries include fish hatcheries, marine finfish and shellfish aquaculture. The industry is valued at \$1.4 million—a major contributor to the provincial fishing industry.

The Village of Baddeck is a main boating centre on the Island, and offers 111 mooring spits, 22 of which are commercial. The Village of Baddeck is also the commercial centre for the county. Victoria County is focused on creating and fostering economic growth, and has created a commercial waterfront zone to maximize the economic potential of Baddeck Harbour.



▶ **One of the most diverse and beautiful tourist destinations in the Maritimes.**

For more than 30 years, PolyTech Products Ltd. has been a manufacturer of high quality and high standard European design products. The company was founded in Europe in 1966 before expanding to Canada in 1988 with the opening of the manufacturing/sales office in Baddeck.



# Destination Victoria County

Located on the northern shore of Cape Breton, Victoria County is one of the most diverse and beautiful tourist destinations in the Maritimes. Rich in arts and culture, the County has several unique tourism areas including: Baddeck, St. Ann's Bay, Ingonish, Central Cape Breton and Boulardarie.

Here you'll find some of the world's best sailing, challenging cycling routes and a haven for the golfing enthusiast. Two of the world's top-rated courses are located in Victoria County including Highland Links, and Bell Bay. Hikers can see old-growth forests, rocks scarred by glaciers as well as some of the most unique cultural experiences the Island has to offer.

Opportunities for experiential tourism operations are increasing. Hands-on artisan studios, guided kayak tours, boat tours, and bird watching are all part of the magic of Victoria County. Local music can be seen and heard at kitchen parties, or ceilidhs as they are known locally. Here you'll experience traditional Gaelic music performed by some of the most talented musicians on the planet. That's one of the reasons Celtic Colours International Festival has become such a success on Cape Breton Island.



The Highland Village in Iona is a 40-acre outdoor living museum that tells the story of the Gaelic settlement in Nova Scotia. The mission of the museum is to research, collect, preserve and share the Gaelic heritage and culture of Nova Scotia.

Colaiste na Gàidhlig / The Gaelic College, is the only institution of its kind in North America. With a well-earned reputation for its contribution to the preservation and promotion of the Gaelic culture, the college presents a truly one-of-a-kind learning experience. It offers instruction in over 10 disciplines and provides the visitor with unique opportunities to experience the living culture of the Gaels who settled here.

Victoria County inspired Alexander Graham Bell. He chose the community of Baddeck to build a second home. A Parks Canada National Historic Site dedicated to him in Baddeck, provides a rare glimpse into the heart and mind of the famous inventor.



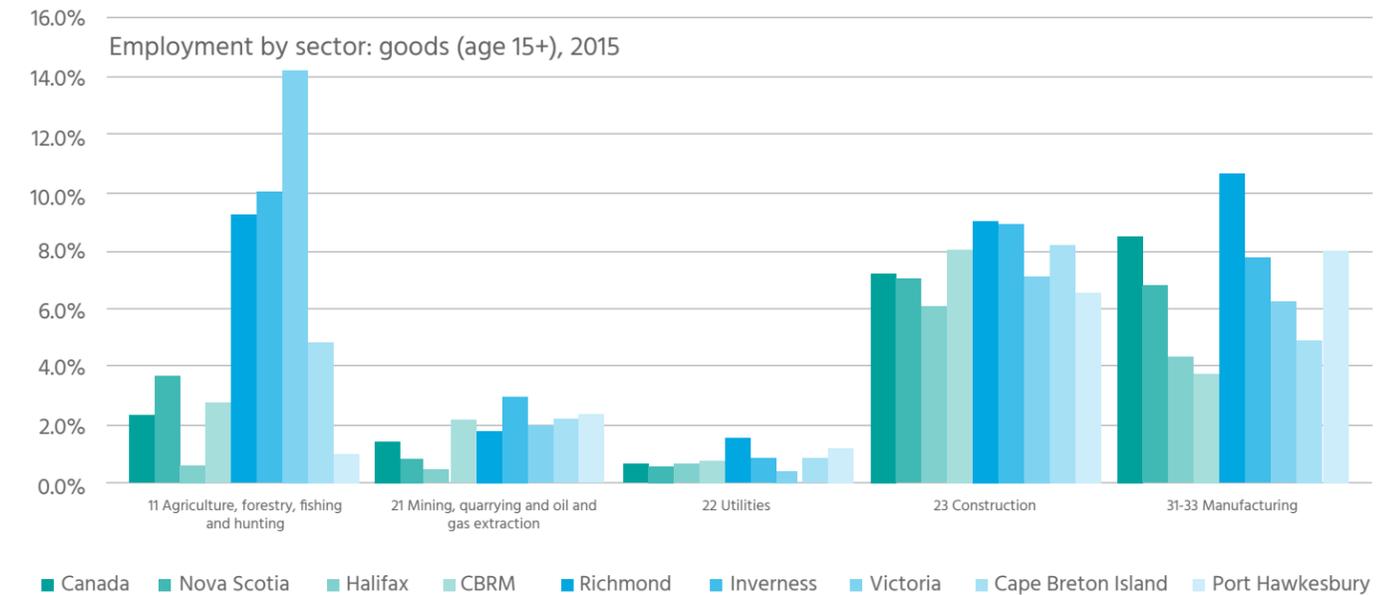
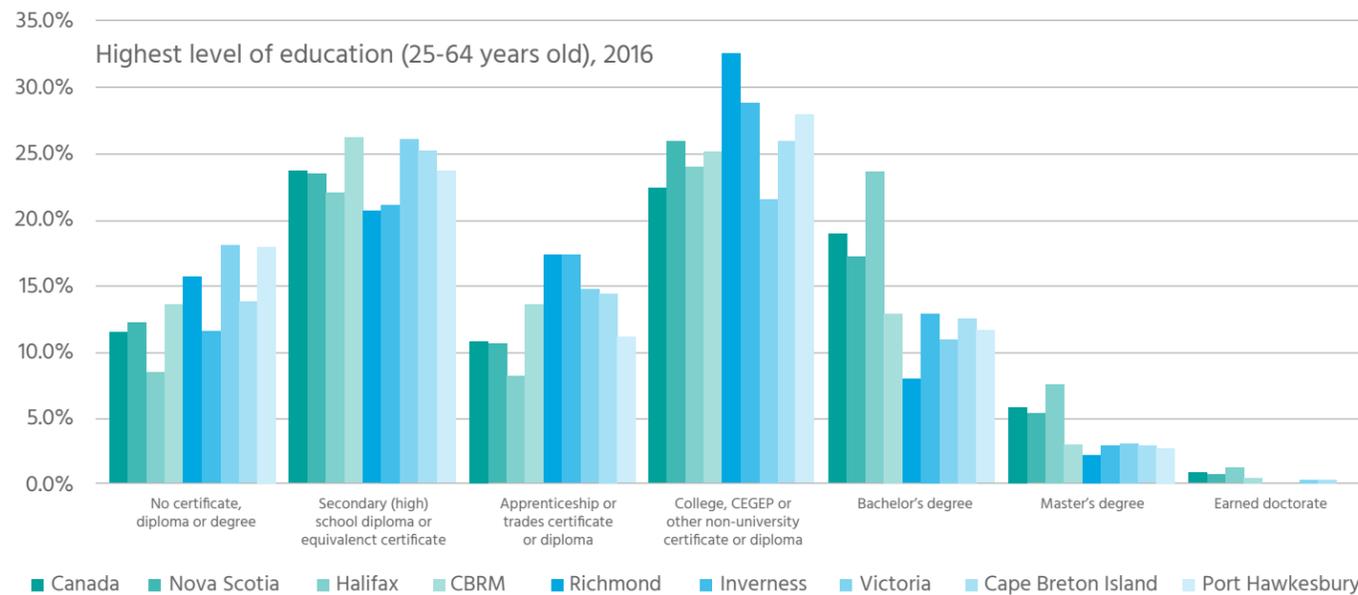
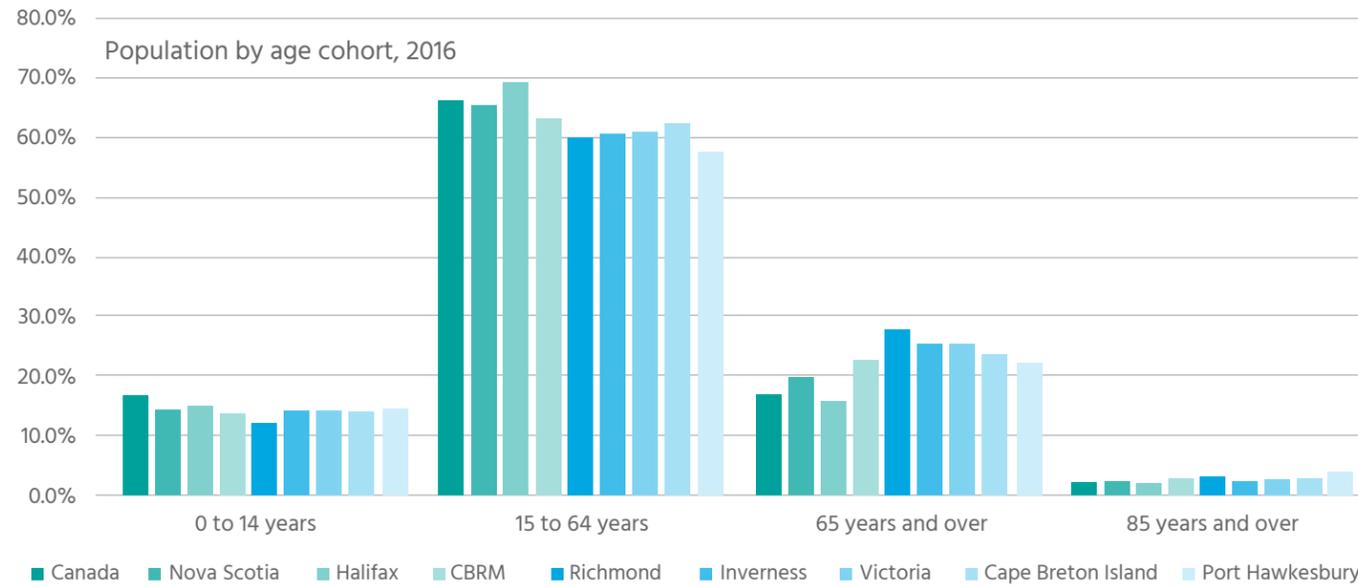
# The Seafood Industry

The Victoria Cooperative Fisheries Ltd. has been in operation since 1956. This forward thinking and unique cooperative buys a variety of seafood from over 140 inshore commercial fishing vessels. The majority of seafood, including lobster, snow crab, halibut, ground fish and mackerel are bought from vessels that are locally owned and operated. During peak periods, about 125 individuals are employed, providing a \$2 million payroll for the local economy. The Victoria brand is known for its quality, as their seafood is harvested daily from the surrounding Atlantic waters. Its products are shipped to Japan, Hong Kong, China, the USA and Canada.

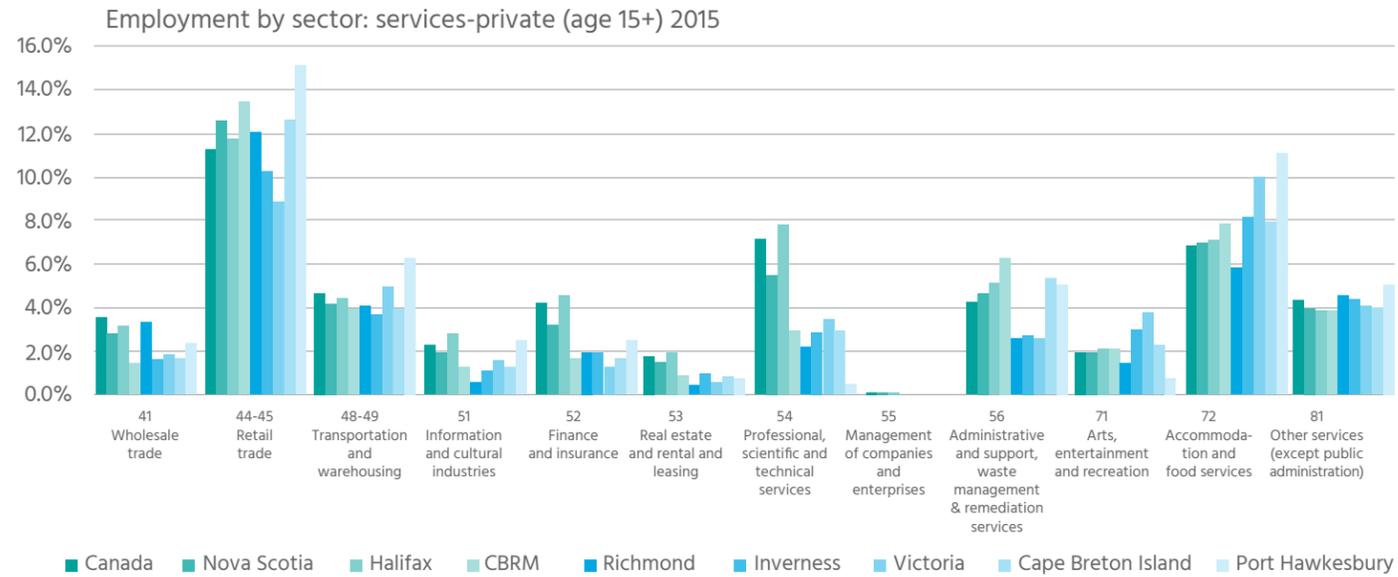


# By the Numbers

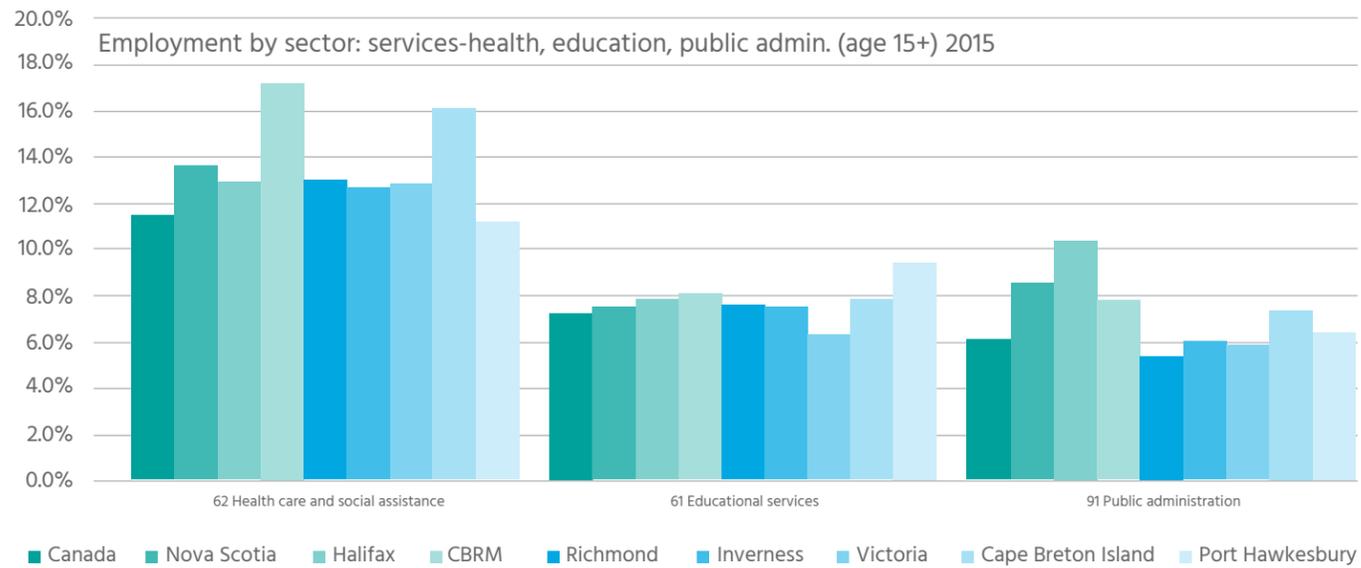
Victoria has the people you need in a place you'll love, with a population of 7,089 and an average age of 45. There are five businesses operating with over 100 employees, five medium sized businesses with between 50-99 employees and 887 businesses with less than 50 employees. With nearly 22 per cent of the population under the age of 20, and another 18 per cent between the ages of 20 and 39, Victoria County has the talent pool to support any business. With a labour force of 3,720, tourism and fishing are the key economic drivers in the area. The residential tax rate is \$1.22 per \$100 assessment, while the commercial rate is \$2.12 per \$100 assessment.



In Cape Breton, 58 per cent of establishments had fewer than five employees, and 98 per cent of establishments had fewer than 100 employees. The region had seven large establishments (500 or more employees). Five were in the public services sector (education, health/social services and public administration) with the remaining two in administrative, support, waste management and/or remediation services. The average wage offered was \$15.70 per hour, which is influenced by the types of jobs available.

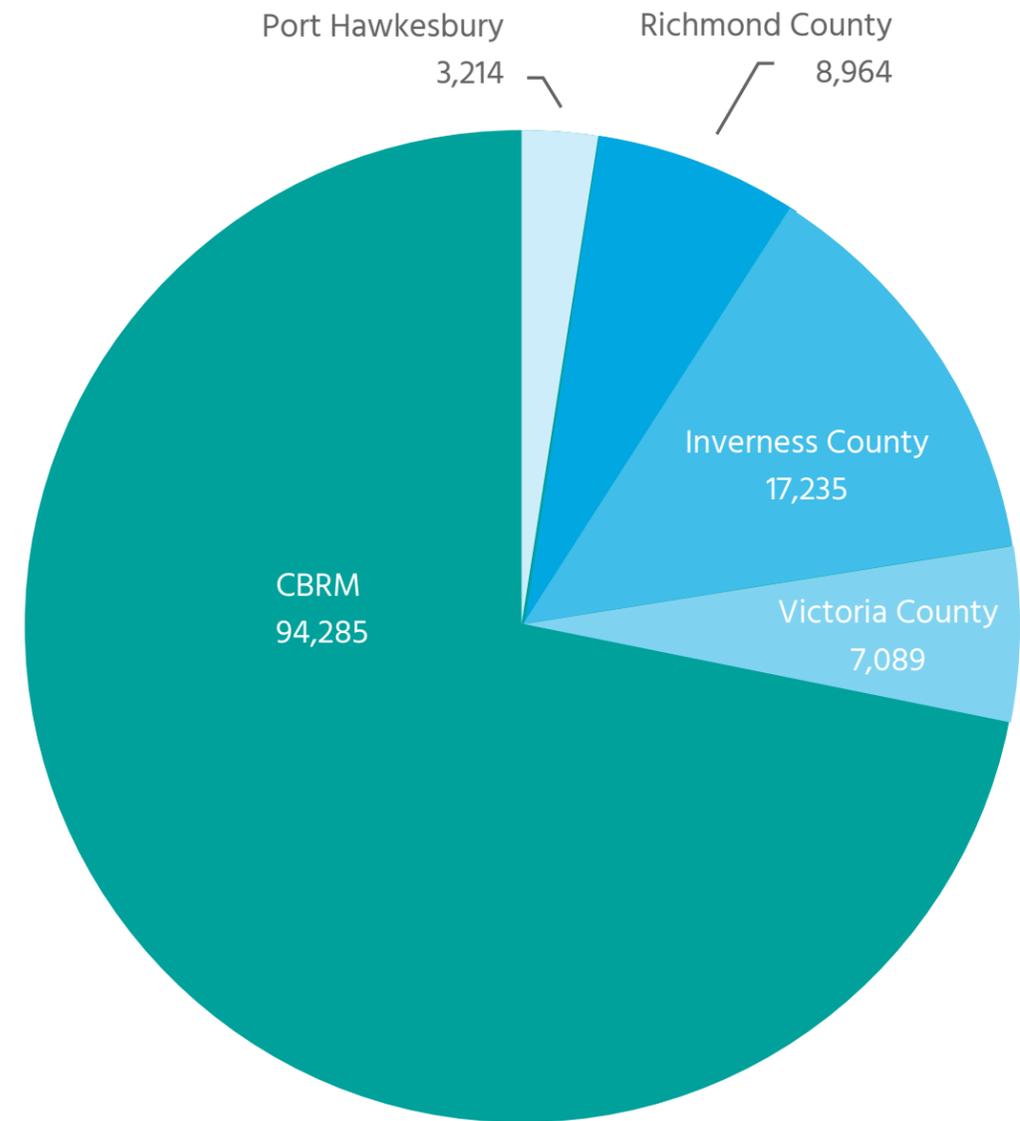


Retail trade makes up a bigger portion of employment in Cape Breton. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical

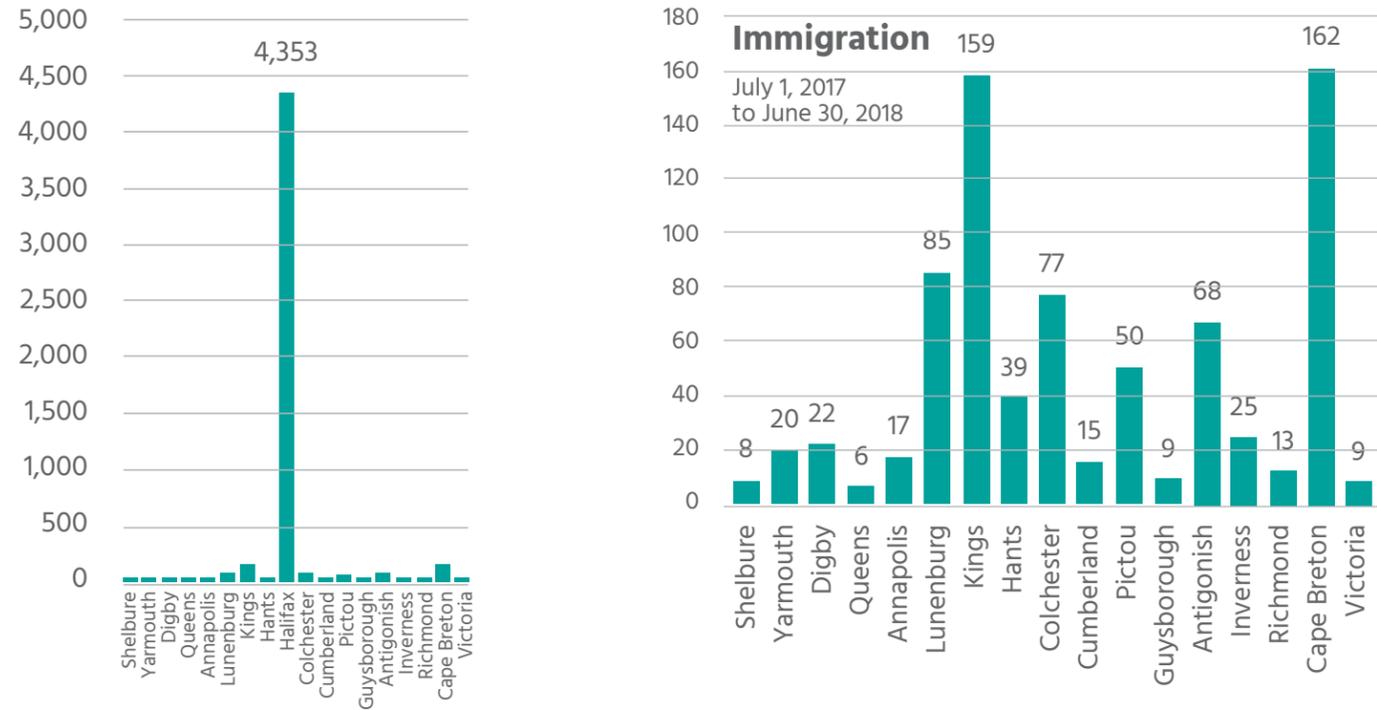


Public service employment as a share of total is higher in Cape Breton, particularly for health care.

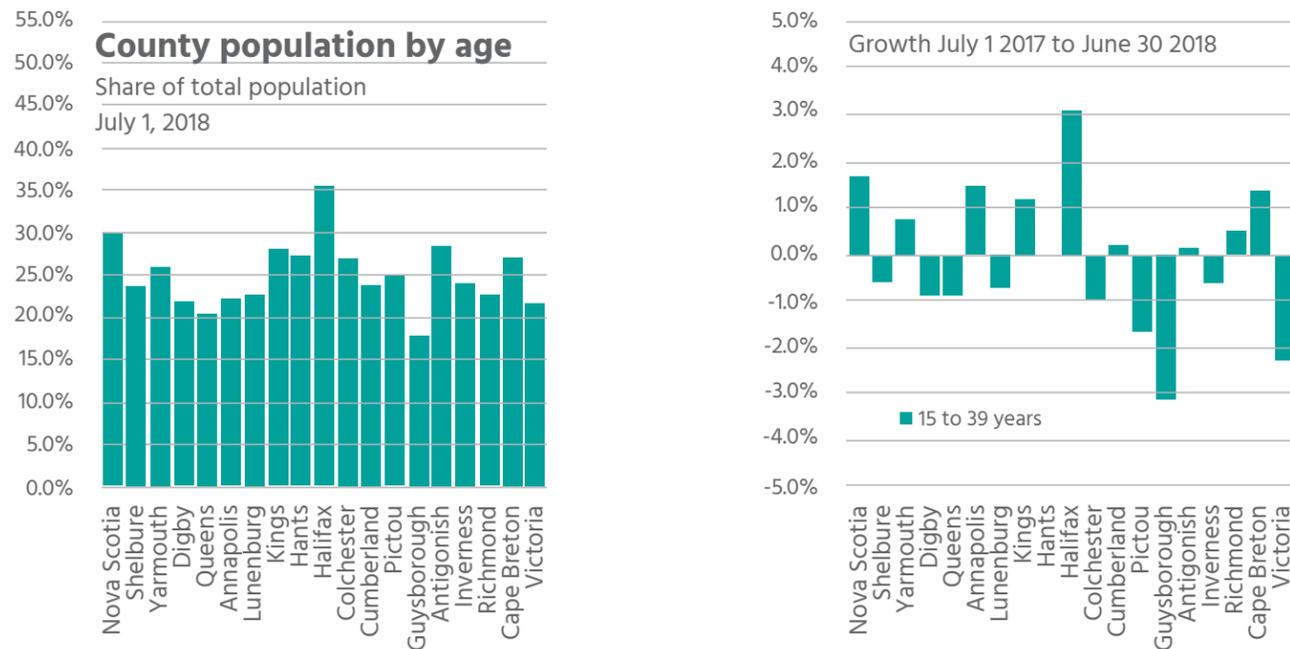
### Cape Breton Population as of July 1, 2018



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.



Populations aged 15 to 39 are also declining in many counties. However, growth of this age cohort in Cape Breton, Halifax, Annapolis and Kings counties has kept the size of this cohort growing for the province as a whole. The steepest declines in this population were reported in Guysborough, Victoria, and Pictou counties. The counties with the highest share of the population aged between 15 and 39 were Halifax and Antigonish.



## Business Costs

Corporate tax rates--\$2.12 per \$100 assessment // Residential tax rate --\$1.22 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

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